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.

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

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.

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 behavior and habits.

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**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.

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