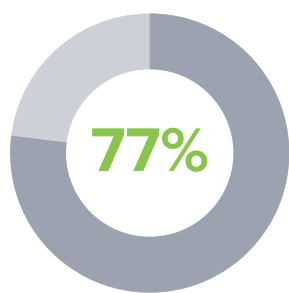


ACHIEVE BETTER COMMERCIAL OUTCOMES

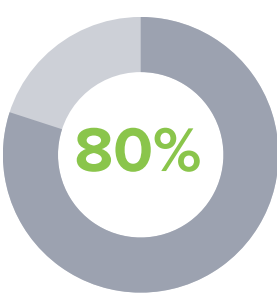
Move from Assumption to Clarity

Why Clarity Matters



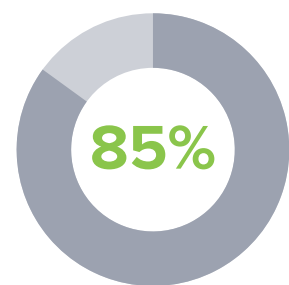
77% of organisations reported optimisation of their decisional process through the use of data visualisation.

Source: IDG



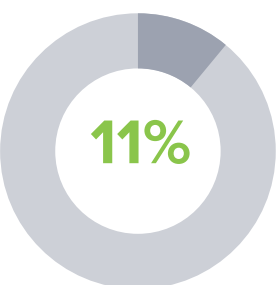
Business Intelligence improves operational efficiency by 80% for organisations tackling complex data sets.

Source: MarketSplash



Businesses that rely on customer behaviour data for decision-making see up to an 85% boost in growth.

Source: Aberdeen Group



Organisations that invest in data analytics report a profitability or performance increase of at least 11%.

Source: KPMG

What Clarity Looks Like with Location Intelligence

From Reality

Data is spread across multiple tools and teams so there is no clear view

Teams work in silos drawing multiple different conclusions

Time is lost aligning internally and focusing on past trends



To Clarity

A shared, interactive map brings fragmented data into one place

Teams see the same layered view making decisions easier to justify

Teams view relevant, local insight that's timely, visual and actionable

When Clarity Makes a Difference

Smarter Site Selection

A national restaurant chain was choosing between two busy locations. Location data showed one had high tourist footfall, but the other attracted repeat visits from their core demographic.

Clarity helped them invest where long-term value was strongest.

Retail Site Analysis

A retailer flagged one store consistently due to missing targets. Location Intelligence revealed the local audience had shifted and a lower-cost competitor had just opened nearby.

Clarity helped them adjust stock, pricing and expectations.

Targeted Campaign Spend

A global fitness brand wasn't seeing consistent results across regions. By mapping member data with income and footfall, they found overspending in low-conversion areas.

Clarity helped them cut waste and focus where it mattered.

Periscope® Gives You Clarity

Periscope® helps you move promptly from assumption to clarity. By taking your own data and transforming it into intuitive, map-based insight. So instead of wasting time debating conflicting views, your whole team make faster, strategic decisions and achieve better commercial outcomes.

