



# Unlock New Retail Opportunities with Location Intelligence

As physical touchpoints with your customers, your stores are among your most valuable assets. Their success rises and falls with their location, and every location decision represents an important investment. Put your decisions on a sound data and analytics foundation. **Targomo's AI-based location intelligence platform TargomoLOOP®** is designed to give you confidence and reduce risk. It analyzes your location network and predicts the performance of potential locations as well as changes in your network. Turn your data into a competitive advantage.

## Retail

Fashion & Textile, Supermarkets, FMCG, Convenience, Non-Food, Department Stores, Entertainment, Sports & Leisure, Banking, Restaurants, Drugstores, Pharmacies



### Your Business. Visualized

Combine all the relevant geo-referenced data in one web-based platform. Get an instant, holistic view of your entire location network, even across borders. TargomoLOOP is available for 25+ countries.



### Precise Neighborhood Assessment

Who are your customers and what do they want? We integrate a variety of data including socio-demographic data, Points of Interest (POIs) and foot traffic to understand your stores' catchment areas in both micro and macro view.



### Anticipate Network Effects

Do you want to relocate, reduce, or expand your portfolio? Our interactive tools help anticipate network effects such as cannibalization and the impact of competitors. This will help you assess the effects before you make a location decision.



### Forecast Site Performance

More than 80% of the success of individual retail chain stores depends on their location. We can predict this success. Based on your company's geo-data, we develop and train a spatial predictive model to forecast your relevant KPIs such as store revenue, sales or guest count. We integrate the spatial model into TargomoLOOP so that you receive a prediction of the expected performance for any address you enter.



### PDF Report Download

Targomo enables self-service reporting with intuitive reports and interactive visualizations. Easily share your insights and decisions with colleagues, customers or stakeholders.



### Discover TargomoLOOP

Explore how the location intelligence platform TargomoLOOP facilitates location planning and expansion management. Book your demo and request a Free Trial.

[BOOK A DEMO](#)

## A selection of our clients:



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