

3 TARGETING RULES FOR STRONGER, MORE PREDICTABLE GROWTH

These rules will guide your targeting towards the places where demand is most likely to translate into growth.

RULE ONE:

Start Where Your Customers Are Coming From

Most businesses are still targeting using broad distance estimates or outdated postcode lists to measure how far people travel. Real customer movement rarely behaves that predictably. Using origin data, footfall insight and catchment analysis you can define your true trading area before you commit any budget.



CHECKLIST:

1. Map where your customers are consistently coming from.
2. Redraw primary and secondary catchments using real travel patterns.
3. Identify dead or low value areas that you target today but aren't delivering.

RULE TWO:

Focus Your Budget on Where It's Performing Best

Effective targeting works best when spend is concentrated in the places that show genuine potential. Prioritise locations with strong visits, solid conversion and healthy profitability, and reduce emphasis where it doesn't meet those standards.



CHECKLIST:

1. Compare locations by visit quality, conversion and cost efficiency.
2. Highlight areas where spend and engagement are not aligning.
3. Adjust your budget to reflect where performance is strongest.

RULE THREE:

Reinvest Spend into High-Intent and Emerging Areas

Redirecting your budget enables you to strengthen areas that are showing promising behaviour, and to explore new opportunities with clear potential. This creates a balanced approach to growth supporting both proven locations and emerging markets.



CHECKLIST:

1. Identify 10 high-intent areas for visit density, profile fit and sales potential.
2. Increase bids or apply stronger media weighting in these locations.
3. Apportion budget to test untapped catchments and competitor clusters.

Periscope®, our powerful Location Intelligence platform, helps you to identify where precise targeting will make the biggest difference to your business.