

Periscope® boosts your customer acquisition strategies with data-driven decisions

Consumer insights and behavioural intelligence have become critical for businesses to better understand their current, lapsed and potential customers. This deeper knowledge of your target audience is essential for enhancing your customer acquisition strategies. Periscope® is a powerful Location Intelligence tool that offers actionable insights into consumer behaviours and preferences enabling businesses to identify competitive opportunities and improve targeting of both your online and offline marketing campaigns.

Periscope® is an effective customer acquisition tool



Create Detailed Profiles

Periscope® provides a rich variety of demographic data to create detailed customer profiles to segment your audience and design more personalised messages.



Target High Penetration Areas

Analyse demographic data to find neighbourhoods with a high density of individuals who match your ideal member profile, maximising your impact and reach.



Pinpoint Your Audience

Maximise engagement with your audience using geodemographic segmentation, allowing you to target smaller, similar consumer groups based on lifestyle, wealth and location.



Gain Competitive Insights

Differentiate your offer and address any gaps in the market by understanding the characteristics of nearby competition and market opportunity.



Location Specific Advertising

Increase the effectiveness of your marketing campaigns by using geo-targeted advertising to attract potential members in specific neighbourhoods.



Leverage Cross Promotions

Location data can be used to identify and establish partnerships with local businesses that align with your brand and customer profile, ideal for joint marketing campaigns.

Accurately profile, segment and target your customers

Periscope® offers advanced geospatial analytics, enabling detailed assessment of market penetration and customer acquisition potential, ideal for making key advertising decisions for your brand.

- ✓ Access a secure, corporate version of Google Maps to visualise relevant demographic data and identify areas with high potential for customer acquisition.
- ✓ Apply the generic attributes of prospects' postcodes to understand the population profile of that area i.e. age, earnings, number of children, rented or owned homes.
- ✓ Create detailed customer personas based on sales and demography for deeper insights on your customers' behaviour and preferences.
- ✓ Visualise and analyse multiple datasets simultaneously including customer data, locality and competitor locations to create a comprehensive picture of customer trends within a defined area.
- ✓ Use the latest Census and geodemographic data to discover the best advertising locations for maximum impact.
- ✓ Periscope® allows importing and exporting of data, enabling businesses to integrate their existing customer data with Location Intelligence.

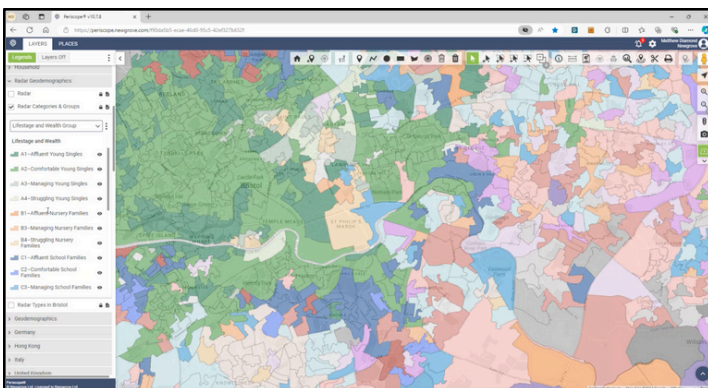
Periscope® is just what we were looking for – after just 2hrs of training we rolled it out across all departments and it has been providing invaluable location based insight ever since. I can't recommend it highly enough."

Andy Thompson, Chairman, Anytime Fitness

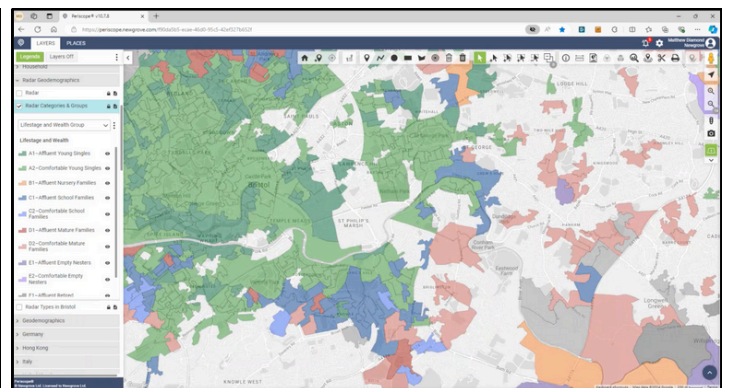
See Periscope® in action

Radars Groups combine 6 Lifestage and 4 Wealth Categories.

All Radar Groups



Most Affluent Groups



Boost your customer acquisition strategies using Periscope®