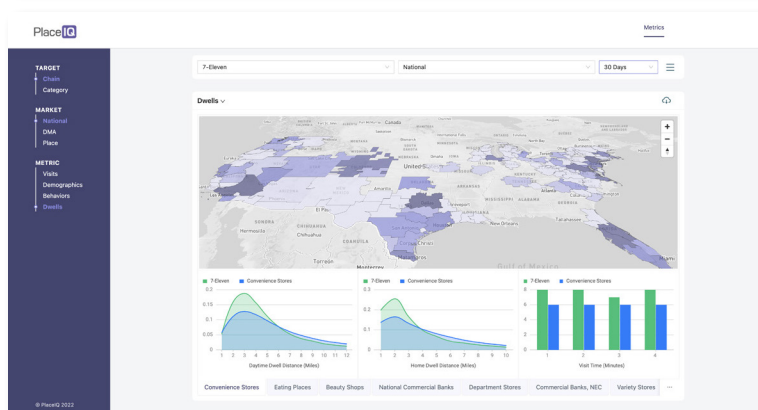
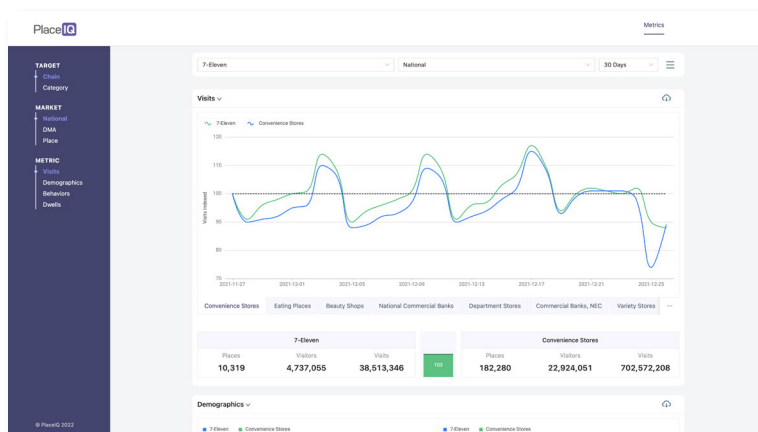


Place Intelligence Metrics Dashboard

PlaceIQ's Place Intelligence Metrics dashboard is built on a comprehensive data set that provides aggregated location-based metrics – available for over 4 million POIs. Easily view, compare and share powerful metrics about your brand and competitors.

Insights Available:

- Visit Frequency
- Median Dwell Time
- Total Weekly Visitors
- Weekly Cross Shopping
- Same Day Cross Shopping
- Visitation by Hour and Day of Week
- Residential CBGs of Visitors
- Daytime CBGs of Visitors
- Median Distance from Home CBG
- Median Distance from Daytime CBG
- Device Attributes
- Demographics



A new view of your data, on demand. Simply log in to explore important place metrics about your locations.



Store & Brand Level Trends



Cross Shopping Behaviors



Customer Demographics

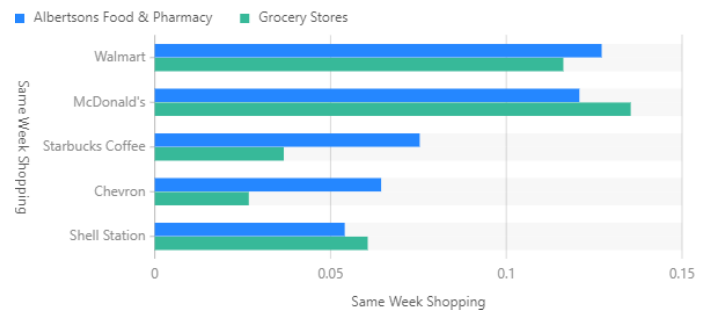


Customer Trade Areas

Use Cases: Understand Customers, Competitors, and Behaviors

Examine Retail Cross-shopping Trends

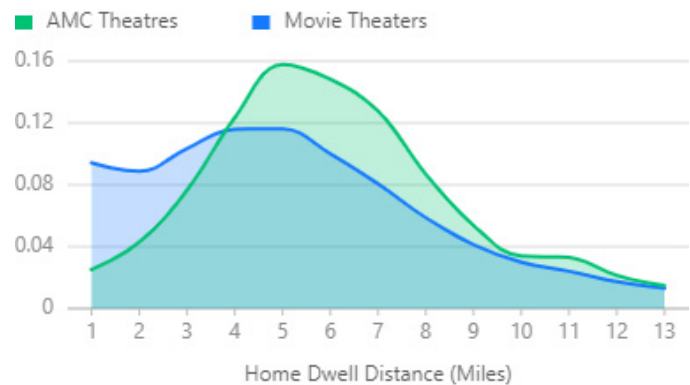
Use the Place Intelligence Metrics dashboard to identify your local competitors and see how your visitation overlaps.



Albertson's grocery shoppers are also likely to visit Walmart within the same week

Analyze Distanced Traveled to Entertainment Venues

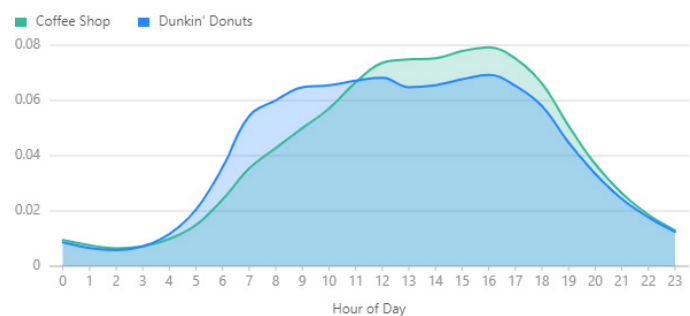
Discover how far visitors have to travel to get to you. Use this insight to identify growth opportunities or refine local messaging.



AMC Theatre goes travel further compared to other movie theaters

Discover Time of Day Insights for Dining

Find popular hours of the day that visitors grab coffee from different brands. Examining hour-of-day traffic can assist with planning for staffing, stocking and promotions.



Dunkin' Donuts receives visitors earlier in the morning compared to other Coffee Shops

To learn more about how the Place Intelligence Metrics Dashboard can help you understand your customers, competitors, and trends, please reach out to iq-sales@precisely.com