



Retail Advantage[®]

Data With Purpose - Value Driven Analytics

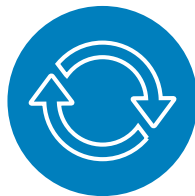
Retail Advantage

Drive performance & optimise strategy with real-time analytics

Having the most complete picture of how your retail and leisure destinations are performing enables you to adapt far more quickly in this increasingly digital and fast-evolving, modern landscape.



Retail Advantage provides you and your team with the right tools and foresight to drive growth and increase profit.



Tools to fine-tune Retail and Leisure environments

To stay ahead in any business you have to be aware of changes to your situation, no matter how subtle. Retail Advantage provides you with fast access to complete dashboard overviews of each area of your business performance.

Measure change and unlock value

Comprehensive views give you instant understanding of your trajectory at a glance to assist in making informed strategic decisions.

Potential problems and their possible solutions can be seen from different perspectives, through visualisations that give you insight into the best paths for appropriate action.

Beyond high-level overviews you can dive directly into specific areas of your business data and KPIs to see where there are current shortcomings and act with clear knowledge on how situations can be improved.

Visual Insights

Let trends in your business data reveal themselves

Our experience gives us a unique understanding of who is looking at the data and what they need from it. Configurable reports form a key part of the daily routine for leading retail business professionals with strategic understanding of customer movements, spending patterns, property revenue and marketing performance.



We help our clients unlock their data by expanding access to intelligence. Backed by more than two decades of experience in the sector, Retail Advantage was developed and continues to evolve with the industry.



Our job is simple - to create the right level of versatility in analysis, from summaries that can be understood at a glance, to data views that can be manipulated to dig deeper - Everything designed to streamline your workflow.

Combine with Movement Analysis

Blend sales performance insights and movement data

The industry's leading analytics suite can be combined with data from different counting and movement tracking systems. We also provide and maintain counting technology that marks the global standards for car, footfall and dwell-time measurement.



Using appropriate technology for each environment to gather data with unmatched accuracy - our infrastructure and hardware is robust and resistant to all kinds of external influence. This provides you with reliable data and enhanced visibility, vital to everyday retail and leisure destination management.



Seeing Becomes Understanding

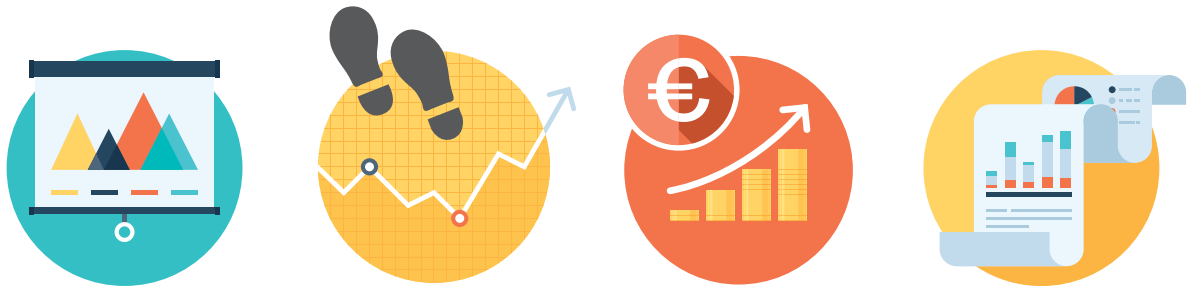
Captured data flows perfectly through proven reporting toolsets - Retail Advantage is configured with over 20 years of industry reporting experience to analyse movement and transaction data; highlighting busy periods and exploring correlations with revenue data.



Looking at Resources Differently

Tools to Investigate What Does and Doesn't Work and Why

Exploring the value of an investment is far easier with a more transparent view on progress and the results of each initiative. Intelligent, interactive tools help refine marketing activities and tenant coaching with genuine insight into the impact of a single action or multiple events.

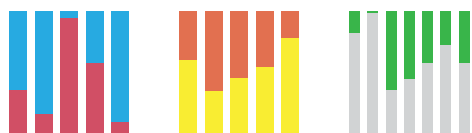
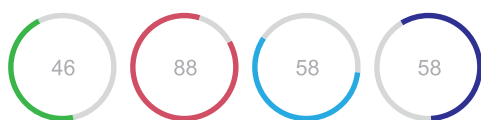
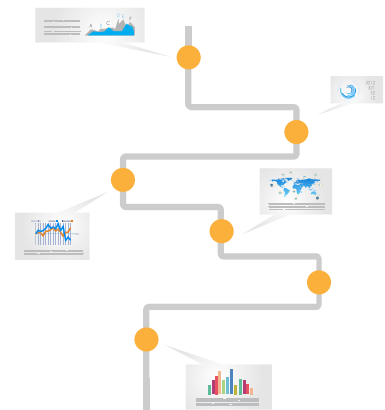


ART and Science

Strategically Evaluating Event Data

Retail Advantage measures the impact of customer experience initiatives so you can evaluate event data, pop-ups and promotional campaigns.

Implementing a promotional campaign or change of layout and signage may provide a significant positive impact to a number of stores within a retail location. However, an event may also have a negative impact on other areas of the site in terms of revenue, customer numbers, flow and repeat visits.



An annual public holiday or repeat marketing event may also have dramatically different results in subsequent years. Several factors may have contributed to the chances of each successful event.

Insight into what works and under what conditions gives a clear understanding of what has been seen to yield poor ROI, and assists with allocating resources to initiatives that are proven to deliver results.

Secure Communication

Share, export and communicate with colleagues and clients

Retail Advantage helps you work more effectively both in managing retail locations and reporting on them.

Using analysis-tools or tailored reports provides an excellent resource when developing complex strategies. Yet we are keenly aware that collaboration in the development of such ideas often leads to further refinement, therefore we make it easy to share reports both in their infographic form and in a more traditional or tabular layout.



With one click, a dashboard or full report can be turned into a printable PDF, ready to email or hand-out at the next board meeting. Reports can also be exported to spreadsheets as snapshots of live data for use in external projects.

Fast, secure delivery of key messages, data or documents with people working across a managed retail location is vital. Retail Advantage makes the distribution of such information easy and instantaneous with a transparent view of who has seen what and when.



Why RA Makes a Difference

Moving from traditional methods of data collection can be seen as a daunting step, but by streamlining manual processes and automating reporting, Retail Advantage releases time for you to act upon the analysis.

The productivity and performance of any retail destination relies on efficient access to data and best practice in analysis - This concept lies at the heart of Retail Advantage.



Achieve quality of data through digital-validation and auditable system-assisted input, ensuring the data you have at your fingertips is accurate and up-to-date.

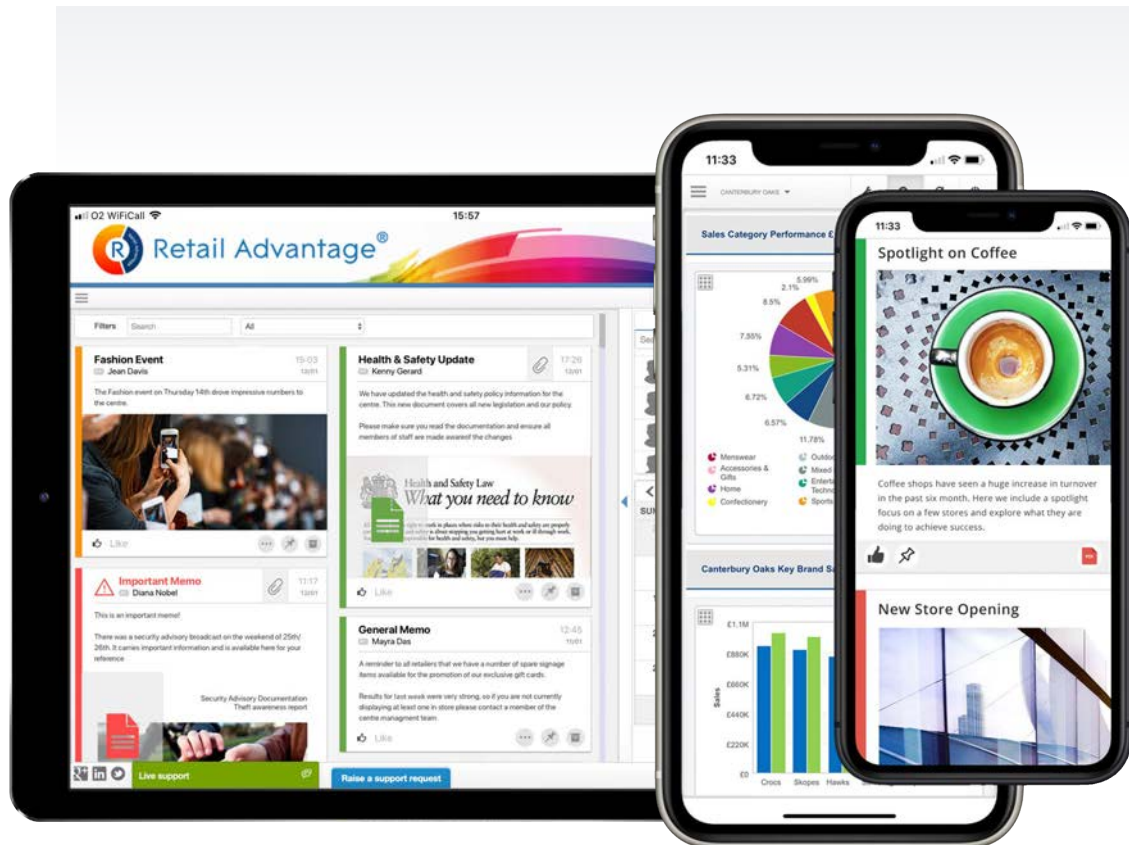


Automatically import data from available sources - be that current individual systems like internally developed applications or external feeds from footfall or customer movement systems. And capture data directly from site, such as sales and transaction data.

A Smart Solution

Access the App for iOS and Android

The Retail Advantage App for IOS and Android represents a revolutionary step forward for retail and leisure destination management. Delivering the perfect blend of data capture features, communications and powerful reporting.



Retail Advantage uses the latest technology to deliver a unified experience across multiple platforms from desktop to laptop and mobile devices.

Brand-partners, destination managers and other stakeholders can easily access the best features from Retail Advantage using smartphone and tablet devices.

Swift & Secure Global Analysis of Your Data

Your Strategic Toolset

Assemble commentary from retail management or other teams and synchronise with a variety of data feeds and sources to give you the broadest picture of operational performance.



- Day-to-day easily accessible operational reporting
- Corporate level analysis across multiple sites, units/groups or geographies
- Trends and performance monitoring
- Brand management
- ROI from data collection across your business
- Increased profitability and asset value

Retail Advantage was created to enable you to focus on your next strategic move, enabling more detailed planning and faster results.

The ART of Experience

20 years experience providing analysis solutions for shopping malls, outlets and retail and leisure destinations.



Retail Advantage[®]
retailadvantage.co.uk

created for your business by

ART Software Group

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