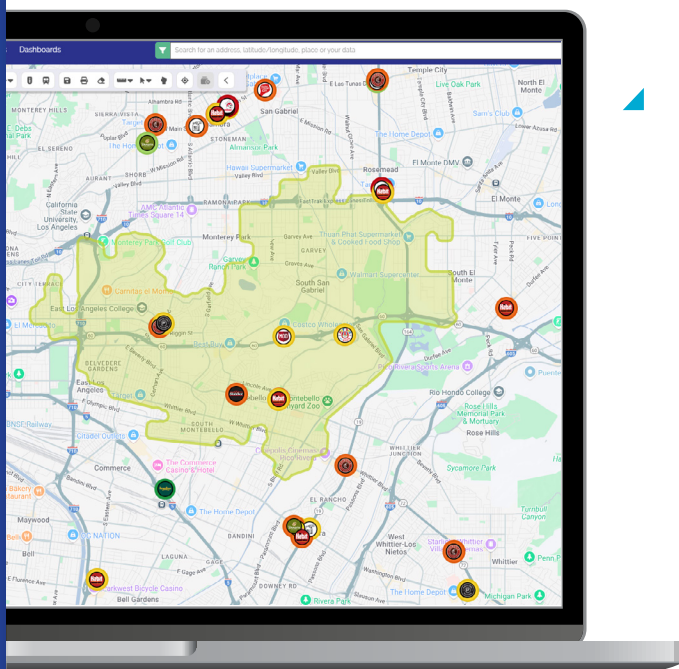
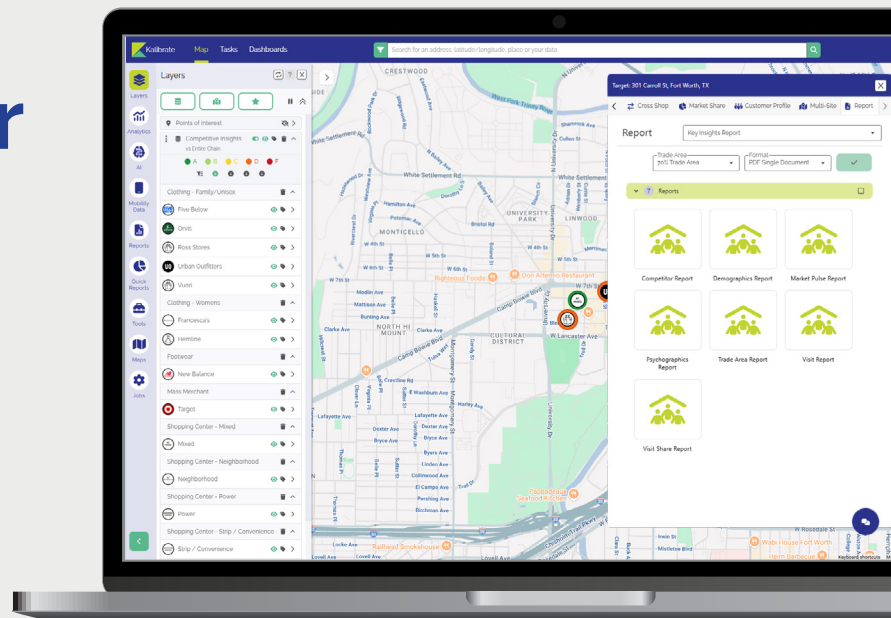


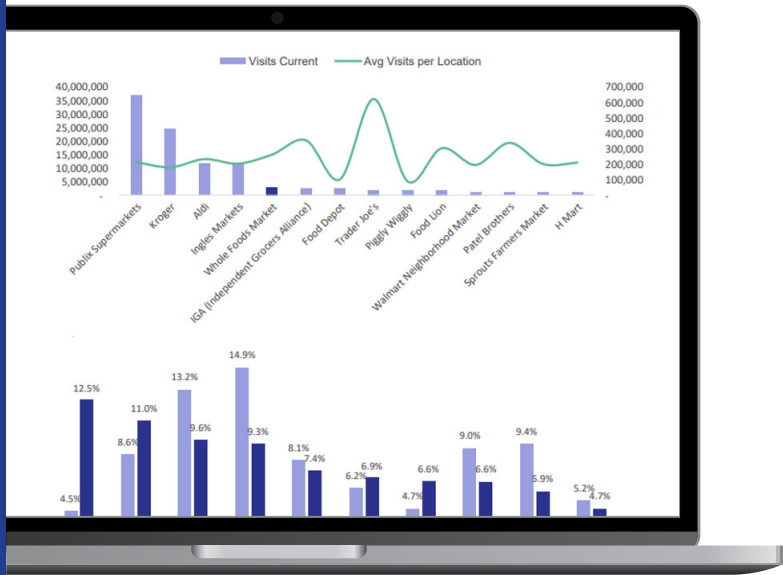
Outperform your competition.

Competitive Insights provides foot traffic data, trade area insights, and market share with a click of a button.



- **Trade area definition:** View existing trade areas for your sites and your competition, so you know where your customers come from
- **Visit insights:** Understand the weekly visit trends at your locations compared to a user defined peer group at the national, regional, and local level
- **Real-time benchmarking:** Spot underperforming sites, learn from overperformers, and assess relative performance against competitors
- **Cross shop:** Quantify the amount of cross shopping happening between one of your facilities and competitor locations
- **Customer profile:** Understand the profile of your customers and your competitors' customers to create strategies to retain and increase market share

Make every location decision data-driven.



We help you answer key business questions:

- Who are your real competitors, and where are they winning?
- Which brands would be desirable co-tenants, and who should you avoid?
- Where should you open next based on where your customers already shop?
- What does strong performance look like relative to your competition?
- How do your trade areas compare to your competitors'?
- Which locations are underperforming and why?

Robust reporting that answers your toughest site selection challenges.

- **Competitor Report:** Benchmark against your competition
- **Demographic Report:** Understand your customer base
- **Market Pulse Report:** Track market trends and opportunities
- **Psychographics Report:** Dive deep into customer behavior
- **Trade Area Report:** Map your true catchment areas
- **Visit Report:** Analyze foot traffic patterns
- **Visit Share Report:** Measure your market share

Ready to outperform your competition? Scan or visit:
kalibrate.com.

