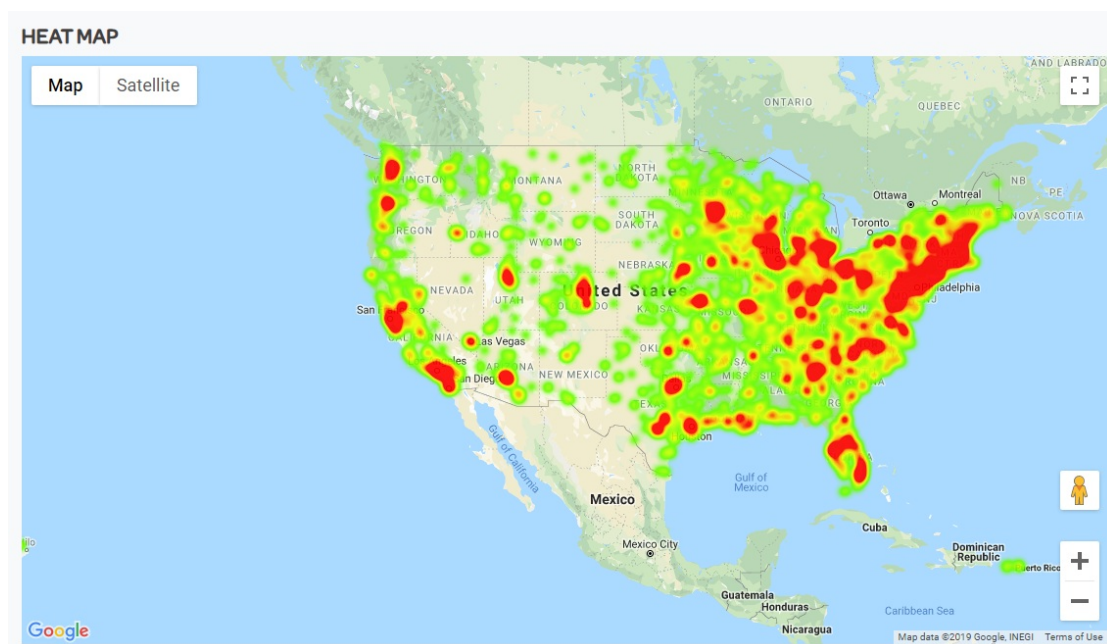


In this article:

- **Heat Map**
- **Top Metro Areas**
- **Top States**
- **Geographic fields in Audience Selector**

## Heat Map

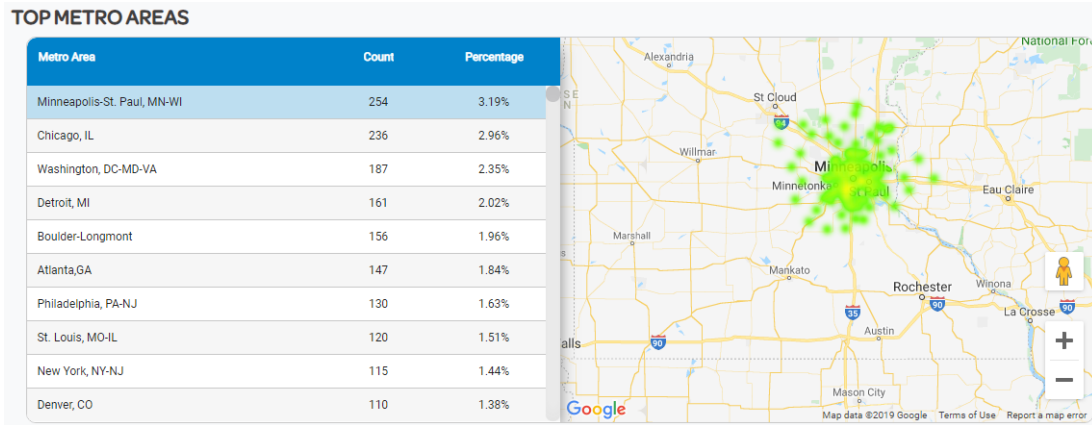


This map shows the geographic distribution of the CDP. This map shows all data in the CDP (not just the United States), but is defaulted to center on North America (since that is where the majority of the CDP data is located).

Use this visual to:

- Identify geographic trends in your database
- Inform seasonality or time-based messaging to your database
- Target marketing efforts to specific stores or regions

## Top Metro Areas



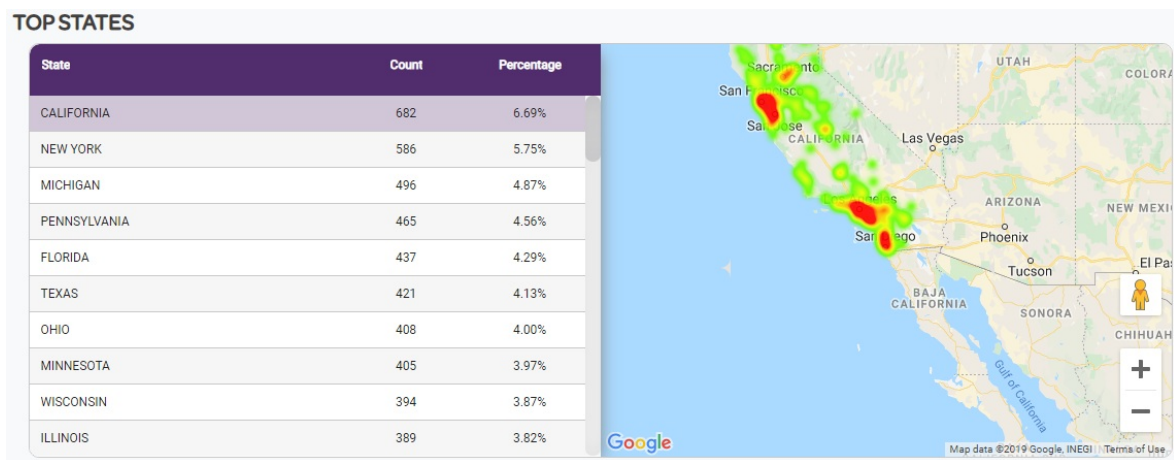
This table and map combination displays the top metro areas (in the USA and Canada) in your CDP and the geographic distribution of the people in that metro area.

Select different metro areas on the left to re-center the map on that metro area.

Use this visual to:

- Gain insight on the specific metropolitan areas of your database
- Determine the primary locale of your database as it relates to store locations

## Top States



This table and map combination displays the top states (in the USA, Canada and Mexico) in your CDP and the geographic distribution of the people in that state.

Select different states on the left to re-center the map on that state.

- Gain insight on the specific states of your database
- Determine the primary locale of your database as it relates to store locations

## Geographic fields in Audience Selector

Try using the following fields in Audience Selector to turn your geographic insights into marketing action.

Field Name	Field Description
Country	Segment on one or more Countries
Zips by US State	Segment on one or more ZIP Codes
Cities by State and Country	Segment on one or more cities in a state and country
County or Counties by US State	Segment on one or more counties in a state
States by Country	Segment on one state
US Census Division	Segment on Census Division as defined by the <b>US Census</b>
US Census Region	Segment on Census Region as defined by the <b>US Census</b>
DMA Name	Segment on DMA (Designated Market Area). This is a grouping of counties that receive the same radio and television marketing.
MSAs by US States	Segment on MSA (Metropolitan Statistical Area). This is a designation created by the US Office of Management and Budget (OMB) that describes a major metropolitan area and surrounding communities.
Radius by US Zip	Segment on the area surrounding a specific ZIP Code
SCFs by US State	Segment on the SCF (Sectional Center Facility) by state. SCFs are the first 3 digits of a ZIP code and used by the US Postal Service for mail routing.