



Decide with Confidence

Creating Maps

Top Tips

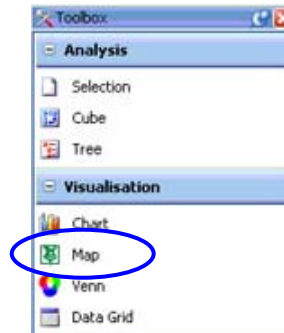
The Map Tool available within the Market Insight Toolbox allows you using the D&B Universe. You can create shaded maps that show the businesses by geography, or you can produce multi-layered maps identify exactly where your targeted businesses are located.

Here are some top tips to help you get the most out of your Market

Top Tip 1 – Create a shaded map

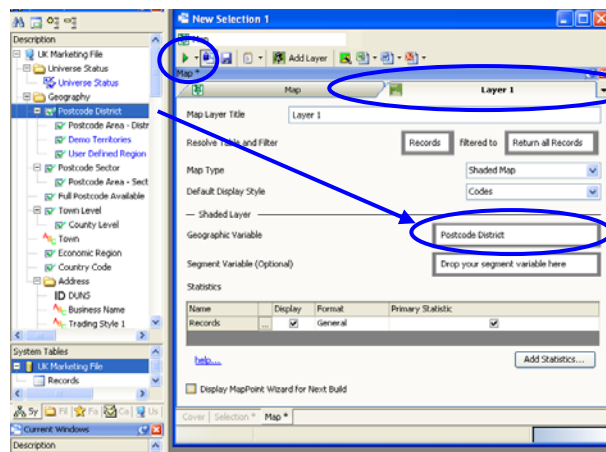
To create a shaded map of all UK simply drag the Map tool from the Toolbox and drop it onto your workspace the screen.

Click on “Layer 1” and then drag a variable, such as “Postcode District”, System Explorer into the box that says geographic variable here”. Then click the



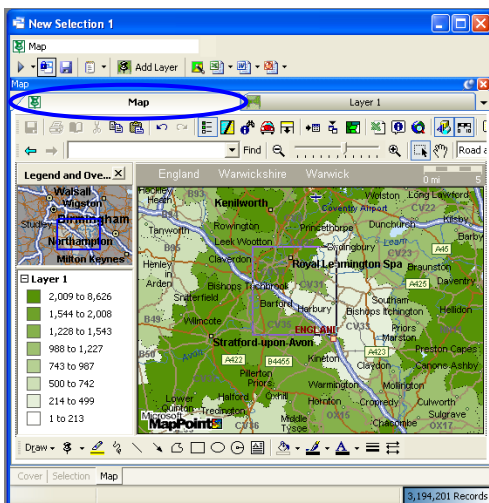
to create maps distribution of using pushpins to

Insight Maps.



businesses in the Market Insight in the middle of

geographic across from the “Drop your green Play button”.



Click back to the “Map” layer and use your mouse to highlight areas of the map that you are interested in. You can then click into this area to zoom in.

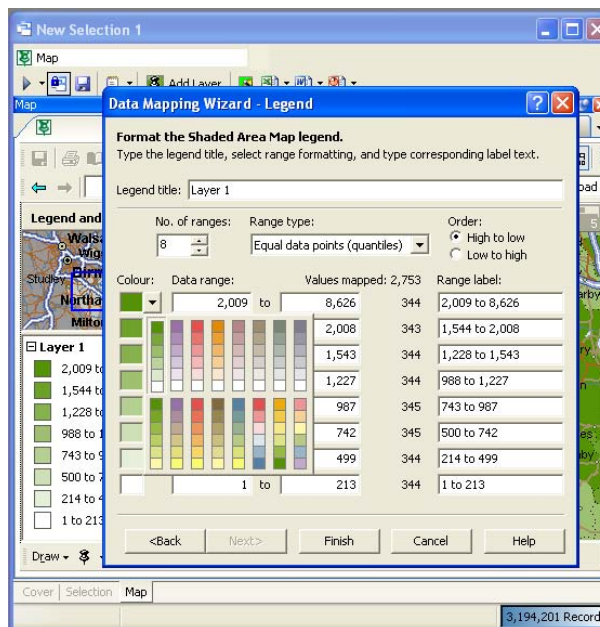
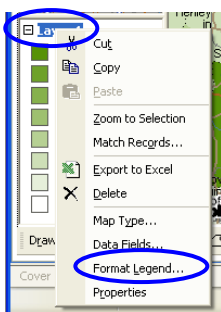
Simply hold your mouse over a Post District to see how many businesses are based there.





Top Tip 2 – Customise your map

Right click on “Layer 1” in the Legend “Format Legend”. You can then to your exact requirements by changing shading, adjusting the number of ranges to the order in which they appear.

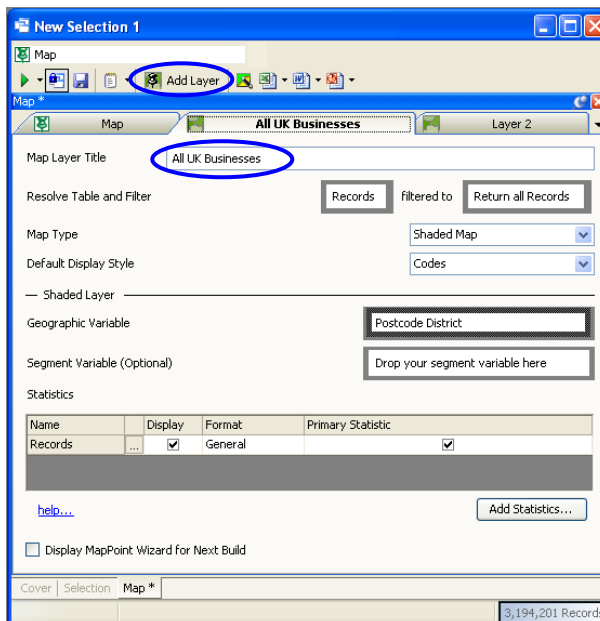


area and select customise the map the colour of the or even changing

Top Tip 3 – Add new layers

Market Insight now allows you to build onto your map so that you can easily segments with the whole business the “Add Layer” button to create a new

Note that you can give each layer a title entering the new title in the “Map Layer title” box. The new title will then appear on the tab across ensures that you can easily understand refer back to it in the future.



additional layers compare specific universe. Click on layer.

of your choice by “Title” box. The new the top. This your map when you



Top Tip 4 – Create a plot map using a second layer

Click on the “Layer 2” tab and change the “Map Type” to “Plot Map”. Then drag across a geographic variable, such as “Full Postcode”, and drop it onto the “Drop your geographic variable here” box. Then create a new selection of records and drag this onto the “filtered to” box. Note that the records in this selection will be represented on your map with pushpins.

Finally drag over any additional variables that you would like to see detailed when you hover over the pushpins on your map. Tick the “Add Reference Number as an Additional Data Item” box to automatically show the DUNS number for each record (this also allows you to drag off selected DUNS numbers directly from your map).

Then press the green play button again to create your multi-layered map.

The screenshot shows the 'New Selection 1' dialog box in a software application. The 'Map Layer Title' is 'Layer 2'. The 'Map Type' is 'Plot Map'. The 'Geographic Variable' is 'Full Postcode'. The 'Add Reference Number as an Additional Data Item' checkbox is checked. The 'Additional Variables' table lists Business Name, Address Line 1, Full Postcode, and Telephone Number. The 'Records filtered to' is 'Hotels & Restaurants'. The 'System Tables' pane shows 'UK Marketing File' and 'Records'. The 'Universe Status' pane shows 'Hotels & Restaurants' and 'Universe Status'.

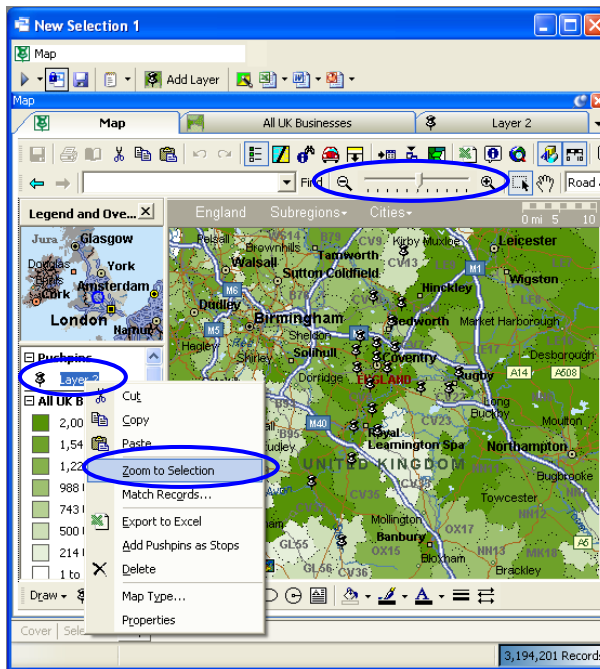
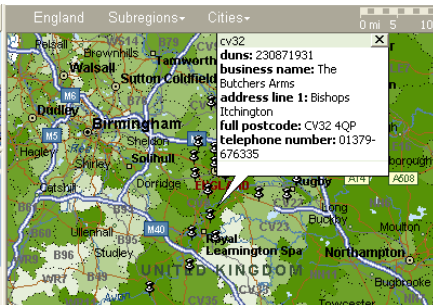
Variable	Display Style	Delete...
Business Name	Default	Delete...
Address Line 1	Default	Delete...
Full Postcode	Default	Delete...
Telephone Number	Default	Delete...



Top Tip 5 – Zoom in to see your pushpins

Right click on “Layer 2” in the Legend “Zoom to Selection”. This will zoom you in to the area of the map where your saving you valuable time. To zoom in the zoom in and out tool above the map.

Double click on the pushpins to view the business. In this example you can see hotel and restaurant within each If there is more than one business within be prompted to select the record you



area and select automatically zoom pushpins appear, further you can use

details of each the details for each postcode you will want to view first.

Top Tip 6 – Increase your workspace

Use the “Legend and Overview” button to remove the legend area so that you have more space on the screen to view and work with your map. Simply press the button again to bring the legend area back again.

