InSite
How-to

Know the true potential of your sites

## Visualise each unique catchment to identify your real-world customer base

When you put information about your customers and locations in context, you can understand each location's sphere of influence accurately.

Traditional catchment mapping gives a distorted picture of the potential customer base for a site, because it uses distance and drivetime without taking account of the characteristics of the local environment and how people flow around the area.

How do you know which consumers are realistically within reach of each location, so you can assess the size of the market and revenue potential with precision?
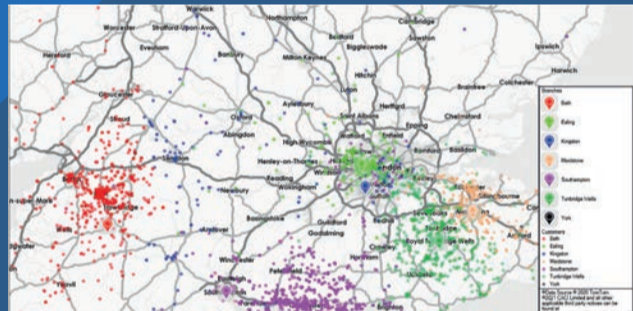
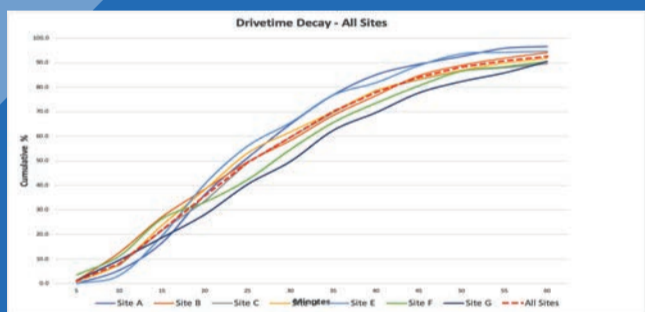**1** Load customers and locations into InSite.
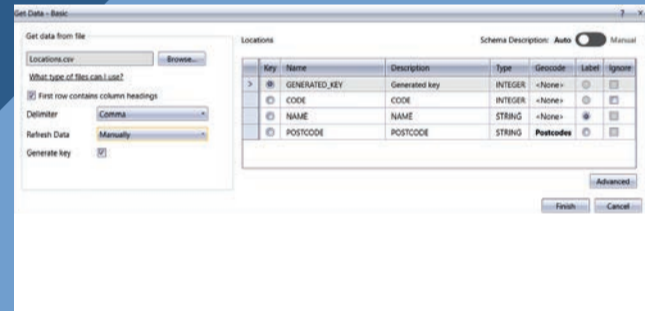
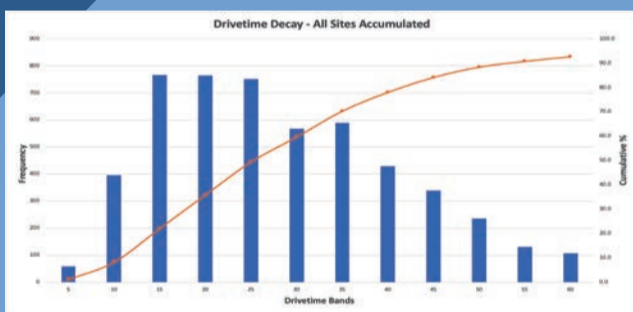**2** Drag and drop customer segments and locations on to your map.

3 Use the drivetime decay application to generate a graph that shows the drivetime decays of each location.
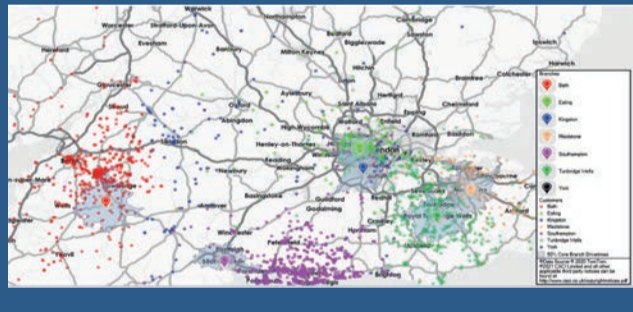
4 View drivetime decay either separately, accumulated or overlaid.

5 Visualise realistic drivetime catchments around each store based on the customer decay curve.

InSite's drivetime mapping gets results

Powerful InSite analytics create realistic journey flows in every catchment, taking account of barriers like rivers and motorways which disrupt the radius of a traditional drivetime calculation. You can weight other retail centres or competitors to model the impact on your location catchments.

Realistic catchments give you the power to target local marketing and propositions to exactly the right people who have genuine potential to visit your site. That helps increase the ROI of marketing investment, with less campaign wastage.

When you're modelling new locations, make revenue estimates with confidence based on an InSite catchment, based on the true audience for each site in context of its topology and infrastructure.

Take the next step with InSite

See what InSite could do for your network or brand. Book a demonstration and we'll discuss all of the consumer level information that would give your business the biggest boost, then show you exactly how it's produced in a live InSite demonstration.

Call: +44 (0)20 7602 6000

Email: info@caci.co.uk

Web: caci.co.uk