



SITE SELECTION

New mobility analytics to improve the efficiency and accuracy of selecting locations

Commercial real estate and site selection experts are increasingly embracing Big Data in their business decisions when choosing new store/business locations. Utilizing a variety of data enables decision makers to evaluate and assess the advantages and disadvantages of a specific location.

INRIX licensed data has valuable and powerful datasets that enhance analytic platforms for site selection, performance and management in order to make accurate decisions.

Using INRIX data allows companies to pinpoint potential sites that will be financially viable and analyze current locations profitability by combining the INRIX Volume Profile (Traffic Count), INRIX Trade Areas, INRIX Parking and INRIX Drive Time.

Intelligent Location Selection

- Beat competitors to the best sites
- Realize a faster ROI
- Prioritize the best sites to pursue – travel less, enjoy more
- Define trade areas more easily
- Forecast sales and cannibalization impacts
- Gain insights about your competitors

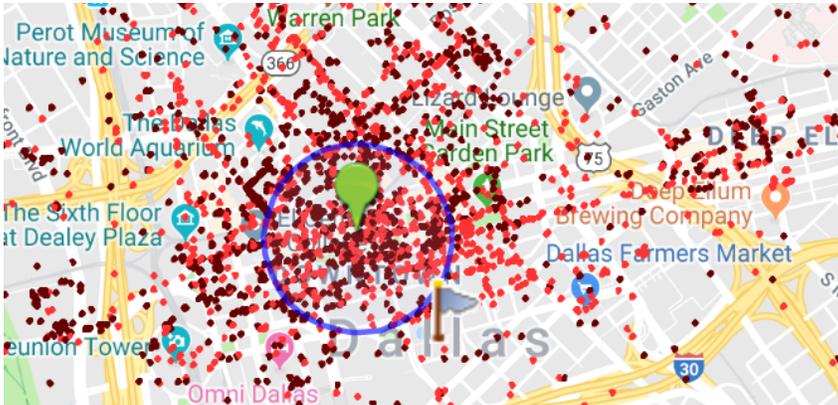
“INRIX data really helped us better understand which of three candidate sites would have the highest return on our investment, BEFORE we laid out our money. No longer do retailers need to guess about the volume and origins of their prospective customers to a specific retail location

Pat Augustine,
Planet Fitness Franchise”

INRIX Site Selection datasets provide new kinds of insight and an understanding of traffic patterns so you can more efficiently, affordably and accurately select new site locations. Using real-time, historical and predictive information, you can determine how many people pass by each site as well as who they are, when they come and where they come from.

INRIX provides a variety of Site Selection datasets that can be used as an alternative method to your current processes or as a way to augment existing data strategies.

INRIX Trade Areas



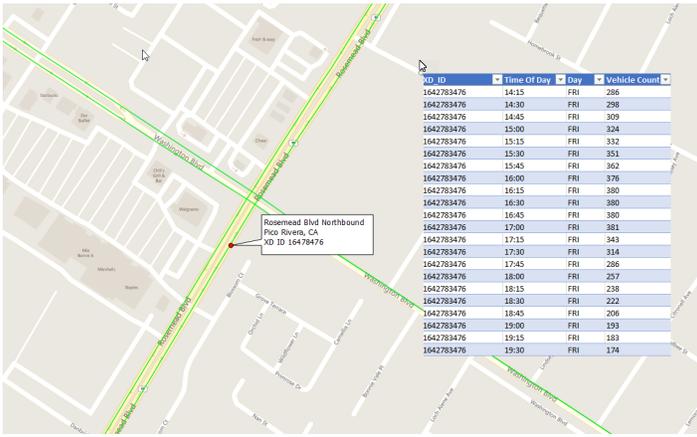
Single store trade areas and forecasts are essential for site selection, but are also useful for cannibalization studies, competitive insight and other analyses. Using Trade Areas, you can predict the size of a trade area and understand the demographics of its population, all of this without the need to physically visit each and every site.

Instead, query rich metadata and gain insight in minutes into who, what, when and where customers come from so you can quickly narrow down the best potential sites.

- INRIX analyzes the GPS data of connected cars, commercial vehicles, mobile apps and more to provide quick access to nearly 5 billion anonymous GPS-based trips in North America
- Metadata includes start/end location; start/end time; device id; trip distance; trip mean speed
- “Trips” data is updated quarterly to provide the most current 12 consecutive months of data

“Here at FIVE GUYS we have found the INRIX mobility data set to be a much more predictive data set than traditional, more old school methods when we are looking at who our customers are, where they are coming from and when

Jeff Rubino, VP of Real Estate, FIVE GUYS Enterprises, Inc.”



INRIX Volume Profile

INRIX Volume Profile streamlines retail site location by helping you understand the typical vehicle count passing by each site. So, once you narrow down the sites related to the types of customers who frequent them, you can now determine the amount of traffic passing by each location by day of week, time of day direction of travel. And because INRIX uses a common XD segmentation, you can conduct correlation analysis more easily.

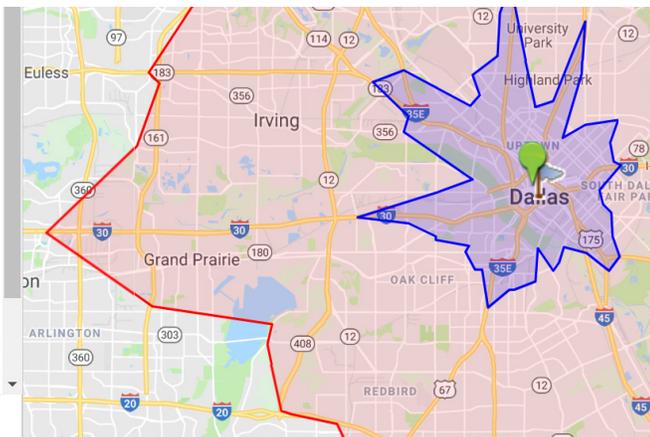
- Anonymous GPS data is available for 2.6 million miles of road segments and is precise to 3 meters
- The only data set that provides day-parted, side-of-road counts for any day of the week



INRIX Parking: Typical

The availability of parking is a key consideration to shoppers, so ensuring your store locations have sufficient parking during your stores' peak hours is essential, or you risk capping the number of consumers you can accommodate. INRIX can provide insight into the typical parking available, eliminating anomalies of a specific date and time to understand what's normal in terms of parking near each site.

- Information is available for both on- and off-street parking
- Data can be provided by time of day and day of week (e.g. 35% availability on a typical Monday at 12:15pm)



INRIX DriveTime™ Polygons

INRIX DriveTime measures distance in minutes rather than miles, helping you determine the accessibility of store locations. DriveTime helps improve analysis by calculating drive times from key locations. Understanding how long target customers need to drive to reach your store is particularly important for businesses that are frequented out of convenience rather than being a destination.

- Based on typical traffic conditions
- Analyze by day of week, time of day and length of journey

Trusted by leading brands



And Leading Site Selection Experts



A global leader of connected car services and mobility analytics, INRIX is transforming mobility worldwide.

Founded in 2005, INRIX pioneered the practice of managing traffic by analyzing data not just from road sensors, but also from vehicles. This breakthrough approach enabled INRIX to become one of the leading providers of data and insight into how people move around the world.

INRIX delivers innovative products for the automotive and transportation industries such as real-time parking and traffic information and solutions that facilitate the safe testing and deployment of autonomous vehicles. We also provide new insights to a variety of other industries that can make better business decisions by understanding how people move throughout the day.

Our partners are automakers, governments, developers, insurance agencies, retailers, advertisers and other enterprises large and small. With over 500 customers and live coverage in almost 90 countries, we are helping move people, cities and businesses forward.

Learn more about INRIX Automotive Solutions:

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