Retail Advantage®

A digital platform designed for retail and leisure destinations.

Collecting, aggregating and analysing data. Connecting staff and generating more insights.

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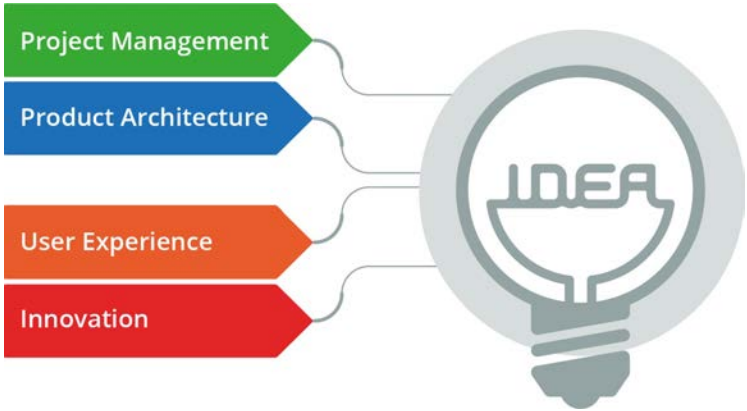
Retail Advantage®
Data Collection & Analytics

- **Retail Analytics and Systems Integration**
- **Over 20 years** providing solutions and analysing data for the management of retail & leisure destinations
- **UK based** with growing international presence
- **Market leader** in analytics & data-driven tools for retail environments and destinations



Just a selection of partners using Retail Advantage:

Why Retail Advantage?

- Collecting data from 1000s of brands and food outlets
- B2B comms and insights hub
- Standardise data and make information more accessible
- Intuitive tools designed for targeting & managing performance
- Flexible platform

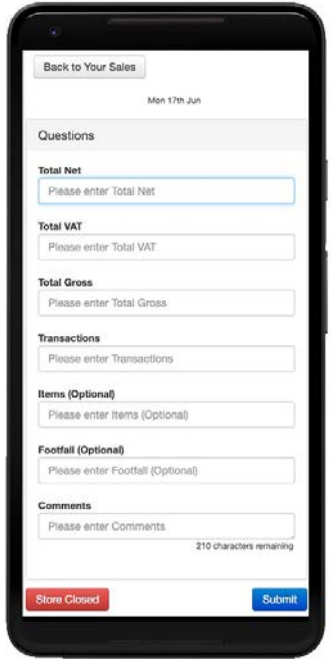
Bring Data Sources Together

- Brand and tenant data
- Budgets / targets
- Staff commentary
- Traffic Data and movement
- Customer engagement & demographics
- External feeds (Weather data etc.)
- Asset, leasing and other systems

Retailer Journey

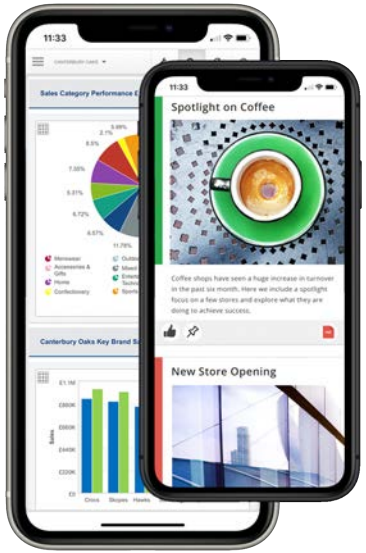
Retailer Access

- BYOD or ART / Client Supplied
- Web Browser
- iOS / Android Devices
- Fixed access devices (kiosks)
- Cloud EPOS / API connection



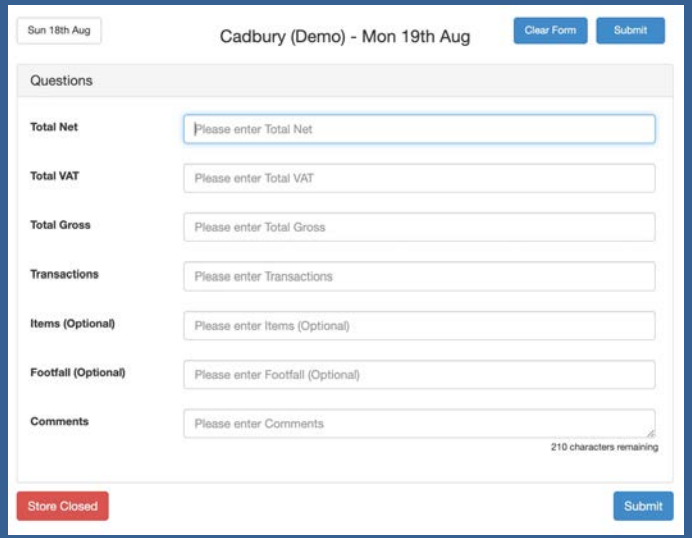
Retailer Journey

Native App for iOS and Android



Brands, site managers, asset teams and other stakeholders can access insights using multiple platforms from desktop to laptop and mobile devices.

Sales Portal



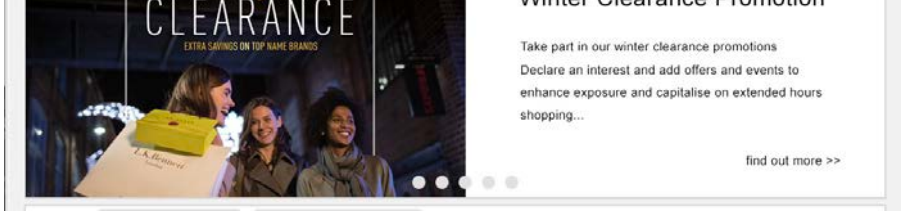
- Required fields
- Data granularity
- Timescales and cut-offs
- Validation, tax and calculations
- Multi-day view

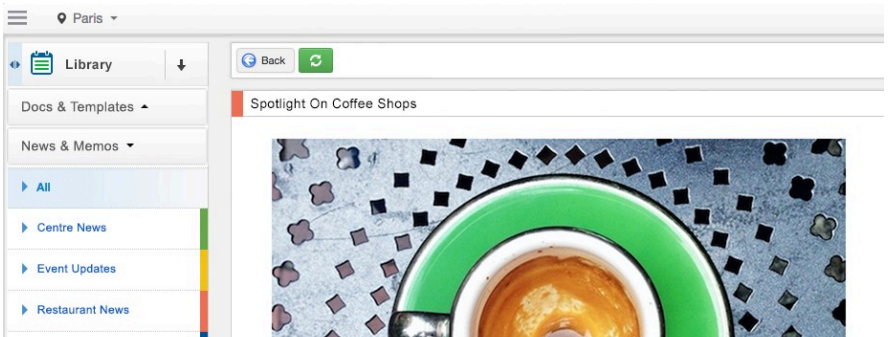
Versatile, Tailored Data Capture

Retailer Incentives

Destination Community

- Enhance brand partner relationships
- Marketing events and opportunites
- Job Advertising
- Critical / popups / reminders
- Memos and direct communications
- External email forwarding
- Contacts database & documents library
- Manageable account data
- Staff Commentary
- Rankings league tables

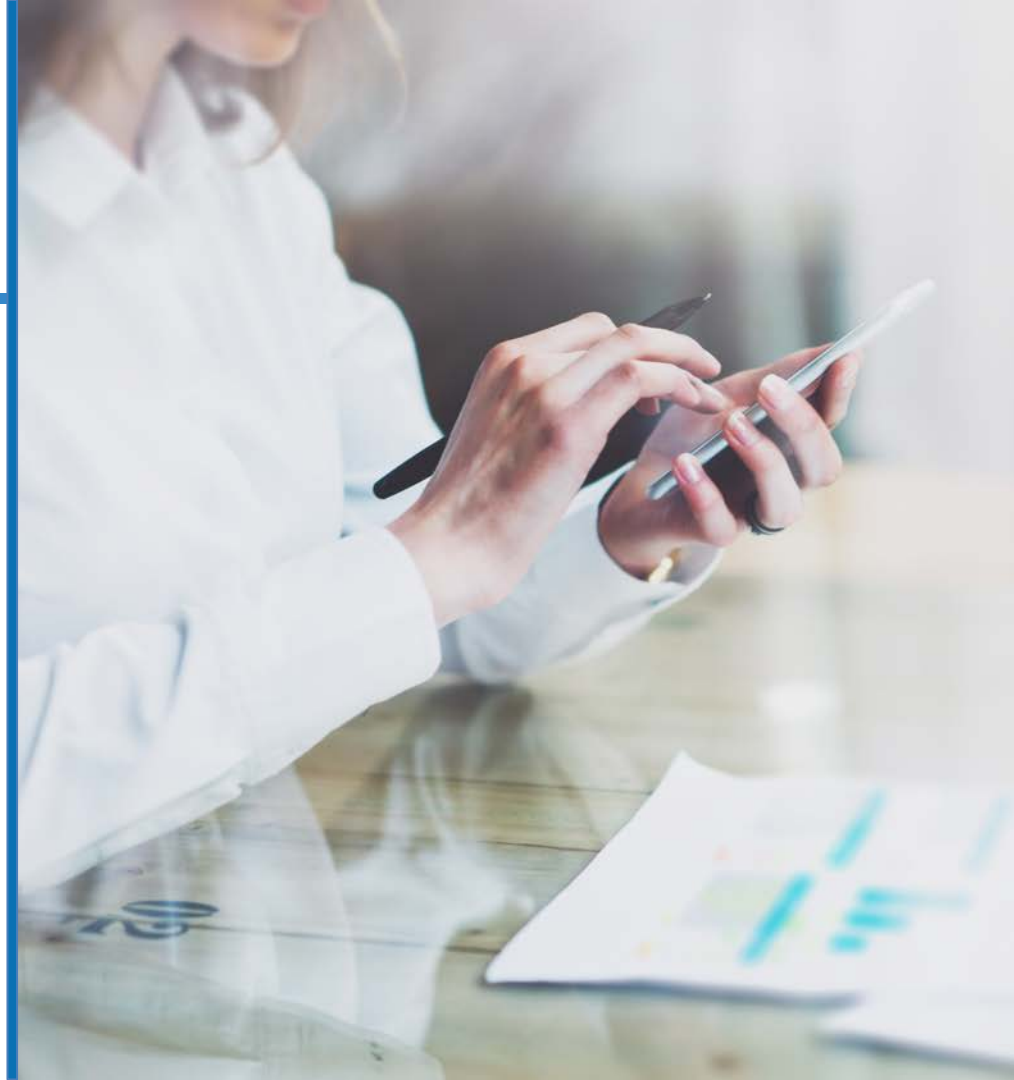




Tenant Views

Permissions

- Multiple user roles
- Tenant tailored views
- Rankings classifications & groupings
- Limited access user profiles
- Non-access users (external)
- Automated reports
- Mask insights
  (reveal when data is supplied)



Reporting & Insights

Traffic & Movement

The Retail Advantage tools can be configured to analyse movement data, highlighting busy periods, and exploring correlations and revenues. Comparisons can be made with location people counting and marketing events or nearby attractions such as sports stadiums or theatres.

- Flexible site totals, entrances etc.
- Daily and hourly metrics
- Peak periods and averages
- Highs and lows
- Store counters and zones
- Multi-site comparison
- Heat-mapping
- Budgets
- Compare against other KPIs

Reporting & Insights

Site & Brand Management

Retail Advantage provides insight into KPIs and views of site and region performance. Tools offer optimisation views and brand management.

- Tenant Turnover & Transactions
- Tenant commentary
- Site Team commentary
- People count reporting
- Budget data
- Weather
- Occupancy and Affordability

Reporting & Insights

Events & Marketing Tools

Retail Advantage lets you explore events to understand marketing and promotional initiatives and other influences.

Tools help you explore progress the results to refine marketing activities and tenant coaching to support and enhance retail efforts.

- High-level view outlining events and performance metrics
- Event impact analysis
- Cost and ROI
- Event comparison tools

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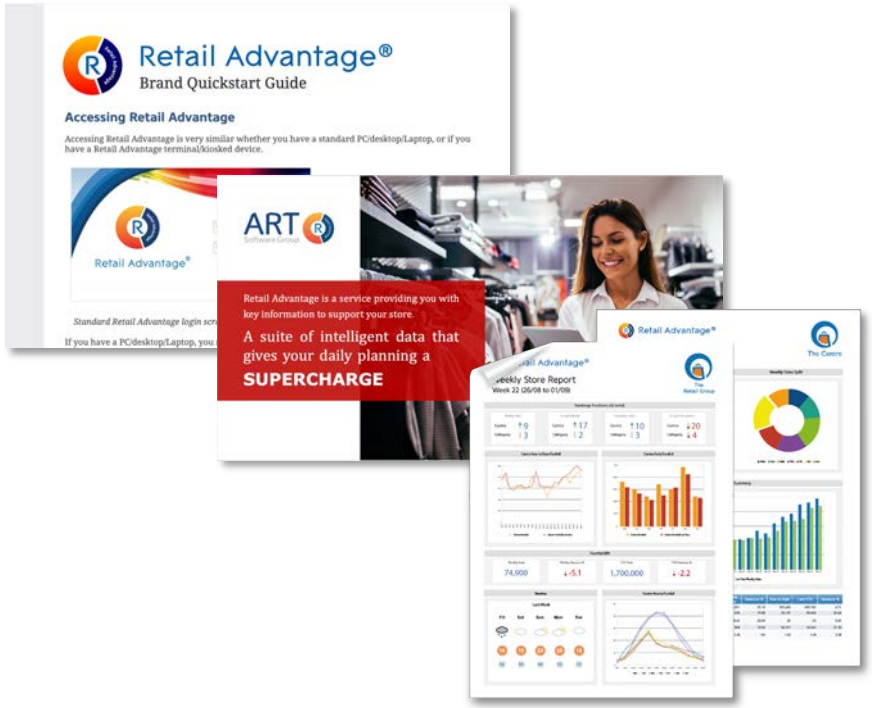
Reporting & Insights

Explore hot-spots
for performance KPIs using
intelligent mapping tools

Retailer Onboarding



Standard

- Digital welcome pack
- Train-the-Trainer sessions
- Digital user guides
- Contextual system help

Optional

- RA Team onboarding assistance
- Benefits presentation
- Training programme
- Hardcopy literature

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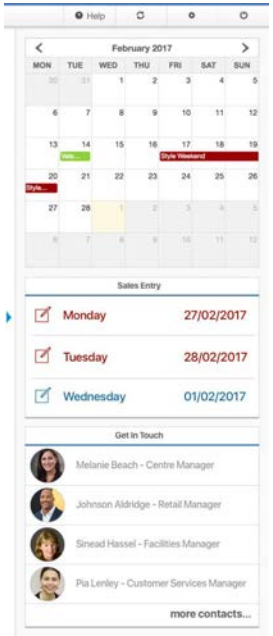
Strategic analysis tools give genuine insight to make fast and decisive improvements

- Dashboards & performance snapshots
- Powerful Visualisation tools
- Explorative analysis modules
- 1-click reports
- Data mining reports

Live & Accurate Data

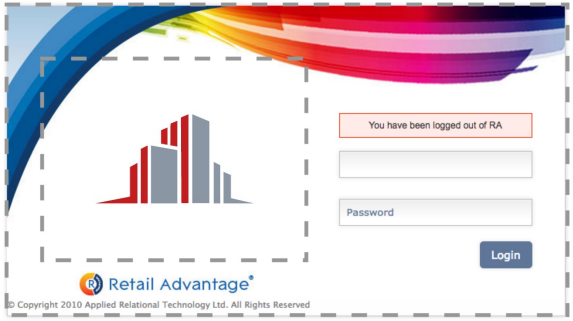
Quick Information

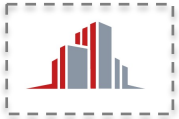
- Calendar
- Sales forms
- Contacts
- Other links
- Recent reports



Adjustable Dashboard Content

Retailer Dashboards





Weekly Trading Report: (The Centre) - 09/03/2014 to 15/03/2014

Highlighted KPIs

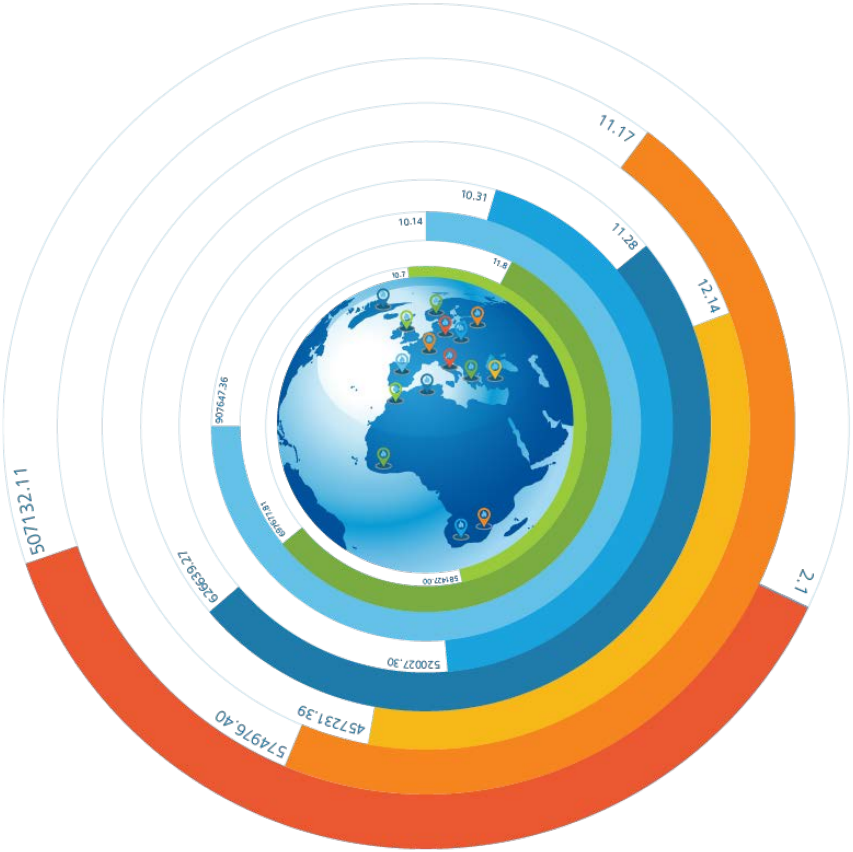
Sales YTD	Sales YTD Var LY	Footfall YTD	Footfall YTD Var LY
61,398,895	-3.7%	3,142,329	1.84%

- Login Graphics
- Banner Branding
- Widget Accents
- Report Logos
- Dashboard Images

Look & Feel Branding

Key Benefits

- Multi-device, fast access
- Day-to-day operational reporting
- Role focussed analysis
- Trends and performance monitoring
- Brand management
- Tools focused on exploring profitability and increasing asset value
- Versatile data collection methods



Retail Advantage®
Data Collection & Analytics

- Used in retail locations in 12 Countries
- Over 15,000 users
- Capabilities developed through a clear understanding of the shopping public & the requirements of retail destination business, retail partners and investors
- Cloud Based
- Focussed at targeting & managing performance
- Flexible, scalable and adaptable

Data-Driven Strategy

Retail Advantage®

Data Collection & Analytics

from

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