

Choosing a site for a new retail location or evaluating the performance of an existing store is one of the most important decisions you make as a retailer. Multiple data sources are used to arrive at these decisions. A key enabler of such decisions are platforms that provide human mobility analytics.

Allspark can assist you in identifying new store locations while also enabling you to evaluate the performance of existing store locations based on audience profiles visiting these locations. Allspark combines real-world behavior of your patrons with their digital world profiles to provide a 360 degree view of audiences, their brand preferences along with a plethora of insights.



Allspark and Store Identification



Ingest existing competitor store locations



Ingest proposed store locations



Identify audience profiles, visit patterns, propensity-of-visit



Understand catchment area from where customers visit competing stores



Analyse whitespaces by overlaying existing store locations over catchment areas

The Customer

The customer is one of the world's largest and oldest American retail chains based out of Illinois. This customer has multiple subsidiaries among a host of other offerings.

The Challenge

The customer was investing a significant percentage of its budgets in identifying and opening stores across the US. They had multiple sources of data but needed additional validation for these business critical decisions.

The Solution

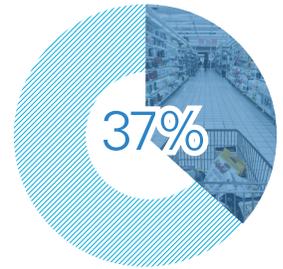
Allspark was used to consume first first-party such as CRM data from this retail giant. Allspark then overlaid this data with visitation patterns of audiences to competitor locations. The platform provided key insights such as home locations of customers visiting competitor stores, their dwell times in stores along with a benchmark of dwell times vis-à-vis other categories. Given these insights white space analysis was carried out by overlaying dense catchment areas where most customers where coming from with existing retails stores to identify locations that were primed for a new store opening given the high demand.

Allspark enables one of the largest retail chains identify new store locations.

The Impact

The retailer was historically making these decisions by looking at census data.

Spatial insights provided by Allspark led to a decrease in time to make this business critical decision by



About Allspark

Allspark helps enterprises understand the real-world behavior and lifestyles of consumers better, that are external to the online realm thus enabling enterprises to visualize and engage with users effectively.