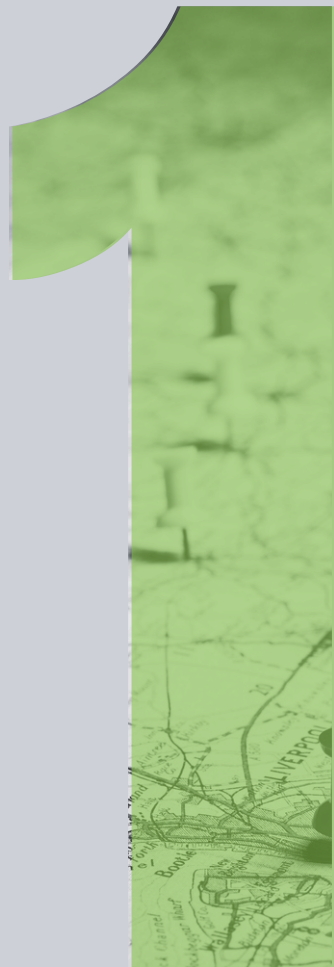




Ways to **Stay** **Competitive** with Location Intelligence

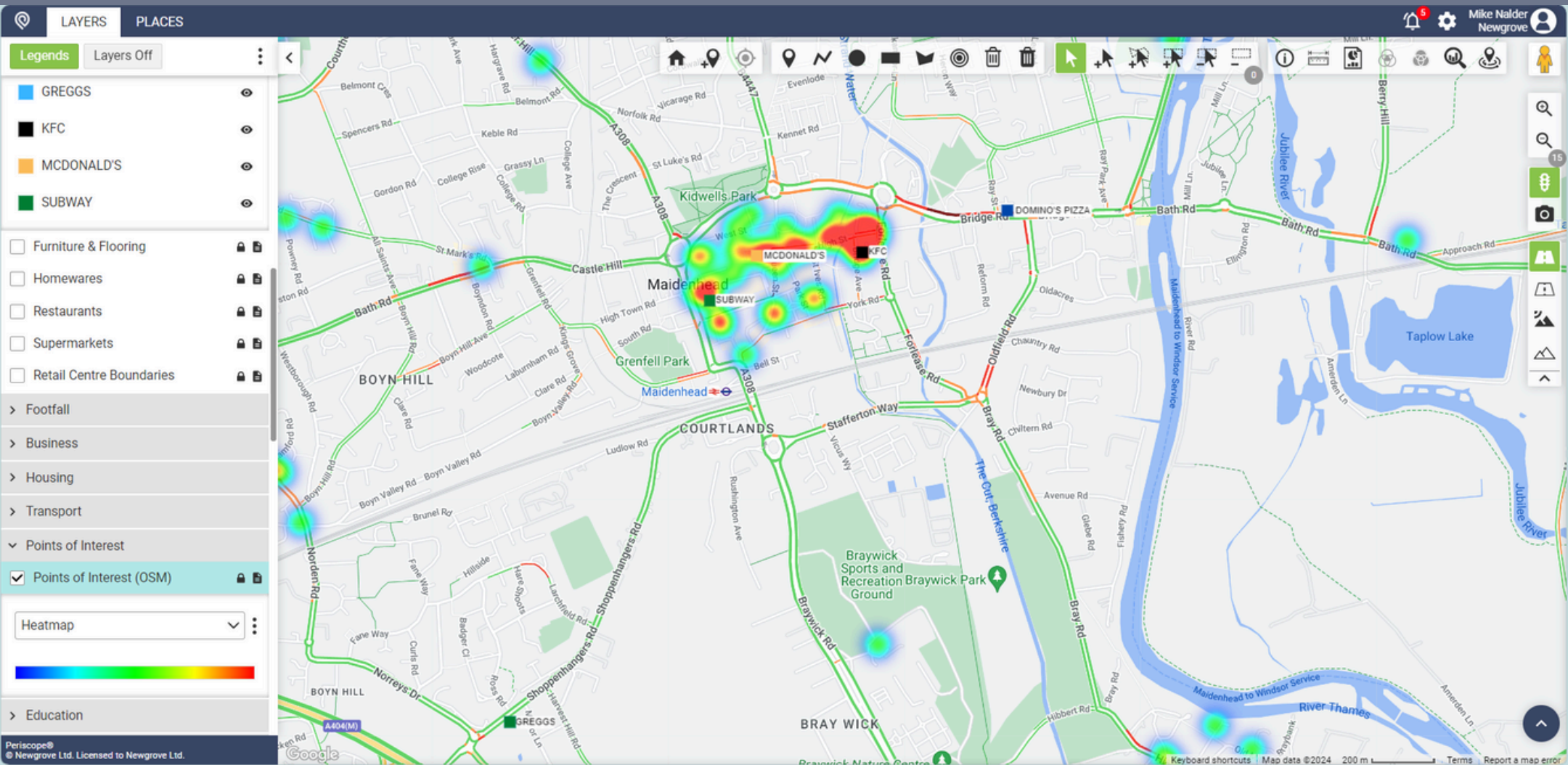


Where Customer Proximity Matters

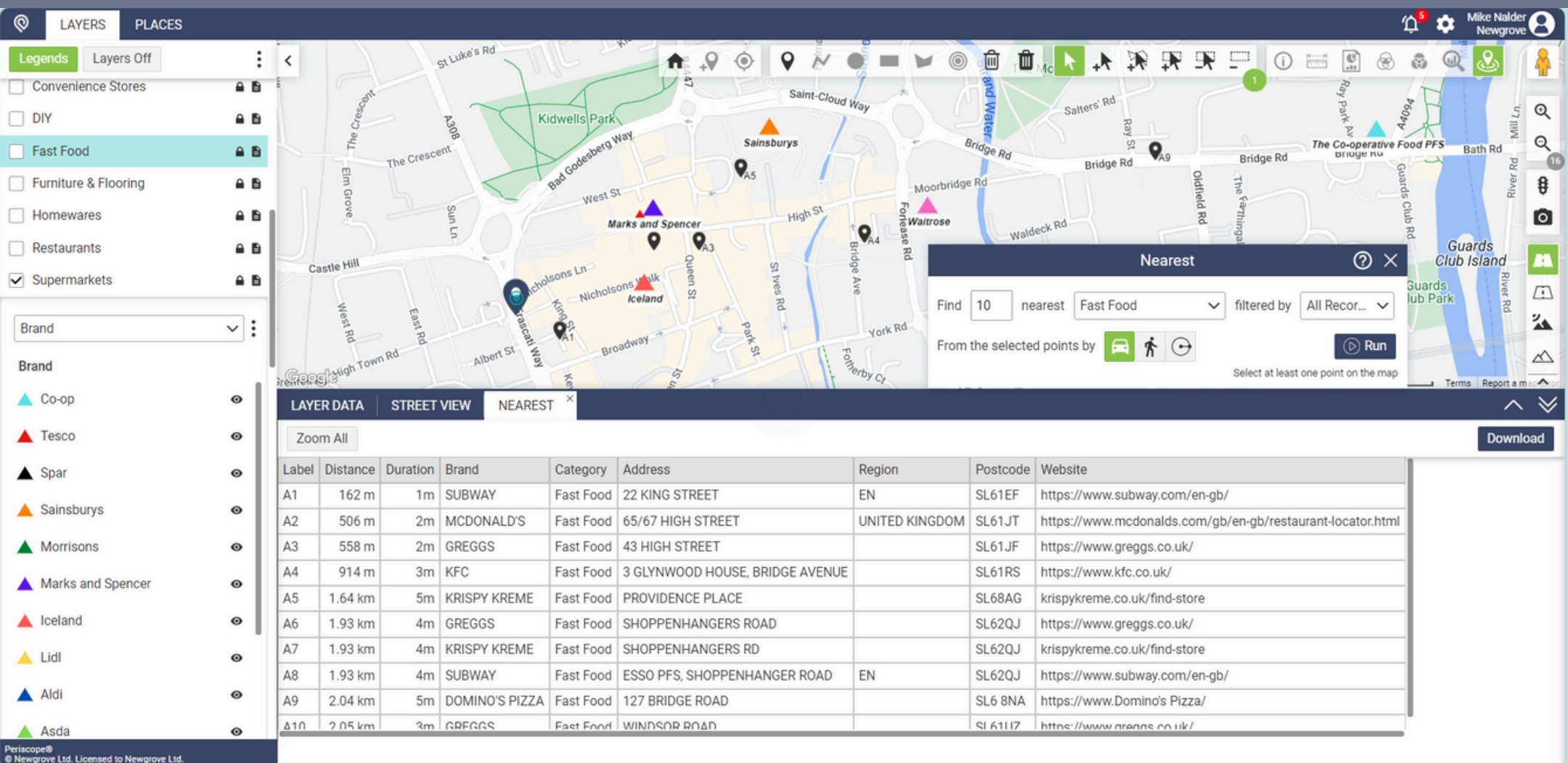
Location Intelligence enables precise analysis of customer demographics, foot fall patterns, and competitor locations.

By strategically positioning sites based on data-driven insights, your business can maximise visibility, accessibility and customer engagement for your local markets.

Heatmap of Existing Outlets and Map Presence of Key Competitors



Generate a Listing of Nearby Competitors Ranked by Distance



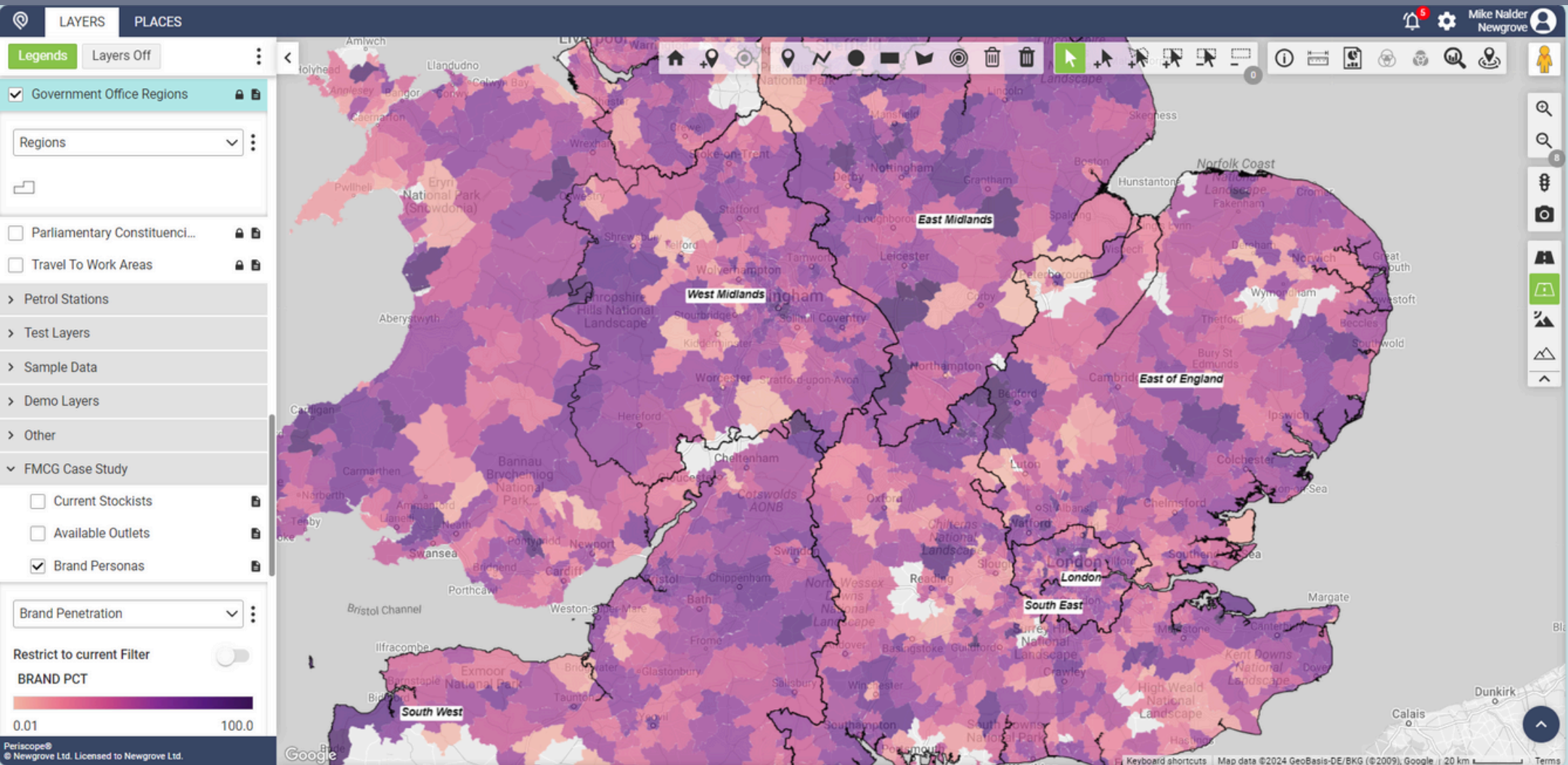


Where Precise Targeting Matters

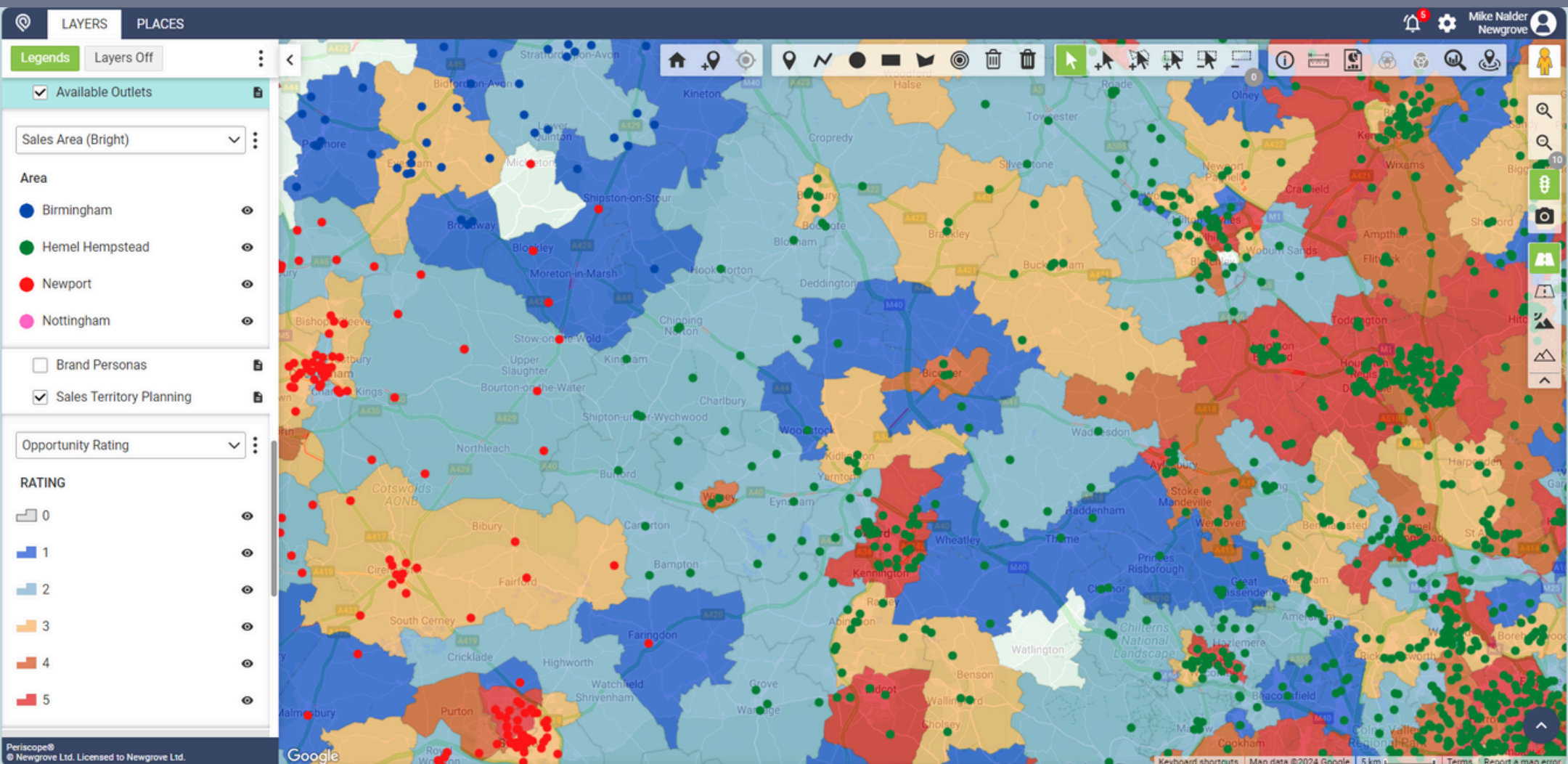
Location Intelligence provides granular analysis of market trends, consumer behaviour and competitive landscapes at a regional level.

By leveraging these insights, your business can tailor marketing campaigns, promotions and product offerings to specific regions, driving engagement and loyalty nationwide.

Model Brand Penetration and Map by Region and Postal Sector



FMCG - Estimate Market Opportunity and Map Potential Stockists



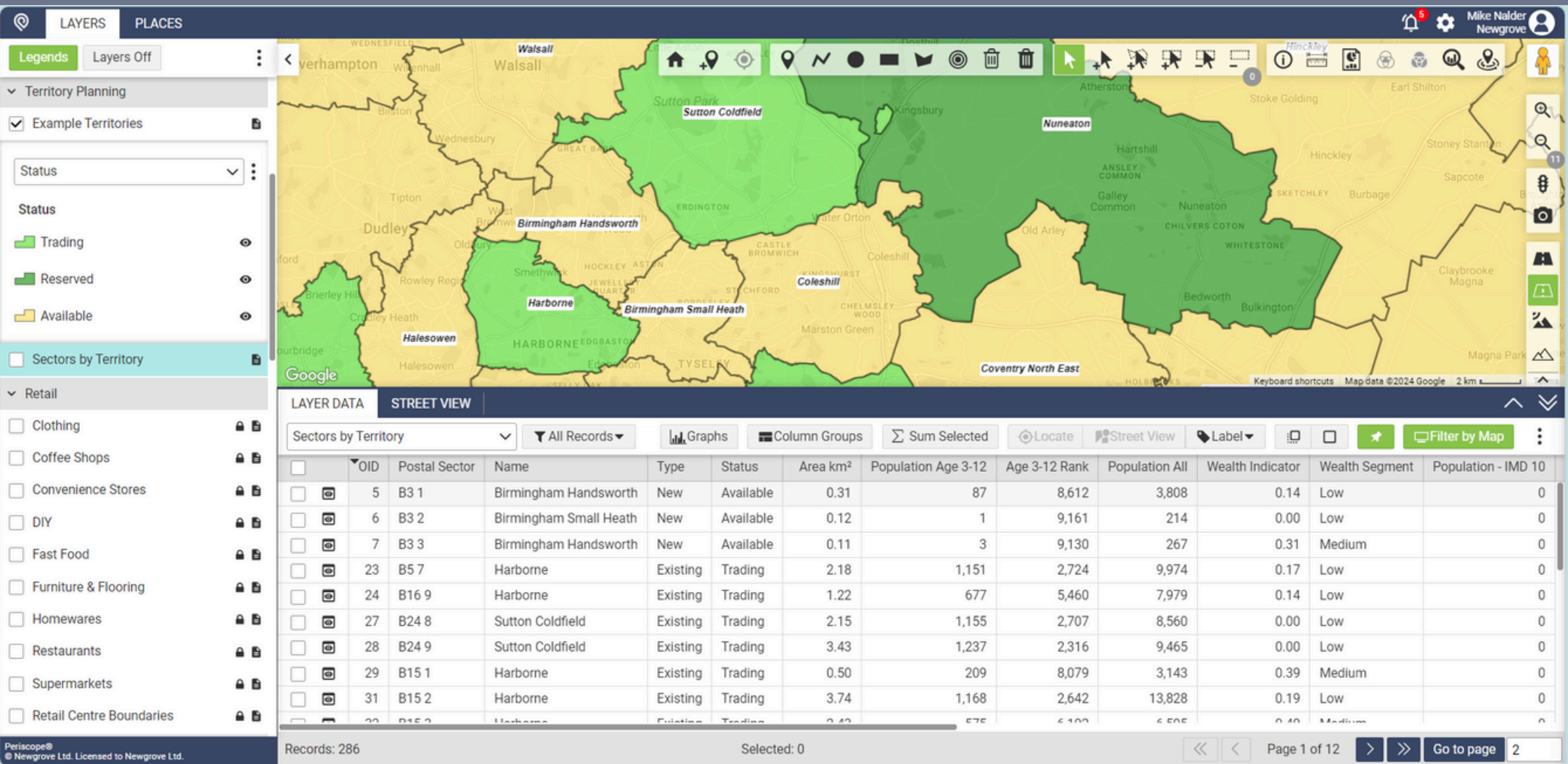


Where Territory Planning Matters

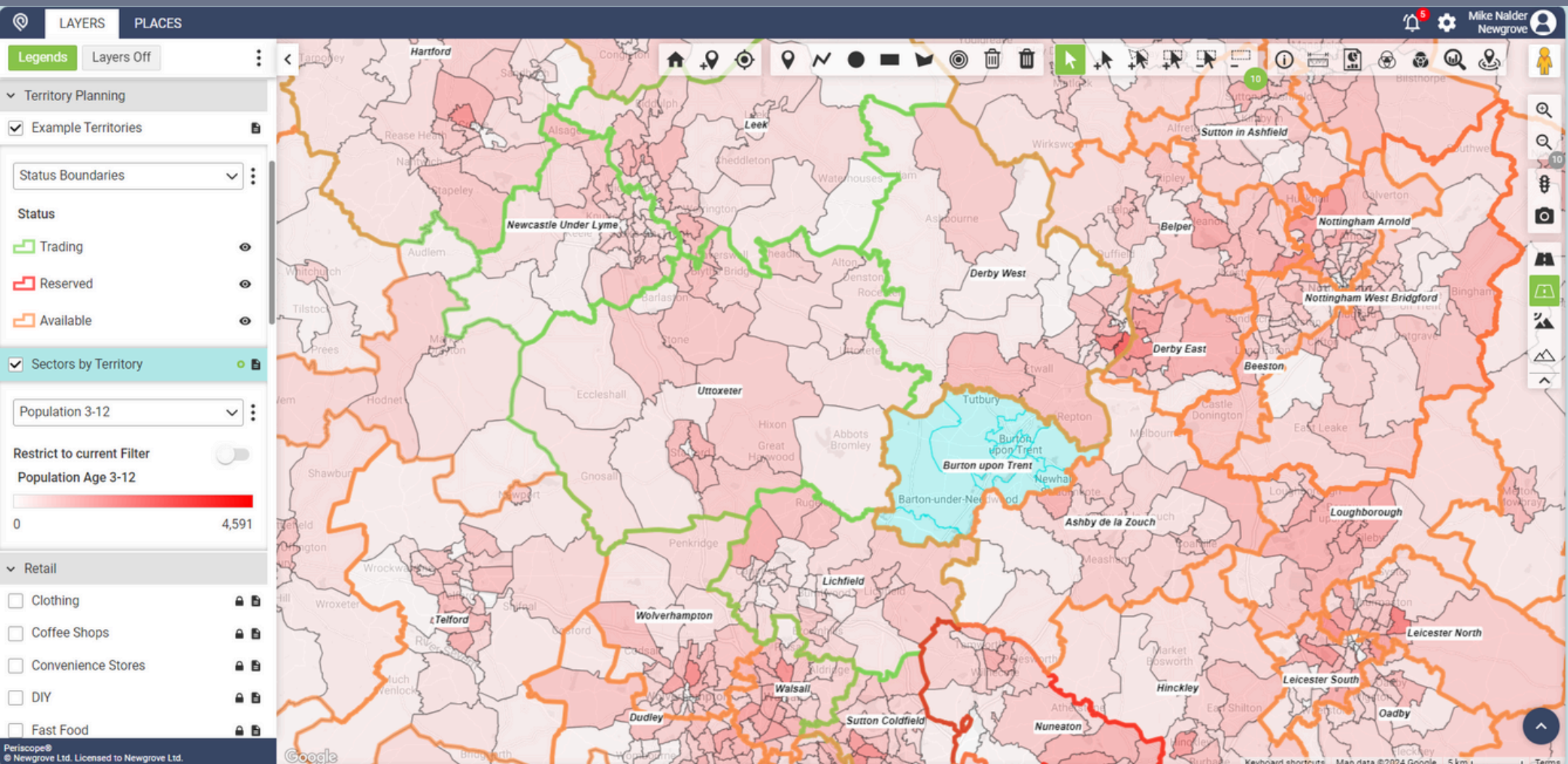
Location Intelligence is indispensable for visualising territories, analysing market potential and optimising sales routes.

Whether expanding into new territories or optimising existing ones, you can maximise efficiency and revenue with informed decisions helping your business to stay ahead of the competition.

Map Territories by Status and Show Potential by Postal Sector



Select Adjacent Postal Sectors to Build Sales Territories





Elevate Your Competitive Analysis

No matter what your business strategy requires, Location Intelligence offers a powerful toolkit for competitive analysis and strategic decision-making.

Try Periscope[®] our advanced customer insight and location planning platform which enables agility and responsiveness, so your business can grow.

Empowering your business strategy



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