

## How INRIX and eSite Analytics partnered to shape the future of site selection leveraging mobility analytics.



Today, dozens of entities license INRIX® data to power their analytics platforms for site selection, performance and management. Using INRIX data takes the guesswork out of finding the right location for business locations efficiently, affordably and accurately without the need to physically visit each candidate location or conduct expensive studies.

But we didn't do it alone. eSite Analytics® deserves special acknowledgement for the early adoption and ongoing collaboration with INRIX on the behalf of the entire site selection industry. It's just one example of how INRIX is willing to partner with companies who share our view of the future and can apply mobility data in powerful, innovative new ways.

### **How merging INRIX Trips with third-party demographics became a game changer.**

eSite realized the potential of merging trip data with demographics before anyone else. In 2008, eSite licensed data from a GPS device manufacturer that collected origin and destination points primarily from onboard navigation devices. eSite decided to marry that trip data with a demographic software to create accurate maps of where people lived, worked, commuted and shopped. Unfortunately, that early data came from a very limited spectrum of GPS devices. By 2013, as standalone GPS navigational devices were quickly being outpaced by

“ 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. In addition, using eSite's Trailblazer, our team has found it to be very informative when seeing how certain competitors pull and push into our associated trade areas, potential and existing. Leveraging the new INRIX Trade Areas data within the eSite Trailblazer real estate platform has given my team the confidence to see the future more clearly, move faster and make better real estate investment decisions. ”

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

expanding array of smartphones, mobile devices and location-based services. eSite was on the hunt to find a better source of data. They found INRIX.

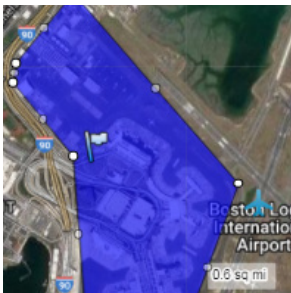
“I choose to work with INRIX because they are the king of the hill,” said Tom Blazer, President of eSite Analytics. “No one has the entire spectrum of mobility that INRIX has when it comes to providing a multi-level strategy of powering applications, DOTs and traffic navigation. I am very pleased to have put in the amount of work we did together for what we achieved.”

Working with valuable feedback from Mr. Blazer, INRIX created an API that took more than 90 terabytes of raw data and turned it into a searchable database for populating eSite’s systems. This API made it possible to license data sets not only to eSite Analytics but also to other companies including Buxton®, Tango®, SiteZeus®, IdealSpot®, Street Light Data®, Streamline® and more.

### INRIX IN ACTION.

Using eSite’s proprietary software known as TrailBlazer™, Tom demonstrates how the INRIX Trade Areas, INRIX Volume Profiles and demographic data all work together to provide retailers with unprecedented detail, answering the “who, what, when and where” of potential customer visits for candidate sites.

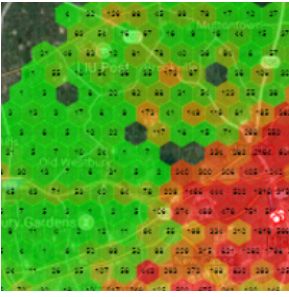
**“Instead of visiting 20 different candidate sites, we can narrow that down to just four or five of the most ideal locations. It saves us a lot of time while also greatly improving speed, accuracy and quality of our selections,”** said Mr. Blazer.



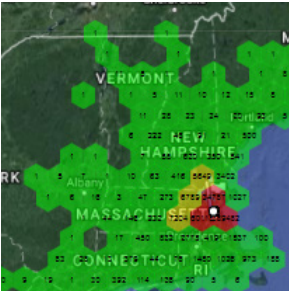
Using a geo-fencing feature, companies can define an INRIX Trade Area zone on a map by simply moving boundaries around the screen to create polygons of any shape or size—from 500 sq. ft. for dense urban locations up to 50 miles. Within seconds of defining an area to analyze, INRIX Trade Areas goes to work, returning the latitude and longitude of start points and timestamps of all anonymous trips over the past 12 months. It taps into millions of trips, but only delivers results for those trips that begin within a defined trade area zone as set by the user.



From there, color dots populate the map within the trade area zone. Each dot corresponds to one of MOSIAC’s 71 demographic profiles, broken down by lifestyle and life stage for the entire U.S. population.



Next to the map, a pie chart segments the origin and destination of each profile, showing where trips commenced and where they ended within the designated trade area. One can see a breakdown of every type of place that a particular demographic profile visited, including restaurants, financial institutions, healthcare, gyms, movie theaters, clothing stores, gas stations, grocers, parking garages, and more.



Using INRIX Volume Profiles, data sets can be segmented by 15-minute “day parts” for time of day and day of week. Users can look at the directionality of traffic, which is extremely important in deciding where to locate a given business -- right turns are easy, left turns are difficult. Being located on the best side of the street for a given time of day based on traffic flow is vital to a location’s success. This data is pegged to a 12-month period, so businesses can recognize historical trends during peak times of year, times of day, and days of the week. All of this helps them plan operating hours, staffing and sales forecasting.

## THE RESULTS SPEAK FOR THEMSELVES.

Mr. Blazer believes in just a few years, this new type of site selection analytics will become an indispensable tool for every site-dependent business, even mom-pop stores. Down the road, this type of service could become readily available to anyone with a credit card who wants demographic analysis for a given trade area.

However, today, the fastest adopters of this new technology are Quick Service Restaurants (QSRs). Shake Shack, Five Guys and other QSRs look to eSite Analytics when expanding into new geographic markets. Using eSite TrailBlazer powered with INRIX data sets, they create master strategies to see how many locations they can profitably rollout into given area, set territorial boundaries between stores, and perform sales forecasting. Moreover, TrailBlazer lets QSRs spot underperformers to ascertain if it is the site location or other factors that are affecting sales, such as road construction.

The Container Store is another client who work with eSite Analytics. Valerie Richardson, V.P. of Real Estate at the Container Store has said, “The ability to instantly react to questions, comments and thoughts with eSite’s quick, easy-to-see and understand tools is a beautiful thing. In fact, our compound annual growth rate since inception is still about 25 percent, which is just stunning.”

## **WHAT'S NEXT FOR INRIX AND ESITE ANALYTICS?**

While the heavy lifting is complete on API, INRIX is always looking for ways to improve the quality and usability of its data sets. New features are in the works and Mr. Blazer continues to help us develop our data sets to make INRIX the gold standard in the site selection analytics industry.

## **INRIX PLATFORM PARTNERS: PARTNERING TO POWER POSSIBILITIES.**

If you build your own internal site selection tools or wish to license from industry-leading providers, INRIX has you covered. The news of this new type of site selection analytics is spreading fast and the majority of the industry's leading site selection platform providers are already leveraging INRIX data.

## **Contact Us to Learn More about INRIX Retail Solutions**

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