

Location Intelligence

Business strategies
through location intelligence



Geospatial Analysis

Using a Location Intelligence **proprietary platform**, we study the **cluster behaviours** of people living or working within a homogeneous **territorial unit** (ISTAT cell size), obtaining important **insights** on user **habits** and **purposes**, in addition to traditional socio-demographic data.



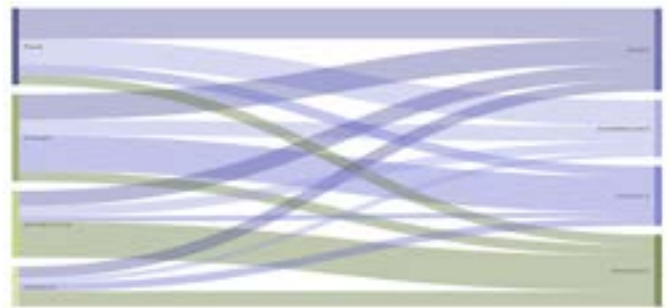
Vist Trend

Every day, through footfall analysis, it **measures** all visits to all sales points of a specific brand to assess the **impact of advertising campaigns** or business initiatives. It is possible to **compare the results** of the visits with the benchmark of the reference market (competitor) in the same period.



Competitor Analysis

It **compares** the **customer base** of different **competitors** by measuring the level of overlap and drawing up a ranking based on the **level of customer loyalty**. This tool allows the brand to broaden its understanding of its reference market and customer base, and identify the **best target** for a customer acquisition campaign or to consolidate loyalty.



Affinity Analysis

Provides insight into the **cross-shopping** behaviour and **offline interests** of consumers of a given brand, identifying other **brands that are similar** to your target and those that are similar to the target of competitors.

- 1** — A customer operating in the **fuel sector** has chosen **Visit Trend** to measure the impact of its communication campaigns by crossing data with the trend of in-store visits and the market benchmark of the same period.
- 2** — A customer operating in the **GDO sector** has chosen **Competitor Analysis** to learn the behavior of its customers, compared to direct and indirect competitors in the national territory. The most important insights relate to the loyalty and overlap of its user base with that of each individual competitor.
- 3** — A client in the **finance sector** has chosen **Geospatial Analysis** to identify which cities and specific areas are appropriate for the opening of new branches, based on the type of visitors, their behaviour and habits.



Commitment to Privacy



GDPR Compliant

We collect anonymously user data.



Certifications

We are TrustArc certified for compliance with privacy standards.



Simple Opt-in

We analyse only the data of users who have accepted the sharing of the localization.



Simple Opt-out

Through our partners' apps or the TRUSTe platform.