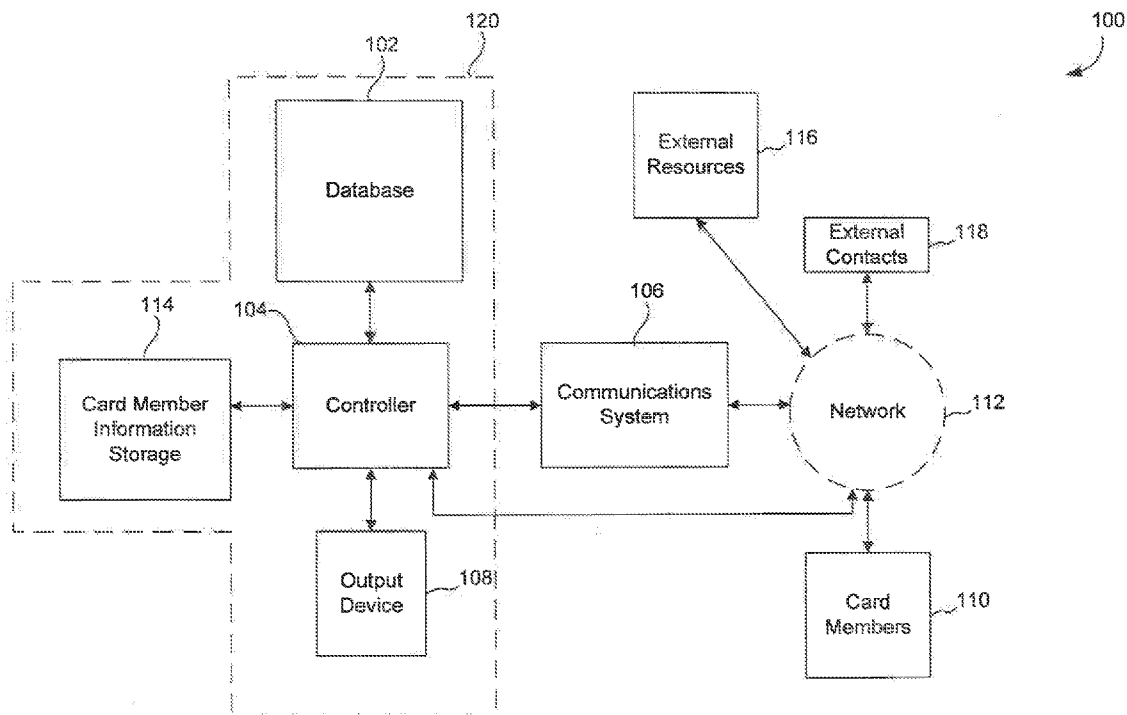




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(19) **United States**(12) **Patent Application Publication**  
**Hamlisch et al.**(10) **Pub. No.: US 2012/0290357 A1**(43) **Pub. Date: Nov. 15, 2012**(54) **IDENTIFYING INDUSTRY SEGMENTS WITH  
HIGHEST POTENTIAL FOR NEW  
CUSTOMERS OR NEW SPENDING FOR  
CURRENT CUSTOMERS****Publication Classification**(51) **Int. Cl.**  
**G06Q 30/02** (2012.01)(52) **U.S. Cl.** ..... **705/7.31**(75) **Inventors:** **Eliot R. Hamlisch**, New York, NY  
(US); **Dan Cheung Tat Chan**,  
Fanwood, NJ (US)(73) **Assignee:** **American Express Travel Related  
Services Company, Inc.**, New  
York, NY (US)(21) **Appl. No.: 13/530,900**(22) **Filed: Jun. 22, 2012****Related U.S. Application Data**(63) Continuation of application No. 13/092,837, filed on  
Apr. 22, 2011, now Pat. No. 8,229,783, which is a  
continuation of application No. 11/636,980, filed on  
Dec. 12, 2006, now Pat. No. 7,953,627.(57) **ABSTRACT**

A method and system are used to identify industry segments with highest potential for new customers or new spending for current customers. This includes receiving data, segregated into each of a plurality of industries, relating to a number of small businesses, cost of goods sold for each of the small businesses, and percentage of cost of goods sold that is spent on raw materials and inventory for each of the small businesses. Capturing data, segregated into each of the plurality of industries, relating to average amount charged per current card member, percentage of the current card members charging the raw materials and the inventory, percentage of card member penetration, and total estimated charging for the current card members. Determining which of the plurality of industries or segments are available for a highest potential for new card members.



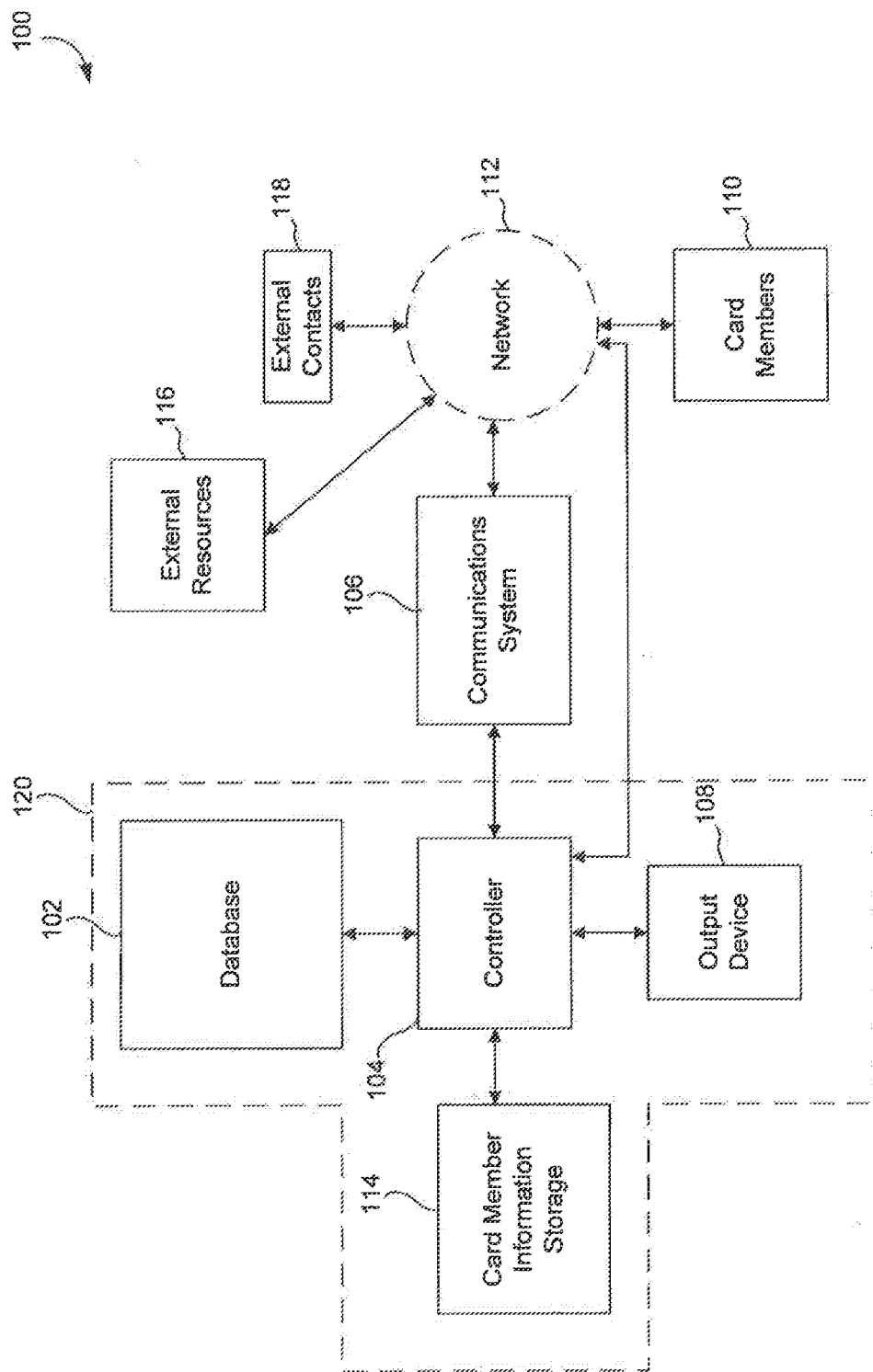


FIG. 1

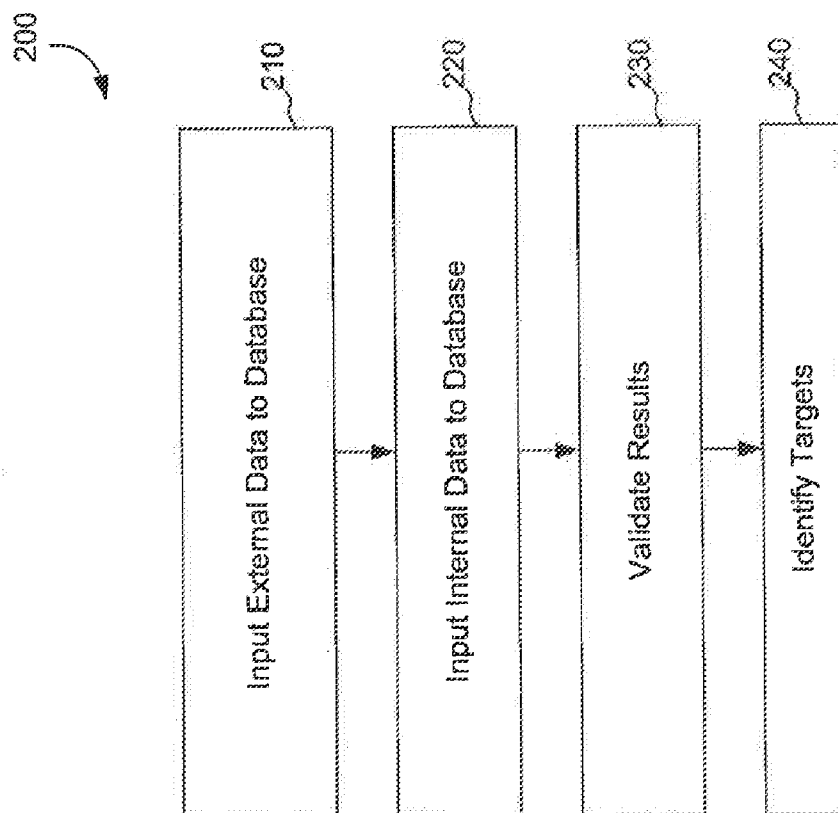


FIG. 2

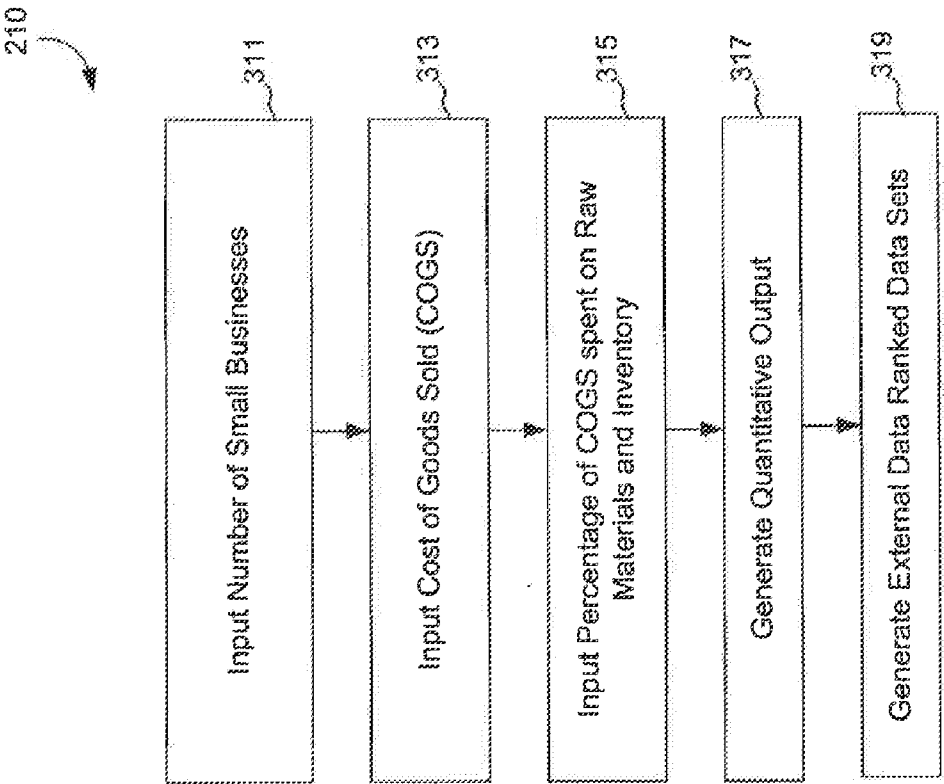


FIG. 3

GROUP RANKS	HIGH LEVEL CLASSIFI- CATION	SEGMENT	SUB-SEGMENT	SUB-SUB- SEGMENT (FILTER OUT TRASH)	BUYER SK	DESCRIPTION	TOTAL # OF BUSI- NESSES (D&B)	RANK	COGS % (ALMA- NA)	RANK	COGS \$ AMOUNT	RANK	COMML- LATIVE RANK
1	1	CONSTRUCTION	CONSTRUCTION	0	1621	GENERAL CONTRACTORS- SINGLE-FAMILY HOUSES	276,785	3	81.5%	6	\$76,016,868,900	1	36
	1	CONSTRUCTION	CONSTRUCTION	0	1711	PLUMBING, HEATING AND AIR- CONDITIONING	138,711	11	67.1%	14	\$42,003,996,100	5	107
	1	CONSTRUCTION	CONSTRUCTION	0	1542	GENERAL CONTRACTORS- NONRESIDENTIAL BUILDINGS, OTHER THAN INDUSTRIAL BUILDINGS AND WAREHOUSES	41,084	36	81.9%	6	\$43,391,439,000	2	108
	1	CONSTRUCTION	CONSTRUCTION	0	1781	ROOFING, SIDING, AND SHEET METAL WORK	49,633	30	82.1%	4	\$16,878,230,100	13	119
	1	CONSTRUCTION	CONSTRUCTION	0	1731	ELECTRICAL WORK	34,217	17	69.5%	13	\$32,178,168,000	7	120
	1	CONSTRUCTION	CONSTRUCTION	0	1522	GENERAL CONTRACTORS- RESIDENTIAL BUILDINGS, OTHER THAN SINGLE-FAMILY	43,824	32	81.9%	6	\$17,204,241,500	12	130
	1	CONSTRUCTION	CONSTRUCTION	0	1799	SPECIAL TRADE CONTRACTORS, NOT ELSEWHERE CLASSIFIED	58,087	18	64.3%	16	\$17,988,503,700	11	149
	1	CONSTRUCTION	CONSTRUCTION	0	1742	PLASTERING, DRYWALL, ACUSTICAL, AND INSULATION WORK	28,739	47	70.3%	11	\$9,897,333,600	25	236
	1	CONSTRUCTION	CONSTRUCTION	0	5063	ELECTRICAL APPARATUS AND EQUIPMENT WIRING SUPPLIES, AND CONSTRUCTION MATERIALS	14,449	66	79.6%	7	\$12,922,184,400	23	242
	1	CONSTRUCTION	CONSTRUCTION	X	1721	PAINTING AND PAPER-HANGING	77,988	22	%	48	\$	57	490
	1	CONSTRUCTION	CONSTRUCTION	X	5411	GROCERY STORES	850,847	15	75.16%	10	\$268,378,833,300	3	1
	1	GROCERY	GROCERY	X	5149	GROCERIES AND RELATED PRODUCTS, NOT ELSEWHERE CLASSIFIED	13,897	71	85.1%	2	\$9,919,085,800	28	236
	2	GROCERY	GROCERY	0	5469	MISCELLANEOUS FOOD STORES	24,488	52	73.4%	10	\$3,934,827,200	50	304
	2	GROCERY	GROCERY	0	5013	MOTOR VEHICLE SUPPLIES AND NEW PARTS	151,894	52	73.97%	5	\$56,786,874,000	2	188
	2	AUTOMOTIVE	AUTOMOTIVE	X	7689	REPAIR SHOPS AND RELATED SERVICES, NOT ELSEWHERE CLASSIFIED	127,732	13	49.5%	24	\$13,311,449,800	20	206
	2	AUTOMOTIVE	AUTOMOTIVE	0	7538	GENERAL AUTOMOTIVE REPAIR SHOPS	120,364	14	50.4%	23	\$11,675,714,400	25	218
	2	AUTOMOTIVE	AUTOMOTIVE	0	7532	TOP BODY AND UPHOLSTERY REPAIR SHOPS AND PAINT SHOPS	55,716	29	44.1%	28	\$5,934,845,700	39	315
	3	AUTOMOTIVE	AUTO AFTER MARKET				323,954		50.8%		\$44,319,743,780		3
	3	RETAIL	MISCE- LANEOUS RETAIL STORES, NOT ELSEWHERE CLASSIFIED	0	5888	MISCELLANEOUS RETAIL STORES, NOT ELSEWHERE CLASSIFIED	133,814	12	62.1%	18	\$24,995,162,300	9	141

FIG. 4A

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (ID&B)	RANK	COGS % (ALMANAC)	RANK
4	SUMMARY	RETAIL	5999 MISCELLANEOUS RETAIL STORES, NOT ELSEWHERE CLASSIFIED				133,814		62.1%	
	2	AUTOMOTIVE	AUTO DEALERS	0	5511	MOTOR VEHICLE DEALERS (NEW AND USED)	19,202	59	88.3%	1
5	SUMMARY	AUTOMOTIVE PHARMACY	AUTO DEALERS PHARMACY	0	5912	DRUG STORES AND PROPRIETARY STORES	19,202	53	88.3%	9
	3	PHARMACY	PHARMACY	0	5122	DRUGS, DRUG PROPRIETARIES, AND DRUGGISTS' SUNDRIES	7,830	75	83.4%	3
6	SUMMARY	PHARMACY	PHARMACY				31,256		77.08%	
	3	OTHER	5199 NONDURABLE GOODS, NOT ELSEWHERE CLASSIFIED	0	5199	NONDURABLE GOODS, NOT ELSEWHERE CLASSIFIED	41,939	33	76.7%	8
7	SUMMARY	OTHER	5199 NONDURABLE GOODS, NOT ELSEWHERE CLASSIFIED				41,939		76.7%	
	2	COMPUTERS	SERVICES & SOFTWARE	0	7379	COMPUTER RELATED SERVICES, NOT ELSEWHERE CLASSIFIED	58,852	27	49.5%	25
	2	COMPUTERS	SERVICES & SOFTWARE	0	7371	COMPUTER PROGRAMMING SERVICES	39,764	37	49.5%	25
	2	COMPUTERS	SERVICES & SOFTWARE	0	7374	COMPUTER PROCESSING AND DATA PREPARATION AND PROCESSING SERVICES	23,265	55	49.5%	25
	2	COMPUTERS	SERVICES & SOFTWARE	0	7372	PREPACKAGED SOFTWARE	15,759	65	46.5%	25
	2	COMPUTERS	SERVICES & SOFTWARE	0	7373	COMPUTER INTEGRATED SYSTEMS DESIGN	18,675	60	32.4%	34
	2	COMPUTERS	SERVICES & SOFTWARE	0	7378	COMPUTER MAINTENANCE AND REPAIR	12,473	72	49.5%	25
8	SUMMARY	COMPUTERS	SERVICES & SOFTWARE				169,828		47.81%	
	2	RESTAURANTS	RESTAURANTS	0	5912	EATING PLACES	284,595	2	40.0%	32
9	SUMMARY	RESTAURANTS	RESTAURANTS				294,995		40.0%	
	2	ELECTRONICS	ELECTRONICS WHOLESALE	0	5965	ELECTRONIC PARTS AND EQUIPMENT, NOT ELSEWHERE CLASSIFIED	14,870	66	79.6%	7
	2	ELECTRONICS	ELECTRONICS WHOLESALE	0	5964	ELECTRICAL APPLIANCES, TELEVISION AND RADIO SETS	3,273	77	79.6%	7
10	SUMMARY	ELECTRONICS	ELECTRONICS WHOLESALE				18,143		79.6%	
	2	FURNITURE	FURNITURE	0	5712	FURNITURE STORES	41,103	35	59.9%	20
	2	FURNITURE	FURNITURE	0	5719	MISCELLANEOUS HOME FURNISHINGS STORES	17,070	61	59.9%	20
11	SUMMARY	FURNITURE	FURNITURE				58,173		59.9%	

FIG. 4B

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (DBB)	RANK	COGS % (ALMA-NAC)	RANK	COGS \$ AMOUNT	RANK	COMMULATIVE RANK
3	OTHER	7389 BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED	0	7389	BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED	446,659	1	31.1%	35	\$28,680,420,000	8	201	
12	SUMMARY	OTHER	7389 BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED	0	7389	BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED	446,659		31.1%		\$28,680,420,000		12
2	SPORTING GOODS	SPORTING GOODS	0	5941	SPORTING GOODS STORES AND BICYCLE SHOPS	45,626	31	62.6%	17	\$8,428,088,400	30	237	
2	SPORTING GOODS	SPORTING GOODS	0	5091	SPORTING AND RECREATIONAL GOODS AND SUPPLIES	8,968	75	64.9%	15	\$4,163,922,200	49	372	
13	SUMMARY	SPORTING GOODS	SPORTING GOODS	0	5621	WOMEN'S CLOTHING STORES	54,594		62.8%		\$12,592,018,800		13
2	APPAREL	APPAREL	0	5621	WOMEN'S CLOTHING STORES	36,492	40	56.0%	21	\$4,516,298,000	45	320	
2	APPAREL	APPAREL	0	5699	MISCELLANEOUS APPAREL AND ACCESSORY STORES	28,831	46	56.0%	21	\$3,460,632,000	53	366	
2	APPAREL	APPAREL	0	5661	SHOE STORES	14,327	67	56.0%	21	\$2,647,992,000	80	419	
2	APPAREL	APPAREL	0	5611	MEN'S AND BOYS' CLOTHING AND ACCESSORY STORES	10,717	73	56.0%	21	\$2,506,168,000	81	434	
14	SUMMARY	APPAREL	APPAREL	0		90,967		56.0%		\$13,331,080,000		14	
2	ADVERTISING	PRODUCTION	0	2752	COMMERCIAL PRINTING, LITHOGRAPHIC	26,754	49	49.5%	25	\$8,308,624,500	31	316	
2	ADVERTISING	PRODUCTION	0	7336	COMMERCIAL ART AND GRAPHIC DESIGN	41,217	34	49.4%	26	\$4,205,125,600	48	342	
2	ADVERTISING	PRODUCTION	0	7812	MOTION PICTURE AND VIDEO TAPE PRODUCTION	33,159	42	46.7%	27	\$4,411,889,100	47	360	
15	SUMMARY	ADVERTISING	PRODUCTION	0		101,130		48.7%		\$16,925,639,200		15	
3	OTHER	4724 TRAVEL AGENCIES	0	4724	TRAVEL AGENCIES	29,672	45	61.3%	19	\$14,896,880,900	16	233	
16	SUMMARY	OTHER	4724 TRAVEL AGENCIES	0	4724	TRAVEL AGENCIES	29,672		61.3%		\$14,896,880,900		16
2	CONSULTING	CONSULTING	0	8742	MANAGEMENT CONSULTING SERVICES	163,266	9	28.6%	37	\$16,040,596,400	14	245	
2	CONSULTING	CONSULTING	0	8748	BUSINESS CONSULTING SERVICES, NOT ELSEWHERE CLASSIFIED	151,636	10	7.4%	45	\$3,074,174,600	57	416	
17	SUMMARY	CONSULTING	CONSULTING	0		314,802		28.0%		\$19,115,171,000		17	
3	OTHER	6411 INSURANCE AGENTS, BROKERS, AND SERVICE	0	6411	INSURANCE AGENTS, BROKERS, AND SERVICE	170,922	8	27.0%	39	\$19,055,871,000	10	241	
18	SUMMARY	OTHER	6411 INSURANCE AGENTS, BROKERS, AND SERVICE	0		170,922		27.0%		\$19,055,871		18	
3	OTHER	7011 HOTELS AND MOTELS	0	7011	HOTELS AND MOTELS	60,651	25	43.2%	29	\$10,018,425,600	27	276	
19	SUMMARY	OTHER	7011 HOTELS AND MOTELS	0		60,651		43.2%		\$10,018,425,600		19	

FIG. 4C

GROUP RANKS	HIGH LEVEL CLASSIFI- CATION	SEGMENT	SUB-SEGMENT	SUB-SUB- SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSI- NESSES (048)	RANK	COGS % (ALMA- NAC)	RANK	COGS \$ AMOUNT	RANK	COMPLU- LATIVE RANK
3	TRUCKING	TRUCKING	TRUCKING	0	4212	LOCAL TRUCKING WITHOUT STORAGE	81,285	20	28.40%	38	\$6,944,765,600	36	338
3	TRUCKING	TRUCKING	TRUCKING	0	4213	TRUCKING, EXCEPT LOCAL	39,689	38	30.30%	36	\$7,585,392,900	33	355
20	SUMMARY	TRUCKING	TRUCKING	0			120,974		29.03%		\$14,530,158,500		20
2	ELECTRONICS	ELECTRONICS	ELECTRONICS RETAIL	0	5731	RADIO, TELEVISION, AND CONSUMER ELECTRONICS STORES	16,961	62	69.50%	12	\$4,468,916,700	46	322
21	SUMMARY	ELECTRONICS	ELECTRONICS RETAIL				16,961		69.80%		\$4,468,916,700		21
3	OTHER	7361 EMPLOYMENT AGENCIES	7361 EMPLOYMENT AGENCIES	0	7361	EMPLOYMENT AGENCIES	26,546	50	52.70%	22	\$8,173,541,500	38	324
22	SUMMARY	OTHER	7361 EMPLOYMENT AGENCIES				26,546		52.70%		\$8,173,541,500		22
3	OTHER	6531 REAL ESTATE AGENTS AND MANAGERS	6531 REAL ESTATE AGENTS AND MANAGERS	0	6531	REAL ESTATE AGENTS AND MANAGERS	274,339	4	18.40%	42	\$12,550,529,600	24	290
23	SUMMARY	OTHER	6531 REAL ESTATE AGENTS AND MANAGERS				274,339		18.40%		\$12,550,529,600		23
2	COMPUTERS	COMPUTERS	COMPUTER RETAILERS	0	5734	COMPUTER AND COMPUTER SOFTWARE STORES	26,145	51	49.50%	25	\$6,239,079,000	37	330
24	SUMMARY	COMPUTERS	COMPUTER RETAILERS				26,145		49.50%		\$6,239,079,000		24
1	MEDICAL	MD OFFICES	MD OFFICES	0	8011	OFFICES AND CLINICS OF DOCTORS OF MEDICINE	271,310	5	3.80%	46	\$4,828,652,400	44	362
1	MEDICAL	MD OFFICES	MD OFFICES	0	8021	OFFICES AND CLINICS OF DENTISTS	113,159	16	5.50%	46	\$1,514,870,500	65	457
1	MEDICAL	MD OFFICES	MD OFFICES	X	8049	OFFICES AND CLINICS OF HEALTH PRACTITIONERS, NOT ELSEWHERE CLASSIFIED	71,217	23	12.30%	43	\$1,305,493,700	66	459
25	SUMMARY	MEDICAL	MD OFFICES				455,686		4.11%		\$7,658,016,600		25
3	OTHER	8712 ARCHITECTURAL SERVICES	8712 ARCHITECTURAL SERVICES	0	8712	ARCHITECTURAL SERVICES	33,732	41	40.80%	30	\$5,223,746,400	41	365
26	SUMMARY	OTHER	8712 ARCHITECTURAL SERVICES				33,732		40.80%		\$5,223,746,400		26
2	COMPUTERS	COMPUTER WHOLESALE	COMPUTER WHOLESALE	0	5046	COMPUTERS AND COMPUTER PERIPHERAL EQUIPMENT AND SOFTWARE	14,147	70	49.50%	25	\$7,548,453,000	34	367
27	SUMMARY	COMPUTERS	COMPUTER WHOLESALE				14,147		49.50%		\$7,548,453,000		27
2	ADVERTISING	ADVERTISING	ADVERTISING AGENCIES	0	7311	ADVERTISING AGENCIES	23,319	54	40.10%	31	\$7,220,165,400	35	368
28	SUMMARY	ADVERTISING	ADVERTISING AGENCIES				23,319		40.10%		\$7,220,165,400		28
3	OTHER	7269 MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED	7269 MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED	X	7266	MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED	79,328	21	27.00%	39	\$3,241,026,000	54	369
29	SUMMARY	OTHER	7269 MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED				79,328		27.00%		\$3,241,026,000		29

FIG. 4D



GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (O&B)	RANK	COGS % (ALMA-MA)	RANK	COGS \$ AMOUNT	RANK	COMMUNAL RANK
3	OTHER	5084 INDUSTRIAL MACHINERY AND EQUIPMENT	0	0	5084	INDUSTRIAL MACHINERY AND EQUIPMENT	31,665	43	23.30%	41	\$8,054,577,000	32	367
30	SUMMARY	5084 INDUSTRIAL MACHINERY AND EQUIPMENT					31,665		23.30%		\$8,054,577,000		30
2	LEGAL	7999 AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED	0	0	8111	LEGAL SERVICES	222,556	7	5.10%	47	\$3,508,346,100	52	405
31	SUMMARY	7999 AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED	X	X	7999	AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED	222,556		5.10%		\$3,508,346,100		31
	OTHER	7999 AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED					69,358	24	23.90%	40	\$3,053,659,600	58	422
32	SUMMARY	7999 AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED					69,358		23.90%		\$3,053,659,600		32
1	MEDICAL	8047 MEDICAL DENTAL, AND HOSPITAL EQUIPMENT AND SUPPLIES	0	0	5047	MEDICAL, DENTAL AND HOSPITAL EQUIPMENT AND SUPPLIES	16,738	63	36.70%	33	\$4,941,031,100	43	420
33	SUMMARY	8047 MEDICAL DENTAL, AND HOSPITAL EQUIPMENT AND SUPPLIES					16,709		36.70%		\$4,941,031,100		33
3	OTHER	7231 BEAUTY SHOPS	X	X	7231	BEAUTY SHOPS	280,705	6	%	49	\$	67	458
34	SUMMARY	7231 BEAUTY SHOPS					280,708		%		\$		34
1	MEDICAL	8071 MEDICAL LABORATORIES	0	0	8071	MEDICAL LABORATORIES	9,347	74	36.70%	33	\$1,707,504,200	63	502
35	SUMMARY	8071 MEDICAL LABORATORIES					9,347		36.70%		\$1,707,504,200		35
3	OTHER	7349 BUILDING CLEANING AND MAINTENANCE SERVICES, NOT ELSEWHERE	X	X	7349	BUILDING CLEANING AND MAINTENANCE SERVICES, NOT ELSEWHERE	81,729	19	%	49	\$	67	404
36	SUMMARY	7349 BUILDING CLEANING AND MAINTENANCE SERVICES, NOT ELSEWHERE					81,729		%		\$		36
3	OTHER	6512 OPERATORS OF NONRESIDENTIAL BUILDINGS	0	0	6512	OPERATORS OF NONRESIDENTIAL BUILDINGS	59,049	26	%	49	\$	67	458
37	SUMMARY	6512 OPERATORS OF NONRESIDENTIAL BUILDINGS					59,049		%		\$		37
3	OTHER	6163 LOAN BROKERS	0	0	6163	LOAN BROKERS	27,038	48	12.20%	44	\$1,951,756,600	62	502

FIG. 4E

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (D&B)	COGS % (ALMA-RANK)	COGS \$ AMOUNT	RANK	COMMUN-LATIVE RANK
38	SUMMARY	OTHER	6163 LOAN BROKERS				27,038	12.20%	\$1,881,758,693		38
	3	RETAIL	5932 USED MERCHANDISE STORES	X	5932	USED MERCHANDISE STORES	58,169	%	\$	49	502
39	SUMMARY	RETAIL	5932 USED MERCHANDISE STORES				58,169	%	\$		39
	3	OTHER	5944 JEWELRY STORES	X	5944	JEWELRY STORES	36,787	%	\$	67	524
40	SUMMARY	OTHER	5944 JEWELRY STORES				36,787	%	\$		40
	3	OTHER	7359 EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED	0	7359	EQUIPMENT RENTAL AND LEASING NOT ELSEWHERE CLASSIFIED	30,921	%	\$	67	534
41	SUMMARY	OTHER	7359 EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED				30,921	%	\$		41
	3	OTHER	4813 TELEPHONE COMMUNICATIONS, EXCEPT RADIOTELEPHONE	0	4813	TELEPHONE COMMUNICATIONS, EXCEPT RADIOTELEPHONE	22,453	%	\$	67	558
42	SUMMARY	OTHER	4813 TELEPHONE COMMUNICATIONS, EXCEPT RADIOTELEPHONE				22,453	%	\$		42
	3	OTHER	5099 DURABLE GOODS, NOT ELSEWHERE CLASSIFIED	0	5099	DURABLE GOODS, NOT ELSEWHERE CLASSIFIED	22,174	%	\$	67	560
43	SUMMARY	OTHER	5099 DURABLE GOODS, NOT ELSEWHERE CLASSIFIED				22,174	%	\$		43
	3	OTHER	5087 SERVICE ESTABLISHMENT EQUIPMENT AND SUPPLIES	0	5087	SERVICE ESTABLISHMENT EQUIPMENT AND SUPPLIES	16,420	%	\$	67	574
44	SUMMARY	OTHER	5087 SERVICE ESTABLISHMENT EQUIPMENT AND SUPPLIES				16,420	%	\$		44
	3	OTHER	5361 CATALOG AND MAIL-ORDER HOUSES	0	5361	CATALOG AND MAIL-ORDER HOUSES	16,223	%	\$	67	576
45	SUMMARY	OTHER	5361 CATALOG AND MAIL-ORDER HOUSES				16,223	%	\$		45

FIG. 4F

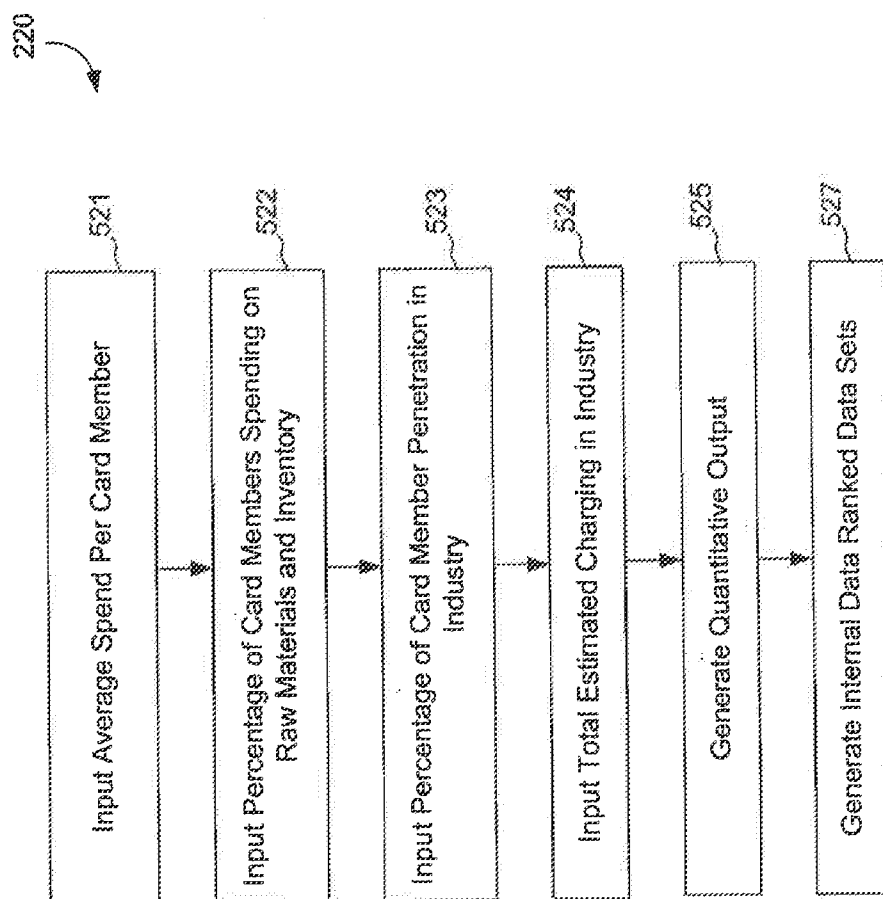


FIG. 5

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (DAB)	ANNUAL SPEND PER CUSTOMER	PERCENT. CUSTOMERS SPENDING ON PBI	RANK	% PENETRATION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	COMPLIANT RANK
1	2	COMPUTERS	COMPUTER WHOLESALE	0	5045	COMPUTER PERIPHERAL EQUIPMENT AND SOFTWARE	14,147	\$36,528	21.66%	2	23.10%	4	\$593,891,804	55
	SUMMARY	COMPUTERS	COMPUTER WHOLESALE				14,147	\$36,528	21.66%	1	23.10%		\$583,891,804	1
2	2	ADVERTISING AGENCIES	ADVERTISING AGENCIES	0	7311	ADVERTISING AGENCIES	23,319	\$42,800	19.26%	8	21.66%	5	\$771,852,362	46
	SUMMARY	ADVERTISING AGENCIES	ADVERTISING AGENCIES				23,319	\$42,800	19.26%	7	21.66%	2	\$771,852,362	2
2	2	COMPUTERS	SERVICES & SOFTWARE	0	7373	COMPUTER INTEGRATED SYSTEMS DESIGN	16,675	\$44,378	20.78%	7	19.78%	12	\$664,832,836	52
	2	COMPUTERS	SERVICES & SOFTWARE	0	7371	COMPUTER PROGRAMMING SERVICES	30,764	\$35,800	17.68%	23	20.84%	10	\$1,038,554,062	30
	2	COMPUTERS	SERVICES & SOFTWARE	0	7379	COMPUTER RELATED SERVICES, NOT ELSEWHERE CLASSIFIED	58,862	\$28,307	19.00%	40	17.94%	17	\$1,363,556,464	26
	2	COMPUTERS	SERVICES & SOFTWARE	0	7372	PREPACKAGED SOFTWARE	15,755	\$32,164	16.35%	27	13.83%	14	\$410,903,074	68
	2	COMPUTERS	SERVICES & SOFTWARE	0	7378	COMPUTER MAINTENANCE AND REPAIR	12,473	\$27,553	16.56%	48	14.03%	41	\$238,341,010	72
	2	COMPUTERS	SERVICES & SOFTWARE	0	7374	COMPUTER PROCESSING AND DATA PREPARATION AND PROCESSING SERVICES	23,285	\$25,466	17.51%	53	13.65%	45	\$495,843,373	58
3	SUMMARY	COMPUTERS	SERVICES & SOFTWARE				168,828	\$31,307	18.51%		18.03%		\$4,294,940,838	3
	2	ELECTRONICS	ELECTRONICS WHOLESALE	0	5065	ELECTRONIC PARTS AND EQUIPMENT, NOT ELSEWHERE CLASSIFIED	14,870	\$45,567	16.91%	5	23.71%	3	\$466,556,362	56
	2	ELECTRONICS	ELECTRONICS WHOLESALE	0	5064	ELECTRICAL APPLIANCES, TELEVISION AND RADIO SETS	3,273	\$82,430	15.60%	3	21.33%	7	\$128,819,370	77
4	SUMMARY	ELECTRONICS	ELECTRONICS WHOLESALE				18,143	\$46,797	16.67%		23.28%		\$625,485,752	4
	3	OTHER	4813 TELEPHONE COMMUNICATIONS, EXCEPT RADIO-TELEPHONE	0	4813	TELEPHONE COMMUNICATIONS, EXCEPT RADIO-TELEPHONE	22,453	\$41,483	17.92%	9	17.32%	25	\$594,344,160	50

FIG. 6A

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (D&B)	ANNUAL SPEND PER CUSTOMER	PERCENT CUSTOMERS SPENDING ON FMI	RANK	% PENETRATION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	RANK	COMMUNICATIVE RANK
5	SUMMARY OTHER	4813 TELEPHONE COMMUNICATIONS, EXCEPT RADIO/TELEPHONE					22,433	\$41,463	17.92%	3	17.32%		\$884,354,180		5
2	COMPUTERS	COMPUTERS	0	5734	COMPUTER AND COMPUTER SOFTWARE STORES		25,145	\$34,553	20.17%	17	16.30%	29	\$755,595,474	78	202
6	SUMMARY MEDICAL	5047 MEDICAL DENTAL AND HOSPITAL EQUIPMENT AND SUPPLIES	0	5047	MEDICAL DENTAL AND HOSPITAL EQUIPMENT AND SUPPLIES		25,145	\$34,553	20.17%	4	16.80%	23	\$755,595,474		8
							16,709	\$45,844	16.78%	15	17.44%		\$831,701,316	54	192
7	SUMMARY MEDICAL	5047 MEDICAL DENTAL AND HOSPITAL EQUIPMENT AND SUPPLIES					16,709	\$45,844	16.78%		17.44%		\$831,701,316		7
2	CONSULTING	CONSULTING	0	8742	MANAGEMENT CONSULTING SERVICES		163,269	\$31,936	17.36%	32	15.35%	31	\$4,187,264,743	5	204
2	CONSULTING	CONSULTING	0	8747	BUSINESS CONSULTING SERVICES, NOT ELSEWHERE CLASSIFIED		151,536	\$27,751	14.36%	47	13.37%	46	\$3,551,777,536	8	340
8	SUMMARY CONSULTING	CONSULTING					314,802	\$29,750	15.92%		14.91%		\$7,738,062,278		8
3	OTHER	6163 LOAN BROKERS	0	6163	LOAN BROKERS		27,038	\$36,126	15.88%	16	17.78%	18	\$804,488,033	43	228
9	SUMMARY OTHER	6163 LOAN BROKERS					27,038	\$36,126	15.88%		17.78%		\$804,488,033		9
3	OTHER	5084 INDUSTRIAL MACHINERY AND EQUIPMENT	0	5084	INDUSTRIAL MACHINERY AND EQUIPMENT		31,665	\$36,820	13.54%	15	21.20%	8	\$877,932,240	39	248
10	SUMMARY OTHER	5084 INDUSTRIAL MACHINERY AND EQUIPMENT					31,665	\$36,820	13.54%		21.20%		\$877,932,240		10
2	ADVERTISING	PRODUCTION	0	7812	MOTION PICTURE AND VIDEO TAPE PRODUCTION		33,159	\$33,320	17.15%	24	17.85%	19	\$521,335,948	37	225
2	ADVERTISING	PRODUCTION	0	2752	COMMERCIAL PRINTING, LITHOGRAPHIC		26,754	\$33,551	13.33%	20	21.51%	6	\$684,525,948	48	292
2	ADVERTISING	PRODUCTION	0	7336	COMMERCIAL ART AND GRAPHIC DESIGN		41,217	\$22,521	17.00%	60	17.40%	24	\$770,723,740	47	357
11	SUMMARY ADVERTISING	PRODUCTION					101,130	\$29,086	16.08%		18.57%		\$2,376,595,637		11

FIG. 6B

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SC	DESCRIPTION	TOTAL # OF BUSINESSES (DBS)	ANNUAL SPEND PER CUSTOMER	PERCENT: CUSTOMERS SPENDING ON R&D	RANK	% TRANSACTION	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	RANK	COMMULATIVE RANK	
12	SUMMARY OTHER	4724 TRAVEL AGENCIES	0	4724	TRAVEL AGENCIES	29,672	\$56,982	1	10.75%	53	26.79%	\$1,017,873,634	32	259	
		4724 TRAVEL AGENCIES				29,672	\$56,982		10.75%		26.79%	\$1,017,873,634		12	
	3	OTHER	5199 NONDURABLE GOODS, NOT ELSEWHERE CLASSIFIED	0	5199	NONDURABLE GOODS, NOT ELSEWHERE CLASSIFIED	41,999	\$32,450	25	32	18.05%	\$1,041,571,523	31	278	
13	SUMMARY OTHER	5199 NONDURABLE GOODS, NOT ELSEWHERE CLASSIFIED				41,999	\$32,450		13.71%		18.05%	\$1,041,571,523		13	
	1	MEDICAL	8011 MD OFFICES	0	8011	OFFICES AND CLINICS OF DOCTORS OF MEDICINE	271,310	\$31,632	31	18.35%	18	8.79%	\$7,538,094,986	2	256
	1	MEDICAL	8021 MD OFFICES	0	8021	OFFICES AND CLINICS OF DENTISTS	113,159	\$30,755	33	13.43%	35	10.42%	\$5,157,628,951	13	330
	1	MEDICAL	8049 MD OFFICES	X	8049	OFFICES AND CLINICS OF HEALTH PRACTITIONERS, NOT ELSEWHERE CLASSIFIED	71,217	\$16,593	74	13.30%	37	7.66%	\$1,126,371,026	29	541
14	SUMMARY MEDICAL OTHER	8712 ARCHITECTURAL SERVICES	0	8712	ARCHITECTURAL SERVICES	65,586	\$29,982		15.15%		9.02%	\$12,192,045,040		14	
	3	OTHER	8712 ARCHITECTURAL SERVICES	0	8712	ARCHITECTURAL SERVICES	33,732	\$27,865	45	18.73%	7	17.66%	\$780,521,282	46	311
15	SUMMARY OTHER	8712 ARCHITECTURAL SERVICES				33,732	\$27,865		18.73%		17.66%	\$780,521,282		15	
	1	MEDICAL	8071 MEDICAL LABORATORIES	0	8071	MEDICAL LABORATORIES	9,347	\$33,936	21	16.72%	16	10.54%	\$286,352,070	73	344
16	SUMMARY MEDICAL	8071 MEDICAL LABORATORIES				9,347	\$33,936		16.72%		10.54%	\$286,352,070		16	
	1	CONSTRUCTION	1542 GENERAL CONTRACTORS-NONRESIDENTIAL BUILDINGS, OTHER THAN INDUSTRIAL BUILDINGS AND WAREHOUSES	0	1542	GENERAL CONTRACTORS-NONRESIDENTIAL BUILDINGS, OTHER THAN INDUSTRIAL BUILDINGS AND WAREHOUSES	41,684	\$40,494	11	13.17%	43	20.13%	\$1,336,873,285	27	238
	1	CONSTRUCTION	5063 ELECTRICAL APPARATUS AND EQUIPMENT, WIRING SUPPLIES, AND CONSTRUCTION MATERIALS	0	5063	ELECTRICAL APPARATUS AND EQUIPMENT, WIRING SUPPLIES, AND CONSTRUCTION MATERIALS	14,440	\$38,617	12	15.60%	23	20.95%	\$424,207,330	67	260
	1	CONSTRUCTION	1761 ROOFING, SIDING, AND SHEET METAL WORK	0	1761	ROOFING, SIDING, AND SHEET METAL WORK	40,693	\$34,195	16	13.27%	41	11.55%	\$1,526,762,017	23	301
	1	CONSTRUCTION	1731 ELECTRICAL WORK	0	1731	ELECTRICAL WORK	94,217	\$33,657	22	11.22%	60	17.31%	\$2,556,528,154	14	322

FIG. 6C

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SEGMENT (FILTER OUT TRASH)	BUY-ER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (DB)	ANNUAL SPEND PER CUSTOMER	PERCENT: CUSTOMERS SPENDING ON FIRM	RANK	% PENETRATION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	RANK	COMMITTEE RANK
	1	CONSTRUCTION		0	1742	PLASTERING, DRYWALL, ACoustical AND INSULATION WORK	25,766	\$37,035	13	11.33%	59	14.41%	\$920,644,262	34	339
	1	CONSTRUCTION		0	1799	SPECIAL TRADE CONTRACTORS, NOT ELSEWHERE CLASSIFIED	88,087	\$31,845	29	10.33%	62	12.28%	\$2,492,168,096	51	383
	1	CONSTRUCTION		0	1522	GENERAL CONTRACTORS-RESIDENTIAL BUILDINGS, OTHER THAN SINGLE-FAMILY	45,824	\$31,888	28	11.38%	58	11.01%	\$1,284,687,922	64	406
	1	CONSTRUCTION		0	1521	GENERAL CONTRACTORS-SINGLE-FAMILY HOUSES	278,785	\$28,236	42	10.07%	65	12.72%	\$5,984,140,582	46	417
	1	CONSTRUCTION		X	1721	PAINTING AND PAPER HANGING	72,948	\$27,004	50	12.85%	45	11.02%	\$1,765,382,607	63	434
	1	CONSTRUCTION		0	1711	PLUMBING, HEATING, AND AIR-CONDITIONING	138,711	\$28,208	43	9.60%	68	14.02%	\$3,409,541,272	42	440
17	SUMMARY	CONSTRUCTION					850,647	\$30,742		10.98%		13.65%	\$22,821,749,551		17
	3	OTHER		0	7361	EMPLOYMENT AGENCIES	26,546	\$28,855	36	15.01%	25	15.65%	\$678,271,886	30	347
18	SUMMARY	OTHER					26,546	\$28,855		15.01%		15.65%	\$678,271,886		18
	2	AUTOMOTIVE		0	5511	MOTOR VEHICLE DEALERS (NEW AND USED)	19,202	\$41,190	10	12.05%	54	32.01%	\$491,648,130	1	323
19	SUMMARY	AUTOMOTIVE					19,202	\$41,190		12.05%		32.01%	\$491,648,130		19
	2	ELECTRONICS		0	5731	RADIO, TELEVISION, AND CONSUMER ELECTRONICS STORES	16,961	\$37,747	30	14.78%	28	14.78%	\$465,282,366	33	361
20	SUMMARY	ELECTRONICS					16,961	\$37,747		14.78%		14.78%	\$465,282,366		20
	3	OTHER		0	5961	CATALOG AND MAIL-ORDER HOUSES	16,223	\$34,114	19	13.65%	33	14.38%	\$464,461,032	35	337
21	SUMMARY	OTHER					16,223	\$34,114		13.65%		14.38%	\$464,461,032		21
	3	PHARMACY		0	5722	DRUGS, DRUG PROPRIETARIES, AND DRUGGISTS SUNDRIES	7,630	\$44,902	6	16.63%	17	18.19%	\$272,463,748	15	236
	3	PHARMACY		0	5912	DRUG STORES AND PROPRIETARY STORES	23,426	\$23,154	59	12.94%	27	16.13%	\$466,606,432	26	473
22	SUMMARY	PHARMACY					31,256	\$28,632		15.29%		16.65%	\$728,163,180		22
	2	LEGAL		0	8111	LEGAL SERVICES	222,666	\$21,919	55	4.14%	31	12.07%	\$4,990,137,044	54	377
23	SUMMARY	LEGAL					222,666	\$21,919		4.14%		12.07%	\$4,990,137,044		23

FIG. 6D

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT	SUB-SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (DB2)	ANNUAL SPEND PER CUSTOMER	PERCENT CUSTOMERS SPENDING ON RMI	RANK	% PENETRATION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (#PROSPECTS)	RANK	COMMON-LAINE RANK
	3	RETAIL	5999 MISCELLANEOUS RETAIL STORES, NOT ELSEWHERE CLASSIFIED	0	5999	MISCELLANEOUS RETAIL STORES, NOT ELSEWHERE CLASSIFIED	133,814	\$28,700	13.10%	38	44	53	\$3,500,354,460	9	388
24	SUMMARY	RETAIL	5999 MISCELLANEOUS RETAIL STORES, NOT ELSEWHERE CLASSIFIED				133,814	\$28,700	13.10%				53,460,364,460		24
	3	OTHER	7389 BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED	0	7389	BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED	440,659	\$26,402	12.85%	51	46	53	\$10,607,436,763	1	387
25	SUMMARY	OTHER	7389 BUSINESS SERVICES, NOT ELSEWHERE CLASSIFIED				440,659	\$26,402	12.85%				\$10,607,436,763		25
	3	OTHER	5987 SERVICE ESTABLISHMENT EQUIPMENT AND SUPPLIES	0	5987	SERVICE ESTABLISHMENT EQUIPMENT AND SUPPLIES	16,420	\$32,629	13.27%	25	40	43	\$742,863,258	65	335
26	SUMMARY	OTHER	5987 SERVICE ESTABLISHMENT EQUIPMENT AND SUPPLIES				16,420	\$32,629	13.27%				\$442,866,258		26
	2	APPAREL	5921 WOMEN'S CLOTHING STORES	0	5921	WOMEN'S CLOTHING STORES	36,492	\$24,507	15.60%	56	22	44	\$794,533,572	44	422
	2	APPAREL	5961 SHOE STORES	0	5961	SHOE STORES	14,527	\$28,805	14.86%	39	26	57	\$403,959,245	84	429
	2	APPAREL	5911 MEN'S AND BOYS' CLOTHING AND ACCESSORY STORES	0	5911	MEN'S AND BOYS' CLOTHING AND ACCESSORY STORES	10,717	\$26,457	12.38%	62	48	72	\$279,241,321	75	528
	2	APPAREL	5999 MISCELLANEOUS APPAREL AND ACCESSORY STORES	0	5999	MISCELLANEOUS APPAREL AND ACCESSORY STORES	28,631	\$20,108	13.25%	67	42	52	\$516,972,104	56	555
	3	OTHER	7359 EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED	0	7359	EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED	90,987	\$23,697	14.36%				\$1,944,903,543		27
27	SUMMARY	APPAREL	7359 EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED				90,987	\$23,697	14.36%				\$525,325,554		426
	3	OTHER	7359 EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED				90,987	\$23,697	14.36%						
28	SUMMARY	OTHER	7359 EQUIPMENT RENTAL AND LEASING, NOT ELSEWHERE CLASSIFIED				90,987	\$23,697	14.36%				\$525,325,554		28

FIG. 6E



GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT OF NON-RESIDENTIAL BUILDINGS	SUB-SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (DBS)	ANNUAL SPEND PER CUSTOMER	PERCENT: CUSTOMERS SPENDING ON DBM	RANK	% PENETRATION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	RANK	COMMUNAL RANK
29	SUMMARY	OTHER	6512 OPERATORS OF NON-RESIDENTIAL BUILDINGS	0	6512	OPERATORS OF NON-RESIDENTIAL BUILDINGS	59,049	\$29,172	12.17%	36	7.79%	52	\$1,601,481,413	75	21
			6512 OPERATORS OF NON-RESIDENTIAL BUILDINGS				59,049	\$29,172	12.17%		7.79%		\$1,601,481,413		29
30	SUMMARY	OTHER	7999 AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED	X	7999	AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED	69,358	\$25,294	13.23%	54	9.22%	38	\$1,623,457,276	70	20
			7999 AMUSEMENT AND RECREATION SERVICES, NOT ELSEWHERE CLASSIFIED				69,358	\$25,294	13.23%		9.22%		\$1,623,457,276		30
31	SUMMARY	OTHER	6531 REAL ESTATE AGENTS AND MANAGERS	0	6531	REAL ESTATE AGENTS AND MANAGERS	274,339	\$23,699	12.57%	58	11.49%	47	\$5,526,118,166	61	4
			6531 REAL ESTATE AGENTS AND MANAGERS				274,339	\$23,699	12.57%		11.49%		\$5,526,118,166		31
32	SUMMARY	OTHER	6411 INSURANCE AGENTS, BROKERS, AND SERVICE	0	6411	INSURANCE AGENTS, BROKERS, AND SERVICE	170,922	\$22,092	13.27%	63	12.97%	39	\$3,276,706,937	47	12
			6411 INSURANCE AGENTS, BROKERS, AND SERVICE				170,922	\$22,092	13.27%		12.97%		\$3,276,706,937		32
33	SUMMARY	FURNITURE	FURNITURE	0	5712	FURNITURE STORES	41,103	\$27,455	11.05%	49	14.07%	61	\$988,381,536	40	34
			FURNITURE				17,070	\$24,454	11.97%	57	14.94%	55	\$362,946,387	32	70
			FURNITURE				58,173	\$26,514	11.33%		14.33%		\$1,351,328,182		33
34	SUMMARY	SPORTING GOODS	SPORTING GOODS	0	5991	SPORTING AND RECREATIONAL GOODS AND SUPPLIES	8,968	\$36,932	14.65%	14	17.57%	29	\$267,617,157	21	75
			SPORTING GOODS				45,626	\$20,904	12.35%	64	12.30%	49	\$850,736,518	50	40
			SPORTING GOODS				54,584	\$23,537	12.73%		13.17%		\$1,118,343,675		34

FIG. 6F

GROUP RANKS	HIGH LEVEL CLASSIFICATION	SEGMENT	SUB-SEGMENT (FILTER OUT TRASH)	BIDYER SIC	DESCRIPTION	TOTAL # OF BUSINESSES (DBS)	ANNUAL SPEND PER CUSTOMER	PERCENT: CUSTOMERS SPENDING ON RM	RANK	% PENETRATION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	RANK	COMPLATIVE RANK
	3	OTHER	5000 DURABLE GOODS, NOT ELSEWHERE CLASSIFIED	5000	DURABLE GOODS, NOT ELSEWHERE CLASSIFIED	22,174	\$27,795	11.94%	46	14.35%	50	\$478,405,462	37	511
35	SUMMARY	OTHER	5000 DURABLE GOODS, NOT ELSEWHERE CLASSIFIED			22,174	\$27,795	11.94%		14.35%		\$478,405,462		35
	3	TRUCKING	4210 TRUCKING	4210	TRUCKING, EXCEPT LOCAL	39,689	\$58,333	6.51%	41	14.08%	72	\$864,929,152	39	491
	3	TRUCKING	4212 TRUCKING	4212	LOCAL TRUCKING WITHOUT STORAGE	61,265	\$22,117	7.01%	62	12.40%	75	\$1,579,805,125	49	566
36	SUMMARY	TRUCKING	4210 TRUCKING			120,974	\$24,157	7.51%		13.09%		\$2,344,734,078		36
	3	OTHER	7299 MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED	7299	MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED	79,328	\$20,224	12.31%	66	8.10%	50	\$1,516,871,579	74	536
37	SUMMARY	OTHER	7299 MISCELLANEOUS PERSONAL SERVICES, NOT ELSEWHERE CLASSIFIED			79,328	\$20,224	12.31%		8.10%		\$1,516,871,579		37
	2	AUTOMOTIVE	5013 AUTO AFTER MARKET	5013	MOTOR VEHICLE SUPPLIES AND NEW PARTS	20,162	\$28,053	10.44%	44	19.41%	64	\$443,291,641	13	511
	2	AUTOMOTIVE	7659 AUTO AFTER MARKET	7659	REPAIR SHOPS AND RELATED SERVICES, NOT ELSEWHERE CLASSIFIED	127,732	\$19,323	9.54%	71	9.09%	69	\$2,193,790,215	71	534
	2	AUTOMOTIVE	7532 AUTO AFTER MARKET	7532	TOP BODY AND UPHOLSTERY REPAIR SHOPS AND PAINT SHOPS	55,716	\$19,755	8.71%	69	11.51%	71	\$581,253,434	56	615
	2	AUTOMOTIVE	7538 AUTO AFTER MARKET	7538	GENERAL AUTOMOTIVE REPAIR SHOPS	120,364	\$15,253	6.58%	76	11.00%	76	\$1,682,952,606	65	635
38	SUMMARY	AUTO RESTAURANTS	5812 RESTAURANTS			323,994	\$18,439	8.35%		19.93%		\$5,281,287,887		38
	2	RESTAURANTS	5812 RESTAURANTS	5812	EATING PLACES	294,995	\$17,243	8.20%	72	14.22%	74	\$3,956,758,069	38	562
39	SUMMARY	RESTAURANTS	5812 RESTAURANTS			294,995	\$17,243	8.20%		14.22%		\$3,956,758,069		39
	3	OTHER	7291 BEAUTY SHOPS	7291	BEAUTY SHOPS	260,708	\$14,003	12.13%	77	6.51%	53	\$3,452,681,303	77	594
40	SUMMARY	OTHER	7291 BEAUTY SHOPS			260,708	\$14,003	12.13%		6.51%		\$3,452,681,303		40
	3	OTHER	7349 BUILDING CLEANING AND MAINTENANCE SERVICES, NOT ELSEWHERE	7349	BUILDING CLEANING AND MAINTENANCE SERVICES, NOT ELSEWHERE	81,729	\$20,100	9.71%	68	10.40%	67	\$1,488,105,954	68	591

FIG. 6G

GROUP RANKS	HIGH LEVEL CLASSI- FICATION	SEGMENT	SUB-SEGMENT	SUB-SUB- SEGMENT (FILTER OUT TRASH)	BUYER SIC	DESCRIPTION	TOTAL # OF BUSI- NESSES (088)	ANNUAL SPEND PER CUSTO- MER	PERCENT- CUSTO- MERS SPENDING ON FIRM	RANK	% PENE- TRA- TION	RANK	EST. TOTAL PLASTIC OPPORTUNITY (PROSPECTS)	RANK	COMMU- LATIVE RANK
41	SUMMARY	OTHER	7349 BUILDING CLEANING AND MAINTENANCE SERVICES, NOT ELSEWHERE				81,729	\$20,100	9.71%		10.40%		\$1,488,105,564		41
3	GROCERY	GROCERY	GROCERY	X	5149	GROCERIES AND RELATED PRODUCTS, NOT ELSEWHERE CLASSIFIED	13,897	\$28,142	11.43%	37	16.94%	27	\$327,492,535	71	488
3	GROCERY	GROCERY	GROCERY	0	5499	MISCELLANEOUS FOOD STORES	24,488	\$22,508	15.04%	61	11.55%	59	\$469,032,308	57	489
3	GROCERY	GROCERY	GROCERY	X	5411	GROCERY STORES	113,439	\$17,186	5.91%	73	9.75%	69	\$1,807,050,373	17	626
42	SUMMARY	GROCERY	GROCERY				151,804	\$19,139	7.89%		10.71%		\$2,633,635,218		42
3	OTHER	7011 HOTELS AND MOTELS	7011 HOTELS AND MOTELS	0	7011	HOTELS AND MOTELS	60,651	\$19,862	9.80%	70	11.13%	62	\$998,012,103	33	606
43	SUMMARY	OTHER	7011 HOTELS AND MOTELS				60,651	\$19,662	9.80%		11.13%		\$998,012,103		43
3	OTHER	5944 JEWELRY STORES	5944 JEWELRY STORES	X	5944	JEWELRY STORES	36,787	\$20,502	9.02%	55	14.40%	35	\$657,425,165	53	611
44	SUMMARY	OTHER	5944 JEWELRY STORES				36,787	\$20,502	9.02%		14.40%		\$657,425,165		44
3	RETAIL	5932 USED MERCHANDISE STORES	5932 USED MERCHANDISE STORES	X	5932	USED MERCHANDISE STORES	58,169	\$15,639	8.37%	76	8.92%	72	\$841,592,723	41	673
45	SUMMARY	RETAIL	5932 USED MERCHANDISE STORES				58,169	\$15,639	8.37%		8.92%		\$841,592,723		45

FIG. 6H

	DESCRIPTION	EXTERNAL	INTERNAL	QUALITATIVE	SUMMARY
1	SEGMENT 1	●	●	●	●
2	SEGMENT 2	●	●	●	●
3	...	●	●	●	●
4	...	●	●	●	●
5	...	●	●	●	●
6	...	●	●	●	●
7	...	●	●	●	●
8	...	●	●	●	●
9	...	●	●	●	●
10	...	●	●	●	●
11	...	●	●	●	●
12	...	●	●	●	●
13	...	●	●	●	●
14	...	●	●	●	●
15	...	●	●	●	●

FIG. 7

VERY HIGH    HIGH    MED    MED/LOW    LOW

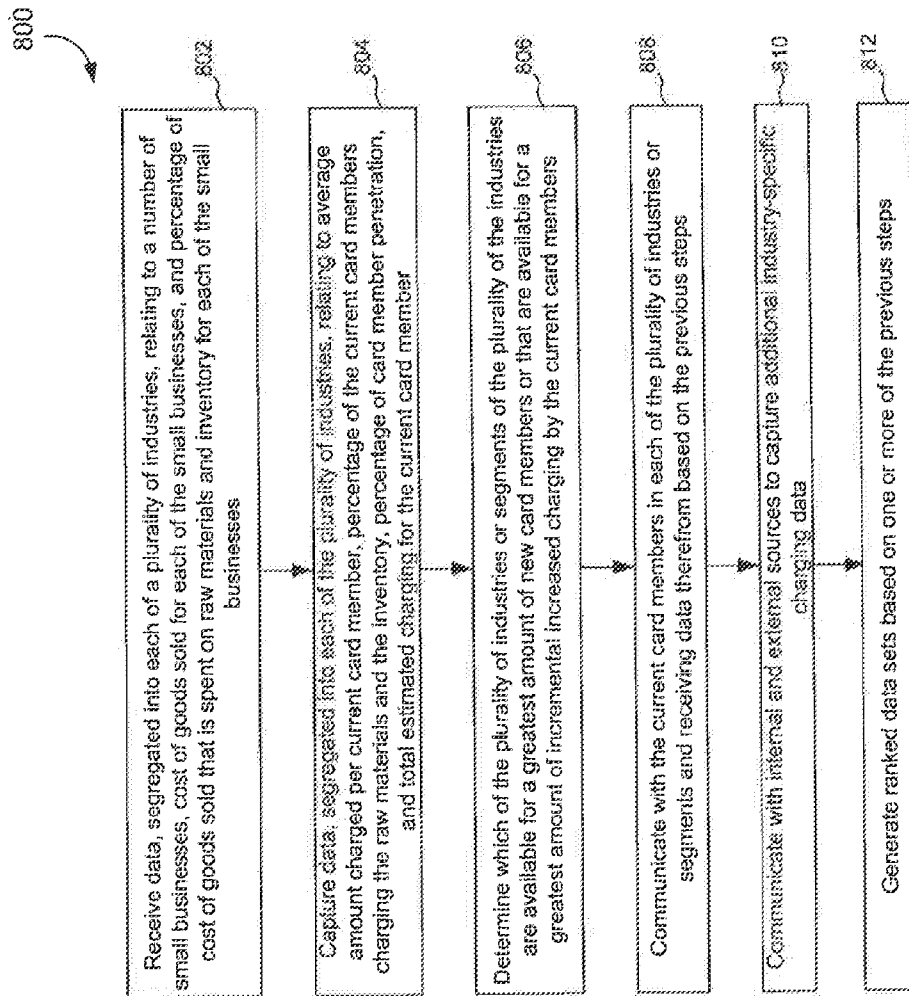


FIG. 8

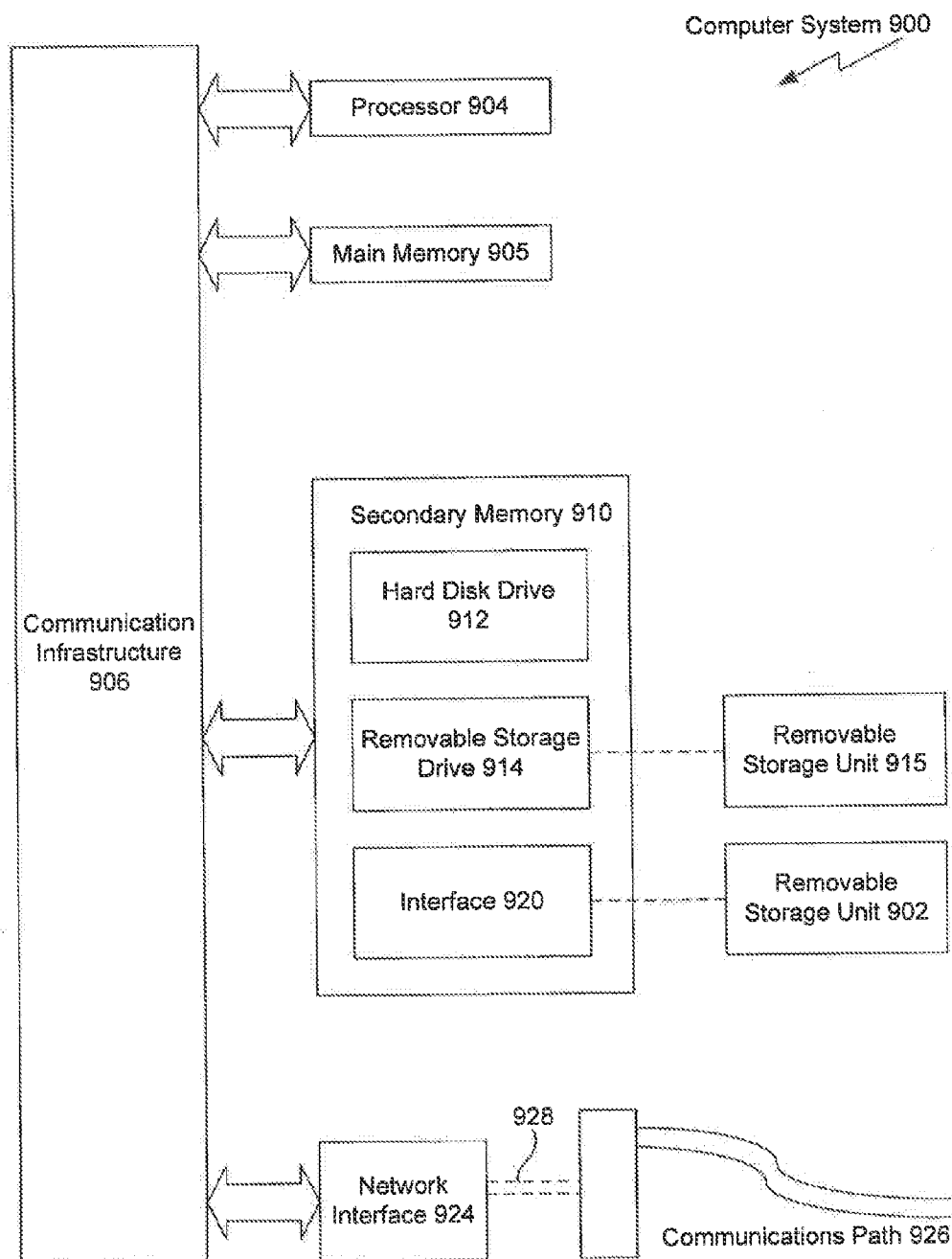


FIG. 9

# IDENTIFYING INDUSTRY SEGMENTS WITH HIGHEST POTENTIAL FOR NEW CUSTOMERS OR NEW SPENDING FOR CURRENT CUSTOMERS

## RELATED APPLICATIONS

[0001] This patent application is a continuation of and claims priority to, and the benefit of, U.S. Ser. No. 13/092,837 filed on Apr. 22, 2011 and entitled "IDENTIFYING INDUSTRY SEGMENTS WITH HIGHEST POTENTIAL FOR NEW CUSTOMERS OR NEW SPENDING FOR CURRENT CUSTOMERS." The '837 is a continuation of and claims priority to, U.S. Pat. No. 7,953,627 issued on May 31, 2011 (aka U.S. Ser. No. 11/636,980 filed on Dec. 12, 2006) and entitled "IDENTIFYING INDUSTRY SEGMENTS WITH HIGHEST POTENTIAL FOR NEW CUSTOMERS OR NEW SPENDING FOR CURRENT CUSTOMERS." Both of which are hereby incorporated by reference.

## BACKGROUND

[0002] 1. Field of the Invention

[0003] This invention generally relates to a system, method, and computer program product for identifying industry segments with highest potential for new customers or new spending for current customers.

[0004] 2. Related Art

[0005] Card issuing companies increase their revenues through acquisition of new card members or when card members increase their spending. Benefits from using the card, e.g., reward points and the like, are one way card issuing companies try to entice card members to increase their spending. However, in a slow economic market, it's harder to use rewards as an only motivation to entice a card member to increase their spending or gain new card members.

[0006] Currently, many card issuing companies perform only incoming customer service functions, including receiving of communications from card members. In some instances, data from these communications is compiled and stored in one or more databases or other storage systems. However, the card issuing companies cannot effectively compile enough data to determine if a card member is using their spending capacity and/or utilizing the benefits of being a card member through only doing data compilation of incoming communications. This is because with such limited data, many of the card issuing companies lack the tools and technology to perform adequate spend diagnostics regarding current card members. The card issuing companies also typically lack any tools that would allow effective and efficient management of their communications with the card members, e.g. historical and/or individual data on each card member. Thus, during communications with the card members, because of the lack of specific information the card issuing companies cannot know if they should or could entice the card members to increase their spending or change their spending habits. Thus, because of the lack of technology or tools, most of the card issuing companies do not adequately and efficiently communicate with their card members, allowing their card members to remain ignorant of the full optimization of their transaction cards and spend capacity.

[0007] Also, currently there are few if any methodologies to determine best potential growth industries in which to solicit new card members.

[0008] Given the foregoing, what is needed is a system and a method for identifying industry segments with highest potential for new customers or new spending for current customers.

## SUMMARY

[0009] An embodiment of the present invention is directed to a method of identifying industry segments with the highest potential for new customers or new spending for current customers. This includes receiving data, segregated into each of a plurality of industries, relating to a number of small businesses, cost of goods sold for each of the small businesses, and percentage of cost of goods sold that is spent on raw materials and inventory. Capturing data, segregated into each of the plurality of industries, relating to average amount charged per current card member, percentage of the current card members charging the raw materials and the inventory, percentage of card member penetration, and total estimated charging for the current card members. Determining which of the plurality of industries or segments of the plurality of the industries are available for a highest potential for new card members or that are available for a greatest amount of incremental increased charging by the current card members. Communicating with the current card members in each of the plurality of industries or segments and receiving data therefrom based on one or more of the previous steps. Communicating with internal and external sources to capture additional industry-specific charging data. Generating ranked data sets based on the previous steps.

[0010] Another embodiment of the present invention is directed to a system of identifying industry segments with highest potential for new customers or new spending for current customers. The system includes a database, a communications device, and a controller. The database includes (a) a first set of data, segregated into each of a plurality of industries, relating to a number of small businesses, cost of goods sold, and percentage of cost of goods sold that is spent on raw materials and inventory and (b) a second set of data, segregated into each of the plurality of industries, relating to average amount charged per current card member, percentage of the current card members charging the raw materials and the inventory, percentage of card member penetration, and total estimated charging for the current card members. The communications device is configured to (a) communicate with the current card members in each of the plurality of industries or segments and receive data therefrom and (b) communicate with external sources to capture additional industry-specific charging data. The controller is configured to, based on the data in the database and the data captured by the communications device, (a) determine which of the plurality of industries or segments of the plurality of the industries are available for a highest potential for new card members or that are available for a greatest amount of incremental increased charging by the current card members based on the first and second set of data and (b) generate ranked data sets.

[0011] In a further embodiment of the present invention, there is provided a computer program product comprising a computer useable medium having a computer program logic recorded thereon for controlling at least one processor, the computer program logic comprising computer program code devices that perform operations similar to the devices and methods in the above embodiments.

[0012] Further features and advantages of the present invention as well as the structure and operation of various embodiments of the present invention are described in detail below with reference to the accompanying drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

[0013] The features and advantages of the present invention will become more apparent from the detailed description set forth below when taken in conjunction with the drawings. The left-most digit of a reference number may identify the drawing in which the reference number first appears. Similar reference numbers may indicate similar elements.

[0014] FIG. 1 shows a system.

[0015] FIG. 2 is an exemplary overall method.

[0016] FIG. 3 shows details of a step in the method of FIG. 2.

[0017] FIGS. 4A-4F show exemplary quantitative outputs from an external data analysis.

[0018] FIG. 5 shows details of another step in the method of FIG. 2.

[0019] FIGS. 6A-6H show exemplary quantitative outputs from an internal data analysis.

[0020] FIG. 7 shows an exemplary chart including final data rankings.

[0021] FIG. 8 shows a flowchart depicting another exemplary overall method.

[0022] FIG. 9 is a block diagram of an exemplary computer system for use with the system and method of this invention.

#### DESCRIPTION

[0023] While specific configurations and arrangements are discussed, it should be understood that this is done for illustrative purposes only. A person skilled in the pertinent art will recognize that other configurations and arrangements can be used without departing from the spirit and scope of the present invention. It will be apparent to a person skilled in the pertinent art that this invention can also be employed in a variety of other applications.

[0024] This specification discloses one or more embodiments that incorporate the features of this invention. The disclosed embodiment(s) merely exemplify the invention. The scope of the invention is not limited to the disclosed embodiment(s). The invention is defined by the claims appended hereto.

[0025] The embodiment(s) described, and references in the specification to “one embodiment”, “an embodiment”, “an example embodiment”, etc., indicate that the embodiment(s) described may include a particular feature, structure, or characteristic, but every embodiment may not necessarily include the particular feature, structure, or characteristic. Moreover, such phrases are not necessarily referring to the same embodiment. Further, when a particular feature, structure, or characteristic is described in connection with an embodiment, it is understood that it is within the knowledge of one skilled in the art to effect such feature, structure, or characteristic in connection with other embodiments whether or not explicitly described.

[0026] Embodiments of the invention may be implemented in hardware, firmware, software, or any combination thereof. Embodiments of the invention may also be implemented as instructions stored on a machine-readable medium, which may be read and executed by one or more processors. A machine-readable medium may include any mechanism for

storing or transmitting information in a form readable by a machine (e.g., a computing device). For example, a machine-readable medium may include read only memory (ROM); random access memory (RAM); magnetic disk storage media; optical storage media; flash memory devices; electrical, optical, acoustical or other forms of propagated signals (e.g., carrier waves, infrared signals, digital signals, etc.), and others. Further, firmware, software, routines, instructions may be described herein as performing certain actions. However, it should be appreciated that such descriptions are merely for convenience and that such actions in fact result from computing devices, processors, controllers, or other devices executing the firmware, software, routines, instructions, etc.

[0027] The term “merchant” as used herein means any person, entity, distributor system, software, and/or hardware that is a provider, broker, and/or any other entity in the distribution chain of goods or services. For example, a merchant may be a credit card issuer, a hotel chain, an airline, a grocery store, a retail store, a travel agency, a service provider, including, but not limited to, a medical service provider, an online merchant, or the like.

[0028] A “transaction account” as used herein refers to an account associated with an open account card or a closed account card system (as described below). The transaction account may exist in a physical or non-physical embodiment. For example, a transaction account may be distributed in non-physical embodiments such as an account number, frequent-flyer account, and telephone calling account or the like. Furthermore, a physical embodiment of a transaction account may be distributed as a financial instrument.

[0029] “Open cards” are financial transaction cards that are generally accepted at different merchants. Examples of open cards include the American Express®, Visa®, MasterCard® and Discover® cards, which may be used at many different retailers and other businesses. In contrast, “closed cards” are financial transaction cards that may be restricted to use in a particular store, a particular chain of stores or a collection of affiliated stores. One example of a closed card is a card that may only be accepted at a clothing retailer, such as a Saks Fifth Avenue® store.

[0030] The term “transaction instrument” as used herein may include any type of open or closed charge card, credit card, debit card, FSA card, stored value card, an RFID chip based card or token, and the like. For convenience, a transaction instrument may be referred to as a “card.”

[0031] An “account,” “account number” or “account code”, as used herein, may include any device, code, number, letter, symbol, digital certificate, smart chip, digital signal, analog signal, biometric or other identifier/indicia suitably configured to allow a consumer to access, interact with or communicate with a financial transaction system. The account number may optionally be located on or associated with any financial transaction instrument (e.g., rewards, charge, credit, debit, prepaid, telephone, embossed, smart, magnetic stripe, bar code, transponder, and radio frequency card or payment statement).

[0032] An “issuer” or “card issuing company” issues transaction instruments, (e.g., credit cards, charge cards, debit cards, etc.). Examples of Issuers may be Bank of America, Citigroup, American Express, Capital One, etc.



[0033] Persons skilled in the relevant arts will understand the breadth of the terms used herein and that the exemplary descriptions provided are not intended to be limiting of the generally understood meanings attributed to the foregoing terms.

[0034] The following embodiments describe a system and a method for identifying industry segments with highest potential for new customers or new spending for current customers according to various embodiments and examples of the present invention. The methodology is the first of its kind, allowing a charge and credit card issuer (such as American Express) to efficiently identify potentially profitable industry segments to pursue for acquisition and usage and/or increased spending by current card members.

[0035] Referring now to the drawings, FIG. 1 shows a system 100. System 100 includes a database 102, a controller 104, a communications system 106, an output device 108, and card member storage 114. Database 102, controller 104, output device 108, and card member information storage 114 can be considered a computer system 120 (shown inside the dashed lines) including one or more personal computers, servers, and the like. These elements can be associated with an issuer or card issuing company, i.e., they can be remotely or locally coupled to the company's systems. Communications system 106 and/or controller 104 are coupled to one or more card members 110, external sources 116, and/or external contacts 118, possibly via an optional network 112.

[0036] Output device 108 can be any device allowing for visual output, such as a monitor, a graphical user interface, a handheld device, a printer, or the like.

[0037] External resources 116 can be any commercial or governmental database or any website that allows purchasing, accessing, and/or downloading of information. This information can be related to what industries different companies are categorized in and/or spending habits of these industries or companies. For example, this information can be related to their revenues, expenses (cost of goods sold (COGS)), amount of spending on raw materials and inventory, or the like. Example external sources can be, but are not limited too, the U.S. Census, Dun and Bradstreet, and/or Almanac of Business and Industrial Financial Data. Similarly, external contacts 118 can be industry experts, small business organizations, Lexis-Nexis, Forrester, Mintel, Dun and Bradstreet, BizStats, and/or Almanac of Business and Industrial Financial Data, industry reports, census data, etc.

[0038] Network 112 can be a wired or wireless telecommunications or data network, such as a cellular network, a hardwired or optical telephone network, a satellite network, an Internet, Intranet, or Extranet network, or other similar networks, as would be apparent to a skilled artisan upon reading and understanding this description. Additionally, or alternatively, network 112 can be a domestic and/or international postal or courier network.

[0039] Database 102 can receive information from one or all of external sources 116, external contacts 118, and internal sources, e.g., card member storage 114, relating to card member and/or merchant information. For example, database 102 can include information from a purchased commercial database, e.g., Dun and Bradstreet financial information. Also, database 102 can include information relating to demographic, financial and other information submitted during enrollment of the card members 110, or information that has been collected from the card members 110 via communications system 106 or at other times. Database 102 can further

include information relating to merchants that accept the card issuing company's transaction card for transactions. Database 102 can be any one of a variety of different types of databases operating based on a variety of underlying applications. For example, database 102 can be a database associated with MICROSOFT ACCESS® or the like.

[0040] Controller 104 can be one or more microprocessors or operating systems with associated applications (software applications), such as one or more computer systems. The functions performed by controller 104 can be performed by hardware, software, firmware, or a combination thereof. For example, controller 104 can filter or process data from database 102 and/or from communications system 106.

[0041] Communications system 106 can be one of several types of devices, such as a computer system, a telephone, a facsimile machine, a handheld device, a system to generate and read direct mail, a transmitter/receiver system, or the like. In regards to direct mail, an individualized report for each card member can be generated and send out with their bill monthly, quarterly, annually, or any other time period designated by a customer or the card issuing company. Thus, communications system 106 can be any device that allows for communications (e.g., telephone calls, emails, instant messaging, facsimiles, direct mailings, etc.) between controller 104 and card members 110, possibly via network 112. Communication with card members 110 can be used to compile information regarding how card members 110 use or do not use their cards. Communications system 106 can also be used to access external resources 116 and external contacts 118. This can be used to determine how these resources believe potential card members (e.g., per industry or industry sector companies) do or will spend. Then, based on all this information, a best opportunity for spend growth can be determined by the card issuing company for each card member 110 or best opportunities for potential new businesses in various industry segments.

[0042] FIG. 2 shows a flowchart depicting a method 200. Method 200 is an overview of how to determine which existing or current card members 110 may have the greatest incremental increase in spend potential and/or for determining what industries, or segments of the industries, have the best opportunity to find potential new card members.

[0043] In step 210, external data is input into a database. External data can be data regarding industries and industry segments having spending profiles allowing for the best opportunities for potential new card members. This could also be thought of a general data gathering. External market scanning can be done through inputting data into a model to validate spend potential and segment alignment with design target. This can be considered a first data set.

[0044] In step 220, internal data is input into the database. Internal data can be data regarding current card members and current merchants. Internal market scanning can be done through data input into a model to evaluate potential charging opportunity for current card member spend behavior. This can be considered a second data set.

[0045] Thus, these first two steps may be thought of as external and internal market scans to generate the first and second data sets.

[0046] In step 230, results from steps 210 and 220 are validated. For example, this can be done through communicating with internal sources, e.g., current card members identified by the results, or communicating with external sources, e.g. external source and contacts, such as experts, consultants,

and external reporting companies and agencies. This can be done to actually determine which areas or companies have favorability of charging or the highest ability to adopt charging as a way to spend. For example, while some industries or segments may appear to have a high potential, the vendors may not allow discounts if the spending is done through charging and not cash. As another example, the expenses may just be too great for charging to be a viable option, for example when raw materials or inventory is in the tens of millions.

**[0047]** In step **240**, targets for follow up communications are determined from the data gathered in the preceding steps. For example, output from steps **210**, **220**, and **230** is compiled and analyzed to focus on specific segment opportunities to pursue. Thus, after step **240** a card issuing company can pursue opportunities highlighted by methodology utilizing targeted marketing tactics.

**[0048]** FIG. **3** shows a flowchart depicting in detail steps occurring during step **210**. In step **311**, information regarding small businesses is input, for example a number of the small businesses. This can be done generally for all businesses, per industry, or per segment in different industries. An industry could be contracting or construction, with segments being painters, carpenters, electricians, plumbers, etc. or professionals, with segments being doctors, dentists, lawyers, accountants, etc. In step **313**, information regarding specific or average cost of goods sold (COGS) for the small business, either generally, per industry, or per industry segment, is input. In step **315**, information regarding a percentage of COGS spent on raw material and inventory for the small business, either generally, per industry, or per industry segment, is input. This may be because the companies having the highest amount of their expenses in this category are the most desirable companies to pursue as new card members. In step **317**, quantitative output is generated from the data gathered in the previous steps. In step **319**, external data ranked sets are generated. It is to be appreciated that other variables, either in addition to or in replace of these discussed variables, could also be used before step **317** is performed.

**[0049]** In one example, each of the input criteria also includes a weighted rank compared to the other input criteria. Thus, they are not all equal in determining what the best opportunities to pursue are. Also, certain minimum threshold amounts for one or more of these variables may have to be met for the company, industry, or industry segment to be included in the ranked data.

**[0050]** FIGS. **4A** to **4F** show an exemplary quantitative output for various industry segments generated for exemplary data from method **300** at step **317**. For example, the groupings can be partially based on or segregated by standard industry codes established by the U.S. Census. This can be used to show what industries, segments of those industries, and companies within those segments that have the most desirable traits, so that they are pursued as new card members.

**[0051]** FIG. **5** shows a flowchart depicting in detail steps occurring during step **220**. In step **521**, an average amount charged per current card member is input. In step **522**, a percentage current card members are spending on raw materials and inventory is input. In step **523**, a percentage of penetration the card issuing company has regarding a number of card members in a given industry or industry segment is input. Percentage of penetration can mean the number card members of the card issuing company in an industry divided by the total number of companies in that industry. In step **524**,

a total estimated amount charged for each company, industry or industry segment is input. This can be used to further segregate companies, for example a high value business may have \$30,000.00 of total spending, while a very high value business has \$100,000.00 of total spending. In step **525**, a quantitative output based on the previous steps is generated. In step **526**, internal data ranked data sets are generated. It is to be appreciated that other variables, either in addition to or in replace of these discussed variables, could also be used before step **525** is performed.

**[0052]** In one example, each of the input criteria also includes a weighted rank compared to the other input criteria. Thus, they are not all equal in determining what the best opportunities to pursue are. Also, certain minimum threshold amounts for one or more of these variables may have to be met for the company, industry, or industry segment to be included in the ranked data.

**[0053]** Similar to FIGS. **4A** to **4F**, FIGS. **6A** to **6H** show an exemplary quantitative output for various industry segments generated for exemplary data from method **500** at step **525**.

**[0054]** FIG. **7** shows a chart **700** including a final ranking of data sets determined after step **230**. Thus, chart **700** takes into account ranked data sets generated from steps **319** and **526**. Chart **700** shows segments having the greatest opportunity for charge growth. For example, each of categories external, internal, and qualitative is assigned a symbolic, result of very high, high, medium, medium/low, low, or very low. The symbolic results for the three categories of each segment of each industry are averaged together to determine a summary symbolic result. Then, these summary symbolic results are ranked, as shown. Thus, the segments having the highest summary symbolic results are identified as having a highest potential.

**[0055]** FIG. **8** shows a flowchart depicting a method **800**. Method **800** is another exemplary method to determine which existing or current card members **110** may have the greatest incremental increase in spend potential and/or for determining what industries, or segments of the industries, have the best opportunity to find potential new card members. In step **802**, data is received that is segregated into each of a plurality of industries, relating to a number of small businesses, cost of goods sold for each of the small businesses, and percentage of cost of goods sold that is spent on raw materials and inventory for each of the small businesses. In step **804**, data is captured that is segregated into each of the plurality of industries, relating to average amount charged per current card member, percentage of the current card members charging the raw materials and the inventory, percentage of card member penetration, and total estimated charging for the current card members. In step **806**, which of the plurality of industries or segments of the plurality of the industries are available for a highest potential for new card members or that are available for a greatest amount of incremental increased charging by the current card members is determined. In step **808**, the current card members in each of the plurality of industries or segments determined from the previous steps are communicated with, and data relating to their feedback is received therefrom. In step **810**, internal and external sources are communicated with to capture additional industry-specific charging data. This can be used to validate whether for the focused on companies, industries, or segments, both current card holders and potential new card holders, would really be interested in increasing their charging for certain types of expenses. For example, data relating to industry reports and

census data is received. In step **812**, ranked data sets, or final ranked data sets, are generated based on information gathered and analyzed in the previous steps.

[**0056**] Therefore, the embodiments discussed above elegantly and effectively highlight high-potential opportunities, while at the same time determining the behavior of purchasers making it infinitely easier to market to specific purchasing groups, highlighting their “pain” points, and how an issuer can help them. The issuer is able to efficiently (both cost and time) identify and prioritize segments in a holistic manner, accounting for internal and external factors, as well as qualitative insights. Previously, this process was completed in a one-off fashion, without the ability to compare opportunities across a number of dimensions. The above processes allow for a faster and more effective capability to search for, identify, and prioritize spend and acquisition opportunities in select industries and/or industry segments. This can save the issuer both time and resources given that fewer people will need to be devoted to the process and those who are will be able to complete the process more quickly.

[**0057**] In one embodiment, the invention is directed toward one or more computer systems capable of carrying out the functionality described herein. An example of a computer system **900** capable of carrying out the functions of this invention is shown in FIG. **9**.

[**0058**] Computer system **900** includes one or more processors, such as processor **904**. Processor **904** is connected to a communication infrastructure **906** (e.g., a communications bus, cross-over bar, or network). Various software embodiments are described in terms of this exemplary computer system. After reading this description, it will become apparent to a person skilled in the relevant art(s) how to implement the invention using other computer systems and/or architectures.

[**0059**] Computer system **900** can include a display interface **902** that forwards graphics, text, and other data from communication infrastructure **906** (or from a frame buffer not shown) for display on display unit **916**.

[**0060**] Computer system **900** also includes a main memory **908**, preferably random access memory (RAM), and may also include a secondary memory **910**. Secondary memory **910** may include, for example, a hard disk drive **912** and/or a removable storage drive **914**, representing a floppy disk drive, a magnetic tape drive, an optical disk drive, etc. Removable storage drive **914** reads from and/or writes to a removable storage unit **918** in a well known manner. Removable storage unit **918** represents a floppy disk, magnetic tape, optical disk, etc., which is read by and written to by removable storage drive **914**. As will be appreciated, removable storage unit **918** includes a computer usable storage medium having stored therein computer software and/or data.

[**0061**] In alternative embodiments, secondary memory **910** may include other similar devices for allowing computer programs or other instructions to be loaded into computer system **900**. Such devices may include, for example, a removable storage unit **922** and an interface **920**. Examples of such may include a program cartridge and cartridge interface (such as that found in video game devices), a removable memory chip (such as an erasable programmable read only memory (EPROM), or programmable read only memory (PROM)) and associated socket, and other removable storage units **922** and interfaces **920**, which allow software and data to be transferred from removable storage unit **922** to computer system **900**.

[**0062**] Computer system **900** may also include a communications interface **924**. Communications interface **924** allows software and data to be transferred between computer system **900** and external devices. Examples of communications interface **924** may include a modem, a network interface (such as an Ethernet card), a communications port, a Personal Computer Memory Card International Association (PCMCIA) slot and card, etc. Software and data transferred via communications interface **924** are in the form of signals **928** which may be electronic, electromagnetic, optical or other signals capable of being received by communications interface **924**. These signals **928** are provided to communications interface **924** via a communications path (e.g., channel) **926**. This channel **926** carries signals **928** and may be implemented using wire or cable, fiber optics, a telephone line, a cellular link, an radio frequency (RF) link and other communications channels.

[**0063**] In this document, the terms “computer program medium” and “computer usable medium” are used to generally refer to media such as removable storage drive **914**, a hard disk installed in hard disk drive **912**, and signals **928**. These computer program products provide software to computer system **900**. The invention is directed to such computer program products.

[**0064**] Computer programs (also referred to as computer control logic) are stored in main memory **908** and/or secondary memory **910**. Computer programs may also be received via communications interface **924**. Such computer programs, when executed, enable computer system **900** to perform the features of the present invention, as discussed herein. In particular, the computer programs, when executed, enable processor **904** to perform the features of the present invention. Accordingly, such computer programs represent controllers of computer system **900**.

[**0065**] In an embodiment where the invention is implemented using software, the software may be stored in a computer program product and loaded into computer system **900** using removable storage drive **914**, hard drive **912** or communications interface **924**. The control logic (software), when executed by processor **904**, causes processor **904** to perform the functions of the invention as described herein.

[**0066**] In another embodiment, the invention is implemented primarily in hardware using, for example, hardware components such as application specific integrated circuits (ASICs). Implementation of the hardware state machine so as to perform the functions described herein will be apparent to persons skilled in the relevant art(s).

[**0067**] In yet another embodiment, the invention is implemented using a combination of both hardware and software.

[**0068**] While various embodiments of the present invention have been described above, it should be understood that they have been presented by way of example, and not limitation. It will be apparent to persons skilled in the relevant art(s) that various changes in form and detail can be made therein without departing from the spirit and scope of the present invention (e.g., packaging and activation of other transaction cards and/or use of batch activation processes). Thus, the present invention should not be limited by any of the above described exemplary embodiments, but should be defined only in accordance with the following claims and their equivalents.

[**0069**] In addition, it should be understood that the figures illustrated in the attachments, which highlight the functionality and advantages of the present invention, are presented for example purposes only. The architecture of the present

invention is sufficiently flexible and configurable, such that it may be utilized (and navigated) in ways other than that shown in the accompanying figures.

**[0070]** Further, the purpose of the following Abstract is to enable the U.S. Patent and Trademark Office and the public generally, and especially the scientists, engineers and practitioners in the art who are not familiar with patent or legal terms or phraseology, to determine quickly from a cursory inspection the nature and essence of the technical disclosure of the application. The Abstract is not intended to be limiting as to the scope of the present invention in any way.

What is claimed is:

1. A method comprising:  
generating, by a computer-based system for determining desired industry segments and to create a combined ranking, a first ranking based on a first data set relating to a group of merchants in an industry segment, a second ranking based upon a second data set relating to a group of merchant account holders in the industry segment, and a third ranking based upon a third data set that validates that a merchant in the group of merchants in the industry segment is interested in increasing charging;  
determining, by the computer-based system and based upon the combined ranking, at least one of: that the industry segment is available for an increase in charging by the group of merchant account holders and a potential for new account holders in the industry segment; and  
targeting for follow up communications, by the computer-based system and in response to the determining, at least one of: a merchant in the group of merchants in the industry segment and a merchant account holder in the group of merchant account holders in the industry segment.
2. The method of claim 1, further comprising validating, by the computer-based system and based upon a third data set, that a merchant in the group of merchants in the industry segment is interested in increasing charging
3. The method of claim 1, wherein the third data set includes data acquired through at least one of interviews with industry experts, interviews with business owners, data associated with industry reports and census data;
4. The method of claim 1, wherein the first data set includes at least one of: a cost of goods sold associated with at least a subset of the merchants within the industry segment, a number of the merchants associated with the industry segment, and a raw materials and inventory cost of goods sold associated with at least the subset of the merchants within the industry segment.
5. The method of claim 1, wherein the second data set includes at least one of: an average amount of spending for the merchant account holders within the industry segment, a percentage of merchant account holders actively spending on raw materials and inventory in the industry segment, a merchant account holder penetration in the industry segment, and a total estimated amount of spending for transaction accounts in the industry segment.
6. The method of claim 1, wherein each of the data in at least one of the first data set and the second data set is weighted.
7. The method of claim 1, further comprising repeating the method for groups of merchants and merchant account holders in a different industry segment, the method yielding a different combined ranking related to the different industry segment, the different combined ranking enabling evaluation

of the different industry segment to determine at least one of: that the different industry segment is available for an increase in charging by the group of merchant account holders and a potential for new account holders in the different industry segment.

8. The method of claim 7, further comprising comparing the combined ranking and the different combined ranking to determine which of the industry segment and the different industry segment represents a more desirable marketing opportunity.

9. The method of claim 8, wherein the number of merchants associated with the different industry segment receives a weighting of two (2), the cost of goods sold associated with at least a subset of the merchants within the different industry segment receives a weighting of five (5), and the raw materials and inventory cost of goods sold associated with at least the subset of the merchants within the different industry segment receives a weighting of three (3).

10. The method of claim 8, wherein the average amount of spending for the merchant account holders within the different industry segment receives a weighting of two (2), the percentage of merchant account holders actively spending on raw materials and inventory in the different industry segment receives a weighting of three (3), the merchant account holder penetration in the different industry segment receives a weighting of one (1), and the total estimated amount of spending for transaction accounts in the different industry segment receives a weighting of four (4).

11. The method of claim 1, wherein each of the first ranking, the second ranking, the third ranking, and the combined ranking are one of: very high, high, medium, medium/low, low, and very low.

12. The method of claim 1, wherein the number of merchants associated with the industry segment receives a weighting of two (2), the cost of goods sold associated with at least a subset of the merchants within the industry segment receives a weighting of five (5), and the raw materials and inventory cost of goods sold associated with at least the subset of the merchants within the industry segment receives a weighting of three (3).

13. The method of claim 1, wherein the average amount of spending for the merchant account holders within the industry segment receives a weighting of two (2), the percentage of merchant account holders actively spending on raw materials and inventory in the industry segment receives a weighting of three (3), the merchant account holder penetration in the industry segment receives a weighting of one (1), and the total estimated amount of spending for transaction accounts in the industry segment receives a weighting of four (4).

14. The method of claim 1, wherein each of the first ranking, the second ranking, the third ranking, and the combined ranking are one of: very high, high, medium, medium/low, low, and very low.

15. The method of claim 1, wherein data acquired through interviews with industry experts and business owners is acquired through at least one of: instant messaging, emailing, telephoning, faxing, and direct mailing.

16. The method of claim 1, wherein the industry segment is classified using a Standard Industry Classification (SIC) code.

17. The method of claim 1, wherein the first data set is received from at least one of: Dun and Bradstreet, U.S. Census, or Almanac of Business and Industrial Financial Data.

18. The method of claim 1, wherein the second data set comprises proprietary merchant account holder data.

19. An article of manufacture including a non-transitory, tangible computer readable storage medium having instructions stored thereon that, in response to execution by a computer-based system for determining desired industry segments, cause the computer-based system to perform operations comprising:

generating, by the computer-based system and to create a combined ranking, a first ranking based on a first data set relating to a group of merchants in an industry segment, a second ranking based upon a second data set relating to a group of merchant account holders in the industry segment, and a third ranking based upon a third data set that validates that a merchant in the group of merchants in the industry segment is interested in increasing charging;

determining, by the computer-based system and based upon the combined ranking, at least one of: that the industry segment is available for an increase in charging by the group of merchant account holders and a potential for new account holders in the industry segment; and

targeting for follow up communications, by the computer-based system and in response to the determining, at least one of: a merchant in the group of merchants in the industry segment and a merchant account holder in the group of merchant account holders in the industry segment.

20. A system comprising:

a processor for determining desired industry segments;  
a tangible, non-transitory memory configured to communicate with the processor,

the tangible, non-transitory memory having instructions stored thereon that, in response to execution by the processor, cause the processor to perform operations comprising:

generating, by the processor and to create a combined ranking, a first ranking based on a first data set relating to a group of merchants in an industry segment, a second ranking based upon a second data set relating to a group of merchant account holders in the industry segment, and a third ranking based upon a third data set that validates that a merchant in the group of merchants in the industry segment is interested in increasing charging;

determining, by the processor and based upon the combined ranking, at least one of: that the industry segment is available for an increase in charging by the group of merchant account holders and a potential for new account holders in the industry segment; and

targeting for follow up communications, by the processor and in response to the determining, at least one of: a merchant in the group of merchants in the industry segment and a merchant account holder in the group of merchant account holders in the industry segment.

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