INRIX

RETAIL SOLUTIONS

Trusted movement analytics when consumer location matters

Using a wide breadth of dynamic data and innovative technology, INRIX delivers movement intelligence to help grow your business.

It's hard to imagine a business or industry that isn't impacted by how, when and where consumers move. Today, the data and analytics available are typically dated, labor intensive and manual to evaluate, rendering decision making costly and inaccurate. When you know how customers move, you can reach them when and where it matters.

INRIX analyzes real-time, historical and predictive transportation data providing businesses the edge they need. With in-depth data from a vast range of sources, INRIX gives you a distinct advantage to:

▶ Select optimal new business locations

▶ Measure marketing effectiveness

▶ Manage and improve the customer parking experience

> "INRIX Analytics really helped us better understand which of three candidate sites would have the highest return on our investment, BEFORE we laid out our money. No longer do retailers need to guess about the volume and origins of their prospective customers to a specific retail location."
>
> **Pat Augustine**
> Planet Fitness Franchisee

# INRIX Analytics Help Businesses Work Smarter

SITE SELECTION

Measuring the market potential and profitability of a new site selection requires detailed information and insight.

INRIX Volume gives retailers day-parted traffic count, competitive location and population analysis for strategic decision making – *an industry first*. This eliminates guesswork of determining how many people pass potential store locations on a daily basis with detailed data on traffic count by time of day, day of week and side of road. These technology innovations can vastly improve the speed, process and competitive insight retailers can gain using INRIX Volume, outlined below:

Recency. INRIX data is from 2013 or newer, unlike many traditional sources that can only provide traffic intelligence that is 10+ years old.

Directional. We understand that store locations need easy access and prefer to be on the right-hand side of a road. INRIX is the onely solution today that can provide side-of-road traffic counts.

Day-Parted. INRIX Volume data provides the number of vehicles on road segments by time-of-day and day-of-week, in 15 minute bins with unprecedented accuracy.
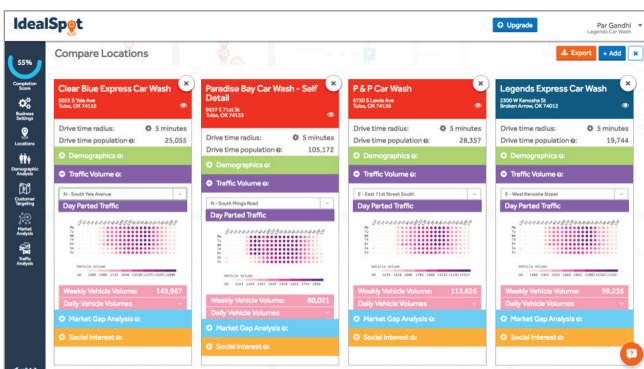
MARKETING INTELLIGENCE

Competitive Insight: INRIX enables retailers to measure the impact of marketing campaigns so you know if promotions were effective beyond just looking at store sales. This information also allows you to understand the impact of your efforts on competitors.

Billboard Optimization: INRIX Volume reveals typical speed at which people drive along a particular section of road, by day of the week and time of the day. This enables you to more effectively target your billboard message according to the speed in which people are driving by.

Campaign Measurement: INRIX historical volume information provides accurate counts and speed of the vehicles that passed your billboard during a specified time period, so you can determine its visibility and impressions.

> "Our company serves some of the fastest growing Quick Service Restaurants in the industry. **Five Guys** Is a great example. With the new data from INRIX Analytics powering our Trip2Trade trade area creator, we can eliminate poor candidate sites from consideration and take the guesswork out of site selection."

Tom Blazer, CEO, eSite Analytics, Inc.

500 TERABYTES
Data analyzed daily

29 MILLION
Parking spots covered
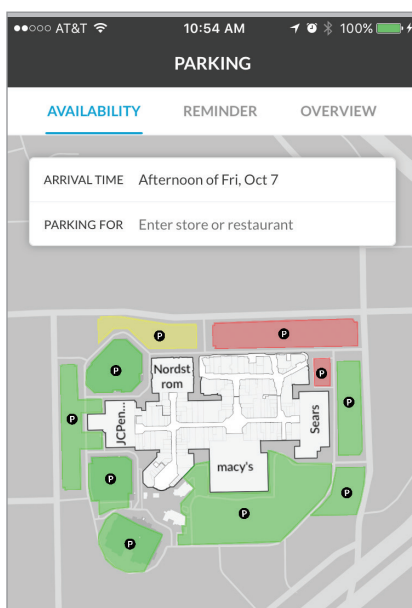
300 MILLION
Global data sources

PARKING MANAGEMENT

For retailers, parking is a key element of the customer experience. It's often the first and last time in a visit that retailers engage with their customers. INRIX helps retailers improve the parking experience for their customers and reduce parking-related burdens on management and operations staff. INRIX parking information also helps you promote your parking facilities via major search engines, navigation applications and even to in-car dashboard navigation systems.

Management: Manage your parking lots by defining lot metadata and boundaries. Reservations and free/paid parking systems can be integrated.

Measurement: Provide estimated occupancy information to customers so that they can quickly and easily find an open space. This works without the need for on-premise sensors by leveraging INRIX Trips data, but can be augmented by sensor information and local overrides.

Awareness: Promote your parking facilities by integrating INRIX Parking information in a custom mobile application or webpage, the INRIX ParkMe mobile application and webpage, and by leveraging the parking data that INRIX provides to leading navigation applications and search engines.

●●○○○ AT&T 📶   10:54 AM   🔋 100% 🔋⚡

PARKING

AVAILABILITY   REMINDER   OVERVIEW

ARRIVAL TIME   Afternoon of Fri, Oct 7

PARKING FOR   Enter store or restaurant

> " We're always looking for opportunities to incorporate technology into our retail real estate to elevate the shopping experience. Providing more options for parking and promoting valet services are two ways we're freeing up parking spaces for our shoppers. Combined with our new technology, our solutions are leading the way in providing mall shoppers with convenient and reliable parking. "

INRIX Customer
Scott Morey
EVP of Technology and Marketing, GGP

TRUSTED BY LEADING RETAIL PARTNERS

Buxton®

esite analytics™

SZ SiteZeus®

GGP

Legends CAR WASH

STREETLIGHTDATA

IdealSpot

planet fitness

100 BILLION
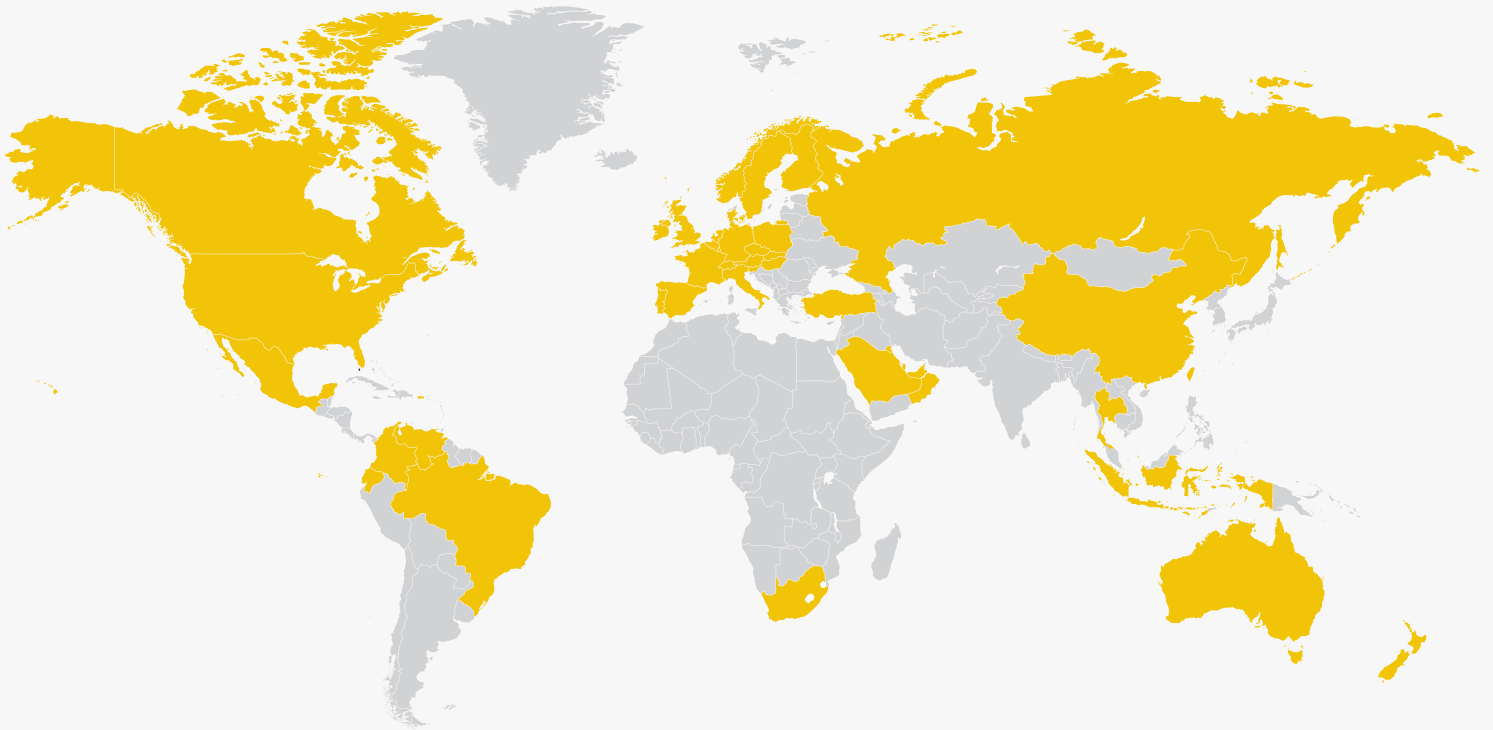Real-time data points delivered monthly

5 MILLION
Miles of road covered

15 MILLION
Connected cars worldwide powered by INRIX

Live in Over 60 Countries

INRIX is a global leader of connected car services and transportation analytics. Our focus is on making vehicle and population movement around the world more intelligent. By leveraging vehicle connectivity, we offer advanced parking management, dynamic data for city planning, and traffic flow optimization to make it easier, safer and more enjoyable for people to get to where they need to go.

We bring together data from over 300 million global sources including apps, roads, cars, cities and the cloud and across GPS and cellular data, creating diverse data sets that lead to more robust and accurate insights than any one source could deliver alone.

We leverage this data and apply analytics and innovation to provide some of the highest quality and most robust driver services available, ensuring you can deliver a proactive, personalized driving experience that brings your particular brand to life and delights your drivers.

Learn more about INRIX Business Solutions
busdev@inrix.com | INRIX.com/industry/other-industries/retail/

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