

InSite How-to



Compare and contrast site performance



Rank existing and new locations for potential

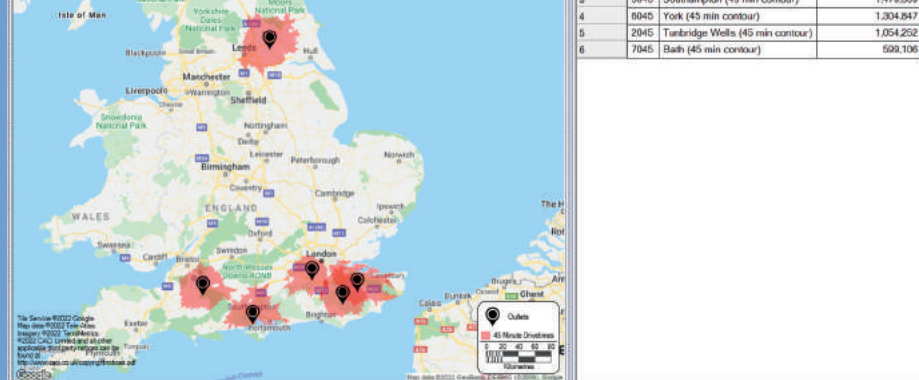
Understanding the relative performance and potential of your sites and locations gives you knowledge and power to optimise your network and invest in the most profitable places.

Using the same criteria to measure performance across your portfolio gives you a truly objective analogue ranking. Benchmarking locations by different criteria shows you how each is positioned in your network. How can you determine which features and characteristics of different catchment types are indicators of success or of untapped potential for your sites and propositions?

InSite has the answers. Here's how:

1

Using the batch catchments tool, create a set of drivetimes around your existing locations



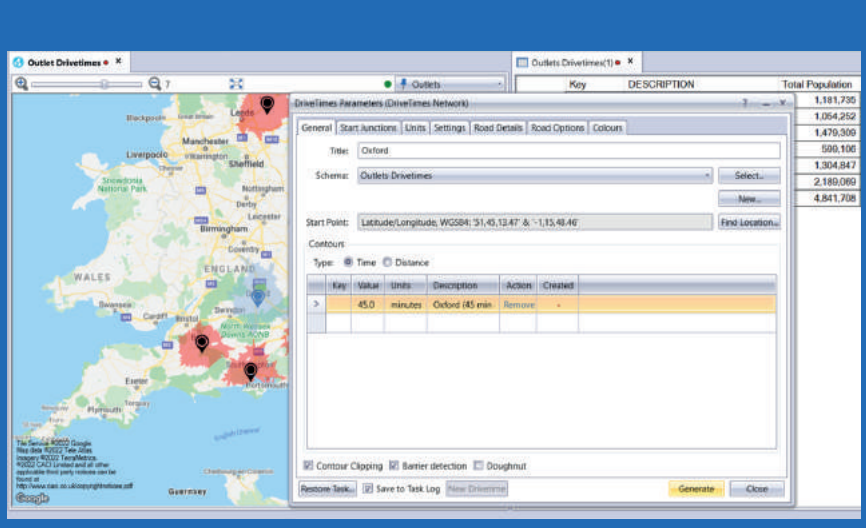
2

Drag and drop target population data onto the list of catchments and re-order your catchments



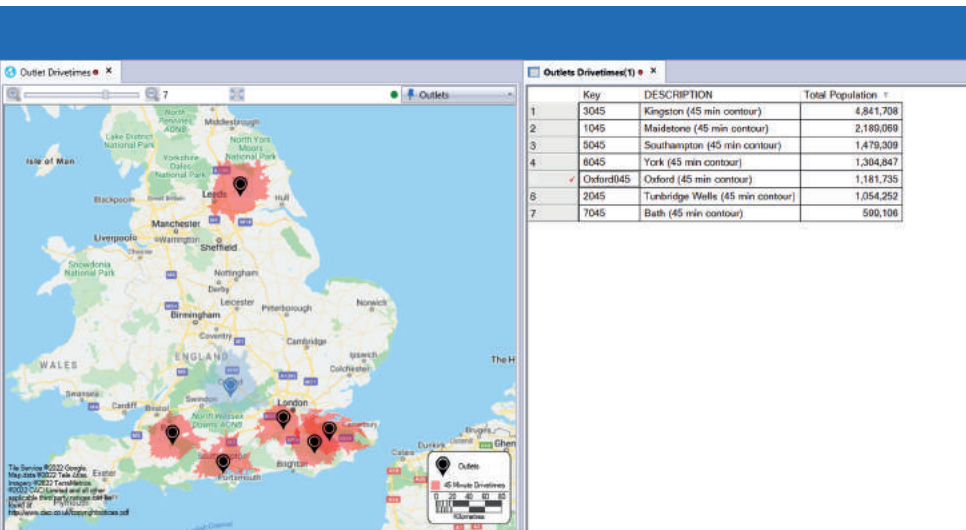
3

Use the drivetime tool to add a new drivetime catchment to the list



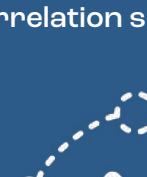
4

Set the new catchment as the row of interest



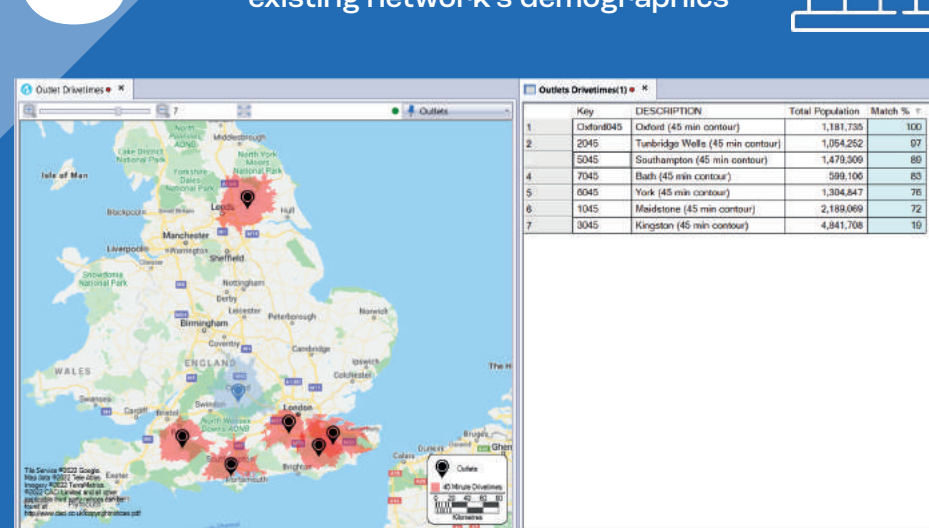
5

Drag and drop a correlation score onto the list and order by the correlation score



6

InSite ranks the new catchment to show how closely it matches the existing network's demographics



InSite's location benchmarking gets results

Use location benchmarking to understand the relative performance and potential of existing sites and new locations that you're evaluating.

In a fast-changing retail landscape, you can rank stores in terms of their potential for consumer transactions or as a brand presence on the high street. Some locations may favour a digitally led format while others attract greater physical footfall. Ranking your locations and modelling alternative scenarios can show you what kind of outlet could fit best in different catchments. It can indicate the best choices for new launches or pilot formats.

New site investment and refurbishment are costly; with InSite you can accurately predict the likely ROI based on your own network's performance and ensure that you always invest wisely for future growth and profit.

Take the next step with InSite

See what InSite could do for your network or brand. Book a demonstration and we'll discuss all of the consumer level information that would give your business the biggest boost, then show you exactly how it's produced in a live InSite demonstration.

Call: +44 (0)20 7602 6000
Email: info@caci.co.uk
Web: caci.co.uk

