

**Cumming, GA. Demographic Studies**

1. We have 99,475 records for Cumming, GA. Very close to every adult, every household, and every business in Cumming GA. Every demographic, amazing detail. These types of reports are normally very expensive. ***Feel free to contact me as a portable data scientist for your company.***
2. We have every record for every adult and business in the U.S. I can create all kinds of amazing reports and communicate with targeted people with laser precision.
3. Our data is world class. We have received the highest security clearance given to a non-governmental U.S. company. Every record is CAN SPAM compliant, full opt-in approvals, it’s been scrubbed, rescrubbed, cleaned, and cross checked. There is no higher quality of data in the world.
4. This type of data is for new customer acquisition. We have a proprietary platform for existing customers we will share with you based on interest. Full mapping provided with 1 to 1 intimacy.
5. We feature a full menu of marketing ideas and strategies your business can utilize to dominate the competition at the end of this report. We also include pricing.
6. **REVERSE APPEND EXISTING DATA:** We can also reverse append your existing database with the same precision. This is extremely important information and serves as an ‘appraisal’ for your data. If you are not keeping proper data records, we will automate this for your business moving forward.
7. Once we apply a special algorithm to your database, you will know everything about your customers. We can then scour any area, and ‘cherry pick’ people who are not YOUR customers and make them yours.

**Total Cumming, GA. Records of Adults – 99,475**

1. **Household Income in Cumming, GA.**
	1. Under $10,000 – 193
	2. $10,000 - $15,000 – 13
	3. $15,000 - $19,999 – 1,493
	4. $20,000 - $24,999 – 163
	5. $25,000 - $29,999 – 1,320
	6. $30,000 - $34,999 – 295
	7. $35,000 - $39,999 – 1,473
	8. $40,000 - $44,999 – 485
	9. $45,000 - $49,999 – 3,140
	10. $50,000 - $74,999 – 16,193 (12,678 of 16,193 are $65,000 - $74,999)
	11. $75,000 - $99,999- 14,588
	12. $100,000 - $149,999 – 16,798
	13. $150,000 - $174,999 – 308
	14. $175,000 - $199,000 – 1,783
	15. $200,000 - $250,000 – 7,470
	16. $250,000 + - 5,115
2. **Credit Scores of Residents in Cumming, GA**
	1. Under 499- 0
	2. 500-549 - 8
	3. 550-599 - 5
	4. 600-649 – 1,680
	5. 650-699 – 1,510
	6. 700-749 – 3,685
	7. 750- 799 – 39,155
	8. 800+ - 11,608 (NOTE) This is a large number of 800+. Our records are actually much more reliable than Equifax, TransUnion, or Experian. The ‘big 3’ use around 10 different data points to determine consumer scores, we use over 200.
3. **Age Breakdown of Cumming, GA – Remember, all data sets can be stacked. If you need credit scores of males ages 36-39- with income, then we can pull just those we can drill down.**
	1. 18-35 year olds – 2,265
	2. 36-50 year olds – 32,098
	3. 51-65 year olds – 42,033
	4. 66-81 year olds – 17,853
4. **Married people in Cumming GA**.
	1. 54,140
	2. Married with Kids – 39,098 (these are adults with kids, we do not count the children). We know when children are present in the household, and we know how many kids are present, but we can’t keep records on the children’s behavior due to legal issues.
5. **Number of households with Children Present –**
	1. 56,385
	2. 31,725 Households purchase children’s products online.
6. **Gender of Cumming, GA.**
	1. Males – 31,495
	2. Females – 30,090
	3. When you see numbers like the above which don’t add up to the total number of people, there are several reasons which need to be analyzed based on the category. Here are just a few
		1. There could be ‘others’
		2. The person may not have indicated or preferred to leave the information off
		3. These are specific records allowing us to communicate based on the sort criteria
7. **Cumming Republicans – 79,763** – We also have records of how often people voted and how they voted.

**Cumming Democrats** – **262**

1. **Home Values in Cumming, GA.**
	1. $1 - $24,999 – 193
	2. $25,000 - $49,999 – 498
	3. $50,000 - $74,999 – 1,093
	4. $75,000 - $99,999 – 1,840
	5. $100,000 - $124,999 – 3,465
	6. $125,000 - $149,999 – 5,768
	7. $150,000 - $174,999 – 8,650
	8. $175,000 - $199,999 – 7,385
	9. $200,000 - $224,000 – 6,478
	10. $225,000 - $249,999 – 6,535
	11. $250,000 - $274,999 – 6,510
	12. $275,000 - $299,999 – 5,058
	13. $300,000 - $350,000 – 6,590
	14. $350,000 - $399,999 – 3,903
	15. $400,000 – 449,999 – 2,248
	16. $500,000 - $749,999 – 2,640
	17. $750,000 – $1,000,000 – 468
	18. $1,000,000 + - 88
2. **Net Worth in Cumming, GA.**
	1. Less than $1 – 93
	2. $1 - $4,999 – 330
	3. $5,000 - $9,999 – 160
	4. $10,000 - $24,999 – 155
	5. $25,000 - $50,000 – 190
	6. $50,000 - $100,000 – 10
	7. $100,000 - $250,000 – 21,463
	8. $250,000 - $500,000 – 39,698
	9. $500,000 + - 8,595
3. **Education in Cumming GA.**
	1. Completed High School – 25,038
	2. Completed College – 25,040
	3. Completed Graduate School – 7,693
	4. Attended Vocational/Tech School – 220
4. **Types of Residence**
	1. Multi-Family Dwelling Unit – 313
	2. Single Family Dwelling Units – 70,715
5. **Home Owners in Cumming GA.**
	1. 69,678
	2. 463 – Renters
6. **Pet Owners in Cumming, GA.**
	1. Dog – 44,620
	2. Cat – 19,170
	3. Dog and Cat – 3,410
7. **Hobbies and Interests**
	1. Boating Enthusiast – 16,150
	2. Golf Enthusiast – 11,600
	3. Auto Enthusiast – 62,950
	4. Frequent Traveler’s – 70,060
	5. Online Shopper’s – 20,325
	6. Membership Club – 2,513
	7. Military/Vet – 4,808
	8. Online Education Interest - 3,980
	9. Outdoor Enthusiasts – 44,023
	10. Arts Interest – 13,243
	11. Wine Enthusiast – 5,228
	12. Business Opportunity Seeker – 5,460
	13. Business Owner – 1,838
	14. Music Enthusiast – 18,170
	15. Nascar Enthusiast – 7,483
	16. Value Conscious – 6,805
	17. Jewelry Buyer – 6,800
	18. Investor – 36,898
	19. Interested in Diet/Weight Loss – 15,348
	20. Health and Beauty Interest – 16,665
	21. Charitable Donors – 82,310
	22. Electronics Interest – 55,420
	23. Christian Families – 6,583
	24. Golf Enthusiasts – 11,600
	25. Sports Enthusiasts – 38,828
8. **Occupations in Cumming, GA.**
	1. Professional/Technical – 14,868
	2. Administrative/Managerial – 3,513
	3. Sales/Service – 810
	4. Clerical/White Collar – 13,503
	5. Craftsman/Blue Collar – 8,075
	6. Student – 133
	7. Homemaker – 3,753
	8. Retired – 4,438
	9. Farmer – 238
	10. Military – 145
	11. Religious – 40
	12. Self Employed – 435
	13. Self Employed Professional/Technical – 65
	14. Self Employed Administrative/Managerial – 18
	15. Self Employed Blue Collar – 5
	16. Educator – 265
	17. Financial Professional – 805
	18. Legal Professional – 98
	19. Medical Professional – 2,380
	20. Other – 10
9. **Cumming Religious Professionals – 40**
	1. Cumming Religious Professionals earing over 100k – 8 (5 earn 100k – 200k)
	2. Cumming Religious Professionals earning $200,000 - $250,000 – 3
10. **Indian People in Cumming, GA. 1,025**
11. **Indian People who earn $100,000 - $200,000 per year- 418**
12. **Indian People in Cumming earning $200,000 per year + - 136**
13. **Number of people in Cumming who Smoke – 3,793**
14. **Number of people in Cumming whose main language is Greek – 18**
15. **Religions in Cumming GA.**
	1. Buddhist – 70
	2. Catholic – 14,300
	3. Greek Orthodox – 180
	4. Hindu – 995
	5. Islamic – 445
	6. Jewish – 1405
	7. Sikh – 30
	8. Lutheran – 33
	9. Eastern Orthodox – 485
	10. Protestant – 48,543
	11. Shinto – 60
16. **Spoken Primary Language in Cumming, GA.**
	1. Albanian – 3
	2. Amharic – 5
	3. Arabic – 83
	4. Armenian – 3
	5. Bulgarian – 15
	6. Chinese (Mandarin, Cantonese, other dialects) – 50
	7. Czech – 5
	8. Danish – 8
	9. Dutch – 10
	10. English – 63,750
	11. Estonian – 3
17. **Cumming Ethnic Codes**
	1. Afghani – 3
	2. Indian – 1,025
	3. Pakistani – 25
	4. Arab – 245
	5. Egyptian – 20
	6. Greek – 180
	7. Jewish – 1,405
	8. Macedonian – 3
	9. Persian – 58
	10. Syrian – 8
	11. Turkish – 33
	12. Native American – 35
	13. African American 1 – 180
	14. Angolan – 3
	15. Ethiopian – 8
	16. Ghana – 5
	17. Guinea-Bissea – 3
	18. Kenya – 5
	19. Nigerian – 13
	20. Rwandan – 15
	21. Senegalese – 3
	22. Danish – 275
	23. Dutch – 1,193
	24. Finnish – 103
	25. Icelandic – 3
	26. Norwegian – 160
	27. Scotch – 6,845
	28. Swedish – 635
	29. Welsh – 3,163
	30. Chinese – 228
	31. Hawaiian – 3
	32. Indonesian – 8
	33. Japanese – 60
	34. Khmer – 5
	35. Korean – 133
	36. Laotian – 5
	37. Mongolian– 3
	38. Other Asian – 3
	39. Filipino – 115
	40. Thai – 18
	41. Vietnamese – 110
	42. Belgian – 43
	43. English – 30,830
	44. French – 1,965
	45. German – 4,718
	46. Irish – 5,235
	47. Italian – 2,220
	48. Portuguese – 193
	49. Hispanic – 2823
	50. Luxembourgian – 3
	51. Swiss – 5
	52. Albanian – 3
	53. Armenian – 30
	54. Austrian – 230
	55. Bosnian – 15
	56. Bulgarian – 28
	57. Byelorussian – 28
	58. Croatian – 50
	59. Czech – 125
	60. Etonian – 18
	61. Georgian – 5
	62. Hungarian – 325
	63. Latvian – 5
	64. Polish – 738
	65. Romanian 43
	66. Russian – 183
	67. Serbian – 123
	68. Slovakian – 55
	69. Slovenian – 18
	70. Ukrainian – 65
	71. Sudanese – 8
	72. Swaziland – 5
	73. Zimbabwe – 3
	74. African American 2 – 393
	75. Caribbean African American – 3
	76. Multi Ethnic – 5
18. **Ethnic Groups of Cumming, GA.**
	1. Southeast Asian – 1,055
	2. Central Southwest Asian – 35
	3. Eastern European – 1,858
	4. All African American Groups – 643
	5. Middle Eastern – 363
	6. Jewish – 1,405
	7. Mediterranean – 2,400
	8. Native American – 35
	9. Far Eastern – 568
	10. Polynesian – 118
	11. Scandinavian – 1,175
	12. Western European – 54,228
	13. Hispanic – 3,015

**Political Selects**

Voting and Political records can be mixed and matched like all of the data. We can find out propensities of people voting in any manner with income, likes, children, etc. We can find propensities and/or insights for any business by doing a Predictive Analytics database study and scoring algorithm of their existing database.

If we Geo-Fence competitor locations, (such as Dunkin for Starbucks or Lou Sobh for Chevy), we can cherry pick people out of a geo-fence and select only those people who have certain criteria such as income, credit score, or wealth rating.

For example, I can Geo-Fence all the Starbucks in West Palm Beach. But rather than tagging every cell phone of every customer, we can tag (or target) only those people with a credit score of 700+, with an income of $100,000 plus, and kids in the family. We can add as many desired demographics selects as necessary.

**Marketing Services Provided by Smart Community Technologies**

A/B Testing

Data Analysis

Predictive Analytics Scoring

Database breakdown

New Customer Acquisition Marketing Strategies

Customer Loyalty

Email

Texting

Mapping

Complete consulting with financial guarantees

App creation and consulting

***Study of Single Women in West Palm Beach as a ‘drill down’ illustration***

1. Out of the 17,393 people in West Palm Beach earning $250,000 per year or more
	1. 345 are single women
	2. 338 out of the 345 have a credit score above 750 with 325 out of the 338 having a credit score 800+
	3. We have 325 Single Women earning over $250,000 per year with a credit score of 800+
	4. Out of these 325 we have 23 single women ages 18-34.  The youngest single woman is 27 and we have three at that age. The other 5 are age 28.  We can communicate with any or all of the groups below.
	5. Let’s get back to the 325 single women of all ages to illustrate further.

**Single Women in West Palm Beach Florida – Earning $250,000 + per year with 800+ credit score. 325 Total**

1. 86 out of 325 are Auto Enthusiasts
2. 55 had an interest in art
3. 43 were boating enthusiasts
4. 214 were cooking enthusiasts
5. 248 were frequent travelers
6. 35 were Golf Enthusiasts
7. 10 were NASCAR Enthusiasts
8. 113 were Sports Enthusiasts
9. 115 were Outdoor Enthusiasts
10. Only 78 of the 325 single women earning over $250,000 per year in West Palm Beach with a credit score over 800 had completed college.
11. Out of the 78 which did, 65 of the 78 completed graduate school.
12. Out of the 325 - 201 of them were fitness enthusiasts
13. Only 13 out of the 325 had a home value of $500k or more although none of them rented.
14. 305 of them owned a home leaving 20 who have been left off of title for some reason.
15. 15 out of the 325 had a military background or were a VET
16. 23 had a net worth greater than $500k
17. 170 had a net worth of 250k – 499k
18. 23 had a net worth of 100k – 249k - 9 had less than 100k
19. 18 of the 325 listed their job as homemakers
20. 3 were self-employed
21. 8 were financial professionals
22. 15 were medical professionals
23. None of the 325 owned a dog or a cat.
24. 148 of them had kids in the household
25. 10 were smokers
26. 285 spoke English as their primary language.

**We now have the ability to pull granular data from a Geo Fence – In other words, we move all the Google capabilities with search, SEM, SEO, etc., and bring it to the physical location without the internet! We do the same for competitor locations in order to cherry pick customers away from competitors!**

1. For example, if Lou Sobh Honda (in Cumming, GA.), desired to Geo-fence all the competitor car dealers in Cumming, GA., but only desired to communicate with people who lived in Cumming, GA., had a credit score over 700, earned at least $100,000, drove a 2010 or older vehicle, had children present age 15-17, and had a propensity score indicating they were shopping for a vehicle, we can communicate with just those targeted people and not pay for everyone else!
2. Predictive Analytics Analysis of existing database. We can do a thorough reverse-check of all your existing customers, to find out all of their key propensities.

**We now have the ability apply our data expertise with special pixel codes to websites. 98% of web visitors do not fill out forms for customer data, we capture the 98% and follow them everywhere!**

**Announcing our amazing web-based service for just $995 per month, (no contracts). Here is what you get!**

1. SEO and SEM drive visitors to your website
2. 97% of visitors to web-sites, do not fill out customer data forms or email requests.
3. We capture the 97% who disappear! We can now grab name, email, phone, credit range, type and age of car, address, and send a lead like you see here within a few seconds. We can also send this information directly to your CRM to set up on auto drip or AI. We suggest creating a separate email address since 100’s of leads will be generated each month.



1. We create a custom pixel for each section of your website such as used cars or new cars.
2. We offer unlimited data appends. In other words, it does no matter how much traffic your website receives, we will capture everyone who visits your website without any added fees.
3. We will warranty this data, you own the data, and can now build a strong database without forms.
4. We provide the legal claims, we scrub the data, we clean the data, we check and cross check the data, then we test and ping the data and hand it over to you ready to go!
5. We will send nightly reports, weekly reports, and/or monthly reports. Once we pull the information above, we can access everything else for even more targeted communication.

**The above package is for data and leads, here is the next level - $1995 per month**.

1. Includes everything above PLUS the following. All of the below is paid for including postage with unlimited data, leads, and emails.
2. We will automatically send an email to every lead as soon as they land on the site.
3. We can create and advise on the email for the highest possible results.
4. Should the customer click on the email anywhere, then a beautiful snail mail piece will be mailed to their home.
5. We will also send a ring-less voice mail to their phone.
6. We will create a custom ‘match back’ proof of ROI. At the end of the month, send us all the new sales, and we will match the sales to the data and traffic of the site. You will know for certain whether to continue.

**Special Custom Platinum Package - $5995.00 per month includes all of the above PLUS**

1. We turn the physical location of the business into a theoretical website. We capture everyone who penetrates the parking lot with a custom geo-fence.
2. We geo-fence competitor’s physical locations as well to track everyone visiting a competitor location.
3. We can alert sales people or sales managers within 1.7 seconds with an email to their phone or CRM.
4. Keyword Tracking. Should any customer type in a keyword, we can serve them our message.
5. Competitor Keywords. Should customers use key words for competitors or type in the name of a competitor location, we can serve them our message.
6. Contextual Search: Should any customer read an article or go to a site such as Edmunds.com to learn about Mustangs, we can serve them a custom Mustang ad about the very subject they were researching.
7. Competitive Web-site. We can even serve them ads when they visit a competitor web-site.
8. Unlimited Geo-Fences, Unlimited Data, Unlimited Leads.

**Email Pricing: -AI driven e-mail**

1. 1st Email – 30,000 emails for $1000.00 ($500.00 savings) - $50.00 per 1000 future pricing
2. Includes – Predictive Analytics analysis of existing database. We then select 30,000 people who match the ideal customer and send them a special offer through our AI driven email program.
3. Pre-Paid revenue custom strategy if desired

**Texting Pricing: Month to Month Cancel Anytime – Yearly Discounts Available**

•1000 - $50.00

•4000 - $160.00

•10,000 - $300.00

•50,000 - $1000.00

•100,000 - $1700.00

Custom overage pool which never expires .08 per message – or 1000 for $75.00

**Game Play Pricing $10,000 per month added in prizes – Sell for any amount keep 100% of profits**

•10 for $1.00 -.10

•100 for $8.00 .08

•1000 for $75.00 -.075

•10,000 for $500.00 - .05

•50,000 for $2,000.00 - .04

**Additional Services**

1. Geo Fencing – Auto Tag of Phones up to 25 Geo Fences - $995.00
2. You Tube Video Advertising - $995.00 No charge unless complete view of 30 second video
3. Custom quote for any digital requirement SEO, Search, Live Chat, Google Listings, etc.

***Whatever any company is currently spending on digital marketing or advertising…We can do it better for less! See how we map this data for communication here*** [***https://youtu.be/jGGjjJ0UiFA***](https://youtu.be/jGGjjJ0UiFA)

***Texting Platform – Recorded Webinar***

Part 1 - <https://youtu.be/ar3a7pdM8bI>

Part 2 - <https://goo.gl/SmBYMG>

***Email Platform – Ai – Predictive Analytics***

**14 Min. Overview** - <https://goo.gl/wS32qu>

Part 1 - <https://youtu.be/x_cLxg9XkNY>

***Part 2 - Jan 2018*** [***https://goo.gl/yScLoH***](https://goo.gl/yScLoH)

***Thank you – Steve Schroeder – President/Founder – Smart Community Technologies***

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