



Retail Analytics

Part of the Retail Hub from Pitney Bowes

Retail Analytics

Bring your network closer to your customers

Optimize your channel strategy with location insights

Where do your customers make their buying decisions? How close are they to your physical locations? Are you able to give them the services they need, when they need them? Where should you open your next store or distribution center? Will its location affect your online sales? Where's the competition? Ultimately, how can you bring your physical and digital locations together to generate more revenue?

For retailers, these are crucial questions to answer. The key to doing so? Data. Specifically: using the data you have; combining it with vital external insights; and visualizing the results. So, you can make better decisions, faster.

Retail Analytics combines the data you already have with our datasets, analytics and spatial visualization. This gives you a more informed view of your data. By representing data on a map, you can add new layers of insight, to interrogate and explore it. You can then connect the physical and digital journeys of your customers and how they intersect with your business.

By visualizing your data, you are free to explore 'what-if' scenarios in an instant. So, you can plan better delivery routes. You can optimize performance. Or you can identify the impact of everything from demographics to transport hubs.

Global online retail sales are expected to grow by 22% in 2019, in-person customer engagement always plays an essential part in delivering excellent customer service.*

**eMarketer, May 2018*

Start easy and build

Retail Analytics supports your channel rationalization strategy (where to open, close, expand, shrink, or restructure). And it identifies the best location for your physical stores to drive revenue and grow profit. This helps you to measure the impact of both online and brick-and-mortar revenue; and build both site and customer-specific forecasting models.

Through location data, analytics, spatial modelling and catchment reporting, you can:



Connect online and offline customers through location analysis

We have 98 years' experience of working with location data. From parcels and mail to our latest, industry-leading platform.



See the complete picture

Retail Analytics gives you access to our extensive range of retail datasets, which complement your data. These include area demographics, points of interest, boundaries, traffic flow and footfall. By combining and visualizing your data in this way, you can put the power of place at the heart of your strategy.



Streamline your business

Better information creates better decisions. From your store network to how and where you market to customers, we can help you cut waste and sharpen your promotions.



Show the case

By spatially visualizing data, you spot patterns that you couldn't from a spreadsheet. And you make it easier to share the case for action across your business.



Get everything you need, in one place

We have a unique combination of knowhow, data and tools. This gives you access to the information, mapping and visualization you need to gain insight. And all in a joined-up and cost-effective way.



See how each channel is performing

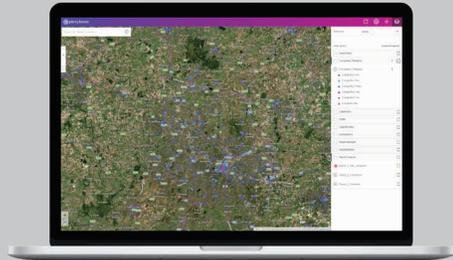
Get insights into on-line versus brick-and-mortar spaces. And uncover the characteristics of higher and lower-performing stores. From this information, you can set processes for predictable results. So, you can build repeatable success.

How it works

With accurate spatial visualization, it's easier to uncover trends and patterns. For example, your target customer's typical journey at a given time of day. Or, where your competitors are located. Or, where your ecommerce transactions come from. So, you can spot new opportunities.

1

We start with your core data. For example, mapping your stores and customers.



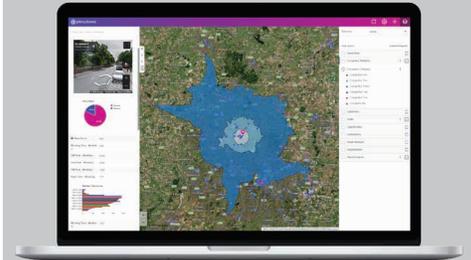
2

We can then layer on extra, relevant data, such as key locations. Next, we use tools such as heatmaps to analyze everything from drive-time to demographics.



3

You can view macro and micro data to get the full picture, make informed decisions and bring your case to life in reports.



"It is vital that Domino's has an up-to-date view of its franchise territories. Pitney Bowes software means we do not waste time and energy marketing to dead addresses or missing out on new opportunities."

Wayne McMahon, CIO, Domino's Pizza

Looking through the knowledge fabric

Through technology and expertise, we reveal the relationships between people, places and things. This is the knowledge fabric. And it's how we make sure you're remembered from purchase to purchase.

Want to see Retail Analytics in action? Contact us today to speak with one of our retail specialists.

For more information, visit us online:
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