Beintoo helps its customers measure and understand the **offline customer journey** by providing timely and effective location intelligence tools. Through our proprietary **location data** database and GDPR compliance, we are able to collect, map and translate data at every stage of the process and deliver accurate business insights.

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**Location Intelligence**

We provide easily navigable **analytics**, through a map that divides them by industry and brand, highlighting **interests**, **habits** and consumer behavior in general.

The aim is to **direct supply** towards the needs of the public, identify new trends or types of demand in certain geographical areas and offer indications for marketing and CRM.

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**BeAudience**

Based on processed proprietary data, we have developed different **audiences** that can be exported to the main **programmatic advertising** platforms, allowing us to plan specific campaigns for each phase of the customer journey at a national, regional and geo-fencing level.

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**BeAttribution**

We optimize the different **flights** of the **drive to store** campaigns based on the visits recorded, the average time spent and the frequency. Through our deterministic platform BeAttribution, it is also possible to measure **post-campaign traffic**, providing our clients with useful data for ROI analysis.

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If you need further information or have questions, please email: marketing@beintoo.com