



**SiteMarker**     *Map Your Client Footprint or Profile Your Branches with Predictive Analytics*

**Overview**

With **SiteMarker** you can identify and understand the characteristics of your most profitable and next best customers for effective network planning and site evaluation. By combining your existing store, customer and market data with **SiteMarker Professional's** site modelling capabilities you can predict store turnover. By using demographics, drive time and trade area analysis you can discover which locations will reach the most customers, divert business from your competitors and tap into new markets. Today, consumer needs are sophisticated and ever-changing and finding prospects most likely to buy is a huge challenge. Where are your best customers and where do you find more like them? What does your customer's address reveal about their potential profitability and buying patterns? How far are they from their nearest outlet?

**Customer profile & travel modelling benefits;**

Understanding customer demography and determine distances that customers are willing to travel to reach each store; pick better store locations and outsmart competitors.

**Brand building benefits**

Evaluate the potential when buying a new brand; including which outlets will be most effective; to rationalize overlapping locations.

**Portfolio rationalisation benefits**

Identify the drivers between 'good' and 'bad' store performance; stores that can be rehabilitated; stores to close and where to increase marketing activity.

**Cannibalisation analysis benefits**

Locating which stores maximise revenues; where to maximise the number of outlets; and where to increase brand penetration.

**Reporting**

Discover which locations will reach the most customers; success indicators; how to divert business from your competitors; where to expand into new markets, providing a visual summary of each specified site location. This increases the efficiency at which an analyst is able to produce informative reports by allowing multiple report layers to be processed across all site locations in a single step.

SiteMarker offers powerful reporting capabilities with an easy-to-use interface that produces reports automatically in both mappable and tabular format. Use SiteMarker to create Drive Time, Drive Distance or create ring buffer footprints quickly and easily. Then simply choose the layers you want to report on. The reporting functions that are automatically calculated for you include sum, average, minimum, and maximum values where the layers overlap proportionally.

Which locations are best suited for my requirements?

- Could a new location divert business from my competitors, or divert business from my existing locations?
- Are there potential markets that I can expand into – and where are they?
- Which locations offer the best visibility for my brand?

SiteMarker is data agnostic.

Topographic Data:	Google, BING, Vector.
Demographic Data	Geo-demographics e.g. Census <sup>2</sup> , LSM, Day/Night Population or Demographic Estimates
Client Data	Customer spend, turnover etc
Business Data	BizIndicator, Points of Interest, GeoMaps brand performance datasets
Footprint models	SiteMarker uses several. Buffers, Drive times, Drive distances, Customer volumes, Nearest distance, etc

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