

# InSite How-to

## Increase the impact of your current network



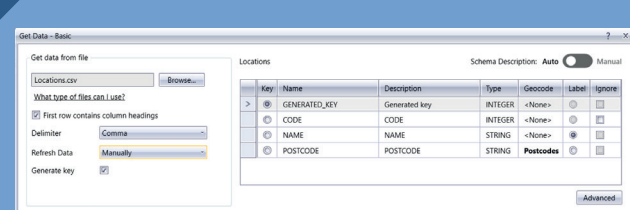
### Close gaps and uplift performance across your network

Operating multiple sites in a regional or national network means you can bring your brands and services to a large number of local customers. But communities and catchments are always changing. Housing and workplace developments and population change will affect your location performance potential.

To maintain and increase your market share in a region, it's vital to understand the reach of your current locations and know how many potential customers are active in each catchment. Monitoring local customer demand and the evolution of the geographic area will allow you to adapt to changes and plan to make the most of new opportunities. But keeping your knowledge current is a challenge. How can you identify where there are gaps in your coverage and where you may be oversaturated, to get the maximum return from your network?

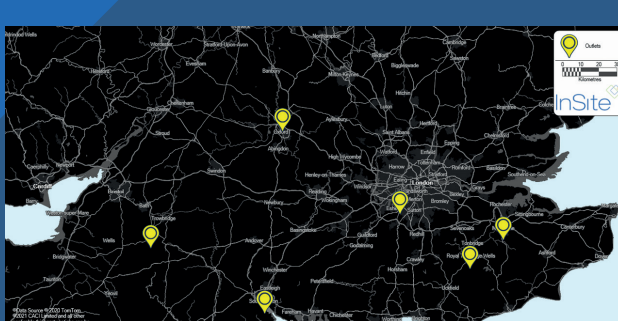
# 1

Load your locations  
into InSite



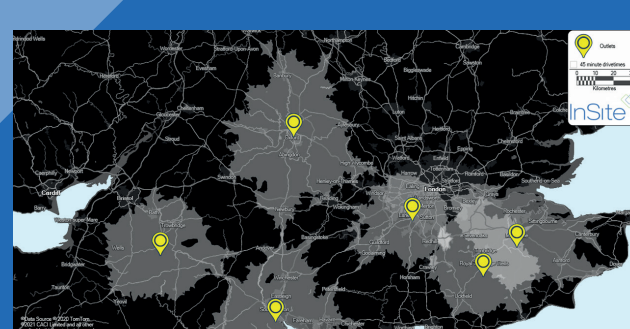
# 2

Drag and drop  
locations of interest  
onto your map



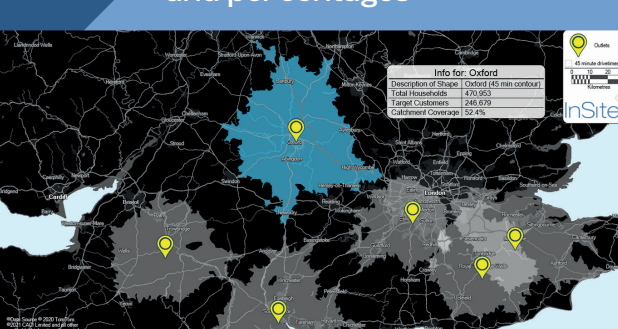
# 3

Use the intuitive  
drivetime tool to create  
realistic catchments  
around locations



# 4

Interrogate individual  
catchments to  
understand target  
population volumes  
and percentages



# 5

Select all catchments to understand total network  
target population coverage.



## InSite's network coverage mapping gets results

With your network's percentage UK coverage displayed visually on the map, you can zoom in on areas with no or little coverage, or excess coverage. Then prioritise locations in or near these areas for investment, consolidation or redevelopment.

With evidence from InSite, you can make the leap from organic expansion to structured expansion, identifying new locations that balance your portfolio and reach new target customers. You can model how an acquisition would affect your current coverage – whether it's a single outlet or several sites in a chain. You can plan for consolidation that will maximise your sales and profit across a region.

## 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](mailto:info@caci.co.uk)

**Web:** [caci.co.uk](http://caci.co.uk)

