



## Why AGS

Applied Geographic Solutions takes pride in creating and distributing the highest quality demographic estimates available in the market today. What makes AGS the superior choice?

*Because quarterly doesn't equal better.*

### Detailed Source Data from a Broad Range of Sources

Our commitment to provide the best data available means that we go beyond the basics to find sources that enhance our data to new heights. In addition to using basic source data, like the Census and ACS, we also rely on the ACS PUMS (public use microsample) data, utilizing hundreds of detailed statistical models and creating separate models to inform our estimates. We have invested in our data by purchasing data from private sources, as well as creating our own national parcel file database which informs our demographics by creating an up to date linkage between parcels and ZIP+4. Using change indicators from parcels, consumer lists, and building industry activity to identify areas where change is likely to occur or is underway and tracking change using advanced imagery analysis all enhance our core demographics to superior levels.

### Decades of Statistical and Spatial Modeling Experience

Unlike other vendors, our data science team has decades of experience spanning every aspect of the industry, including experience using the data as a channel partner and as an end user.

In total, our team has 88 years of experience building data solutions that are accurate, reliable, and tailored to the specific needs of our clients. This deep expertise allows us to anticipate industry challenges, refine our methodologies, and continuously enhance our datasets to provide the most actionable insights. Our team's hands-on knowledge ensures that our data delivers real-world value for businesses making critical decisions.

### Unrivaled Customer Service

At AGS, our commitment to unrivaled customer service goes beyond providing data—we understand how to use it. With extensive experience in retail location analysis, direct marketing, consumer credit scoring, and risk analysis, we bring a deep understanding of both the technical and practical applications of our datasets. Our support team, made up of industry veterans—Gary (40 years), Oscar (30 years), Matt (26 years), and Mike (25 years)—has a combined 121 years of experience in building, using, modeling, and selling data solutions. This expertise means our clients get more than just a product; they get a partner who can offer meaningful insights, guidance, and support at every stage.