

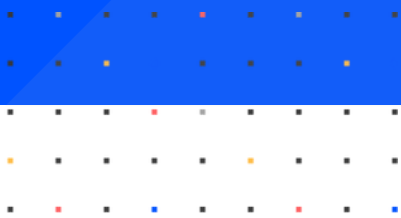


The Retail Guide

Leverage location intelligence to strengthen your expansion strategy and improve your network's performance

With this guide, learn how to:

- Identify and select the most attractive locations
- Enrich your revenue forecasts on targeted locations
- Leverage insights during lease negotiations and lease renewals
- Identify performance levers within your portfolio and act on relocation opportunities





— Expansion —

Identify and select the most attractive locations

Challenge:

As a retail expert, selecting locations can be a long and tiring process. How can you easily identify promising locations? Which street or shopping centre should you choose? Are you in the same location as your target audience?

Solution:



Retailers use location insights to assess a location's strengths and accelerate the site selection process. They get access to recent and historical information on addresses, High Streets, retail parks and shopping centres.

Benefits:

Save time, reduce risks and minimise expansion costs by quickly identifying which properties are most suited to your search.

Select a location from several proposals

Detailed View		Assets	Category	Asset category	2021 Pedestrian Flow	Saturday Ratio Pedestrian Flow
		Calle de Atocha 127 28012 Madrid		Evaluation		864,100 1.33
		Calle de la Montera 7 28013 Madrid		Evaluation		510,700 1.64
		Calle de Carretas 8 28012 Madrid		Evaluation		411,500 1.59

Use the benchmark to compare footfall and other location insights, allowing you to quickly identify the most attractive unit and react to any changes in data.

Leverage your existing network by replicating identified key success factors.



"We use the platform to select our future locations in city centres and shopping centres "

Sylvie Geneste
Retail Director @La Fée Maraboutée

la fée
maraboutée

Enrich your revenue forecasts calculation

Challenge:

When opening new stores, your goal is to ensure that a location will be and will remain profitable. How many people will pass by your store? What will be your potential capture rate? Are your turnover calculations accurate?

Solution:



Our solution provides retailers with accurate and up-to-date information that they can use to build their revenue forecasts. By combining your internal data with location insights, you can estimate turnovers on future locations.

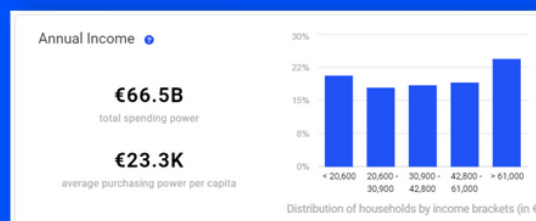
Benefits:

Increase accuracy in turnover calculations and build strong business cases by using up-to-date insights to forecast revenue. Prove the strengths of a targeted location to your stakeholders.

Identify key success factors in your network



84,000
visitors per week



Retailers use our platform to identify the criteria that makes their locations profitable and successful, and to generate accurate revenue forecasts for potential new stores.



"We have 90% accuracy on revenue predictions for new stores"

Kai Fontana
Commercial Director Central Europe @Smyths Toys



Negotiate fair leases and rent prices

Challenge:

Strengthening your pitch can be challenging when you don't have supporting insights. How can you negotiate with landlords? How can you support your case and ensure the price is fair?

Solution:

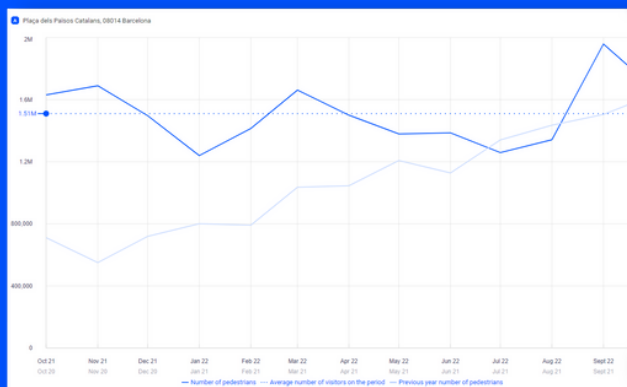


Bringing accurate insights on your future location is the best way to find common ground between you and your landlord. Footfall trends are a powerful source of leverage during negotiations.

Benefits:

Heighten negotiation power and cement fair rent prices with landlords. Make sure you sign a balanced contract, representative of the location's attractiveness.

Analyse recent and historical trends



Our platform provides you with accurate data and a better understanding of rental prices, which you can leverage during negotiations with landlords.



"It is a powerful tool for negotiating rents on new locations"

Philippe Kratz
Deputy Managing Director @Le Comptoir De Mathilde



— Network performance —

Analyse your portfolio and identify performance levers

Challenge:

Turnover is not a complete indicator of a location's performance. How many people are passing by? How many visitors are you capturing? Is the location still attractive? Are you located at the right address?

Solution:



Our platform allows you to get an overview of your portfolio. It helps you quickly visualise where the footfall has been dropping and going up in the last weeks, months and years.

Benefits:

Identify underperforming locations to focus your efforts. Change storefronts and train your sales team to increase capture rates. Combine your internal data and Identify correlations between turnover and footfall.

Monitor the changes in footfall in your network

By assets		By month		Feb 22 compared to Aug 21	
Assets name	Tags	1 Filter	Footfall	Your total Feb 22	Your evolution Feb 22 vs. Aug 21
Average of my selection				475,100	-20% ↓
<input type="checkbox"/> 22 Rue Soufflot, 75005 Paris 5e Arro...	FR +			623,100	+13% ↑
<input type="checkbox"/> 121 Rue Saint-Martin, 75004 Paris 4...	FR +			289,100	-16% ↓
<input type="checkbox"/> 9 Rue Montorgueil, 75001 Paris 1er ...	FR +			552,100	-17% ↓
<input type="checkbox"/> 31 Rue Vieille du Temple, 75004 Par...	FR +			634,500	-30% ↓

This analysis is key for retailers to understand how footfall impacts your network.



"The operations department uses Mytraffic as a performance evaluation tool"

Erwan De Guichen
Deputy CEO @Amorino

Amorino
GELATO AL NATURALE

Act on relocation opportunities

Challenge:

Once you've identified issues at specific locations or better opportunities you need to decide whether to relocate. If you do, where should you go? How much should you pay in rent in the new location?

Solution:

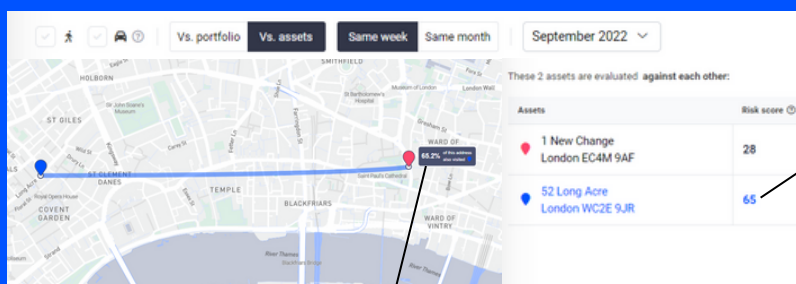


We help retail experts identify performance levers and select a new location when necessary. Selecting the right address can transform the success of a store.

Benefits:

Avoid cannibalisation when relocating. Identify retailers that share visitors with you. Quickly identify opportunities in your area and find the best location to improve your store's performance.

Alleviate or confirm cannibalisation concerns



The risk score is the sum of the percentage of shared visitors your evaluated assets have with each other. The greater it is, the more likely cannibalisation occurs.

65.2% of visitors to shop A also visited shop B in September



"We easily identify relocations opportunities, potential closures and new openings. "

Marcel C zar
Franchise Director @Acuitis



Strengthen your pitch during lease renewals and negotiations

Challenge:

Lease renewals and renegotiations are a regular occurrence when managing a network. How can you ensure that a landlord adjusts pricing? What proves that your location warrants a change in price?

Solution:



Visitor insights bring supporting data to these discussions and show landlords how recent visitor behaviour has affected a location's success.

Benefits:

Adapt your pitch to bolster negotiations and save money on lease renewals. Don't waste time and only focus your efforts on locations that are worth it. Save time and win more deals.

Assess your location's current appeal



A location's appeal may have changed when it's time to renew the lease. Knowing this information is essential when opening negotiations.



"We help our franchisees to renegotiate rents with landlords"

Philippe Kratz
Deputy Managing Director @Le Comptoir De Mathilde

Some of our Retail customers



mytraffic

About Mytraffic

About Mytraffic

Mytraffic is the European leader in location analytics. Its SaaS platform provides accurate and dynamic information about physical locations: shopping centres, streets and city centres. Created in 2015, Mytraffic is growing very fast, has more than 400 customers and is already present in 7 countries.



Our mission

Its ambition is to set a standard for the quality and quantity of intelligence that real-world operators have access to. This means going beyond footfall analytics to encompass vehicle traffic, consumer behaviours, and other key metrics.

How it works

Thanks to more than 5 years of research and development, Mytraffic has developed a set of complex algorithms, able to handle terabytes of raw data points per year. Our software then transforms these data sets into easily accessible heatmaps, dynamic statistics and insights that respect the strictest GDPR compliance rules.



7

Countries



24h

Live



10m

Accuracy



0

Hardware required



3y

Historical data



1M

Addresses



5,000

Shopping centers



10,000

Shopping areas