

Using insight to make the right location decisions

# Location Planning

## The challenge

Identifying the best locations when making valuable bricks and mortar investment is critical to business success. It's important that location planning decisions are based on hard facts, such as data about the local area, and not on hunches or anecdotal evidence.

The proliferation of marketing channels, fuelled by the explosion of digital marketing, makes it more important than ever that location planning decisions are considered as part of a multi-channel strategy.

## Our solutions

Experian provides a range of Location Planning services which integrate geographic data, location analytical techniques and technology to help businesses take action and optimise decisions about locations.

The impact of making poor location based decisions can be significant for your organisation



### Data Extensive

consumer, demographic and location data on the UK and ~80 global markets.



### Tools

Software tools that allow easy analysis and visualisation for better informed decisions.



### Expertise

Location planning expertise to translate the understanding of local area data to bottom-line benefit.

see next page

# Location Planning



Location planning solutions	
Data	Experian holds a wealth of data on UK consumers, classifications that provide an accurate understanding of consumer behaviour and detailed mapping of catchment areas and local area demographics such as census and expenditure data for many countries.
Mapping	Visualisation of customer and store data, consumer and local area demographics around sites using a variety of platforms and interactive mapping applications.
Consumer Profiling	Profiling using one of Experian's classifications such as Mosaic to gain an in-depth view of customer demographic, consumer and location characteristics.
Reporting	Combining customer and store data with Experian's local area data in bespoke reports to provide a wider view of performance and opportunity in the context of the location.
Network Strategy	A strategic approach to site location for businesses wishing to enter new, or maximise sales in existing markets by identifying and prioritising the best opportunities and providing an optimal site network plan.
Modelling	Modelling solutions ranging from simple scorecards to customised gravity models that use the location factors that drive existing store performance to target and predict performance in new places.
Outsourced	Analytical resource provided on-site to help plug resource gaps and upskill analytical teams.

## The benefits

### Understanding the key demographic and behavioural characteristics of customers, where they live and how far they travel to purchase goods and services.

Whether it's store customers, loyalty card holders, online, mobile data or email addresses, consumer profiling using Experian's demographic and consumer classifications provides an in-depth view of the key characteristics of your customers, and how their purchase behaviour varies by customer type. Distance and drive-time analysis helps you to understand how far customers are willing to travel to your outlets and provides a clear understanding of catchment areas.

### Optimising location targeting through understanding the profile of the catchment area

Area profiling gives a complete demographic breakdown of a target location, including lifestyles, financial status and behaviours of the people who live and work there.

This can help ensure an outlet is in not only in the right place, but that the products and services it offers match the needs of local population. Without this know-how, an outlet may not be living up to its true potential.

### Predicting demand for goods and services across geographical areas

Experian holds a wealth of local area data covering the UK and many global markets. This data is designed to help businesses understand consumer demand for their products and services in existing and potential local markets.

### Assessing the competition and their impact on the available opportunity

Experian collects, enhances and maps millions of business locations worldwide to help our clients understand things such as the tenant mix in a shopping

## Location Planning

centre or where competing or complimentary businesses are located. We bring together our knowledge of the market place with analysis of your sales performance to help you identify areas with the optimal level of competitors and mix of complementary businesses.

### **Analysing what drives performance and benchmarking existing locations**

By marrying store sales information and Experian's comprehensive data resources, we can help identify the key location factors that influence store performance.

### **Expanding site networks by accurately assessing the potential of new locations**

Experian can develop site models to target and forecast performance in new locations for your business. We will select the right model depending on the circumstance and your business requirements.

## Why Experian?

- Experian can execute effective location planning because we own and have access to one of the largest and most up-to-date data sources available anywhere in the UK.
- We have a team of experienced analysts with access to a range of market-leading technologies that will turn data into information and insight.
- Our team has extensive experience in the geospatial industry. We understand the likely challenges you will face and have a proven track record in building and deploying effective solutions.

## How could Location Planning benefit your business?

To discuss your challenges and find out how we can help, email us at [marketing.services@uk.experian.com](mailto:marketing.services@uk.experian.com) or call **0845 234 0391**.

**Registered office address:**

**The Sir John Peace Building, Experian Way,  
NG2 Business Park, Nottingham, NG80 1ZZ**

**T: 0845 234 0391**

**E: [marketing.services@uk.experian.com](mailto:marketing.services@uk.experian.com)**

© Experian 2017.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.

NB-117-3341