

1010DATA LOCAL MARKET INSIGHTS

Track Market Share and Key Drivers of Business Performance at the Local Market Level

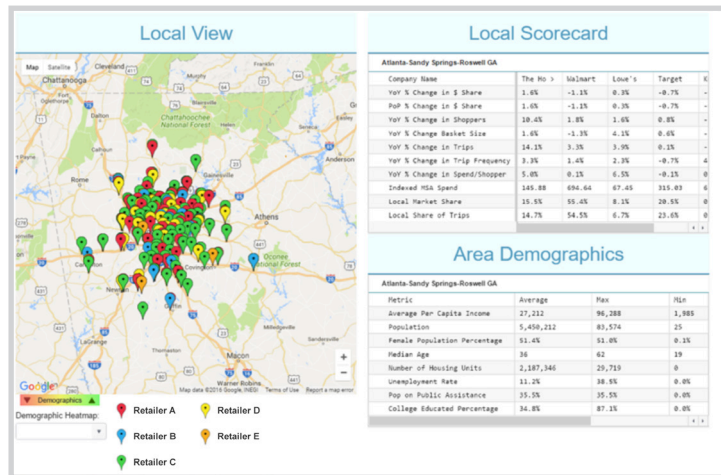
Traditional enterprise and publicly available data sources only paint a partial picture of consumer spending trends. But to take strategic action, you need to know much more about your business performance in key markets: Where are you winning or challenged? Which competitors are seeing gains in a specific market? What is the consumer purchasing behavior in the markets where your business is experiencing significant changes in share or trip frequency? Having the ability to address these questions is key to being competitive and driving your total business forward.

NEW INSIGHTS THAT DRIVE IMPROVED BUSINESS PERFORMANCE

1010data Local Market Insights (LMI) makes it easy to directly measure the latest market share trends at the local market level across retail, restaurants, hospitality and other direct-to-consumer businesses. Leveraging consumer spending data and powerful analytics, 1010data LMI gives you an edge when it comes to identifying – and determining specific actions on – immediate market opportunities and competitive challenges.

With 1010data LMI, you can:

- ◆ **Analyze** your performance versus key individual competitors by local market
- ◆ **Identify** strong and weak performing markets across a competitive set of companies
- ◆ **Diagnose** why and by what magnitude local markets are under/over performing
- ◆ **Determine** specific actions to improve business outcomes
- ◆ **Measure** the success of your actions as soon as one month from now



Powerful visualization tools to evaluate local performance trends across key metrics for you and your competition

UNIQUE DATA PROVIDES ACCURATE, TIMELY, COMPREHENSIVE VIEW OF PERFORMANCE

At the core of 1010data LMI resides granular data from more than 20 billion consumer transactions conducted by 5+ million unique US consumers over a 3-year window. This is complemented by data from additional sources including retailer geo-locations as well as the US Census Bureau and American Community Survey.



TRANSACTIONS

20B+ consumer purchase transactions representing 5M+ consumers, updated 3x per month



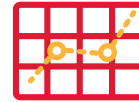
DEMOGRAPHICS

Current reference data from the US Census Bureau and American Community Survey



GEO-LOCATION

Location listings and attributed transactions for 150+ retailers and within 70+ key MSAs



HISTORY

3 years of historical data along standard 4-5-4 and 4-4-5 calendars; period-over-period comparison capability



COMPETITOR KPI'S

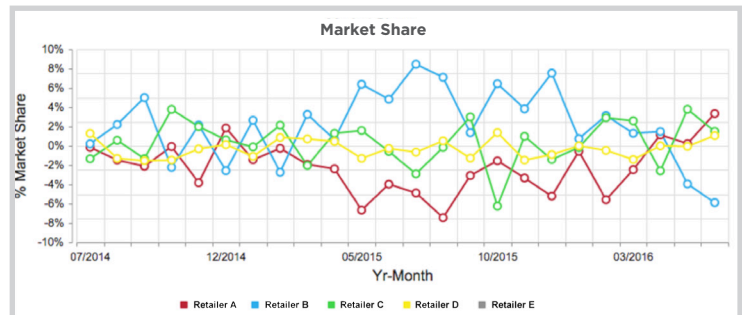
Market share, basket size, trip frequency

By leveraging the power of the 1010data analytic platform, you're empowered to quickly conduct granular analysis of how consumers spend with you versus your competitors – down to the exact location level in key markets nationwide.

POWERFUL ANALYTICS, VISUALIZATION, AND EASY EXPORT TO EXCEL

With built-in visualizations and reporting, 1010data LMI makes it easy to spot the biggest areas of opportunity:

- ◆ **Geographic heatmaps:** intuitive overlay of critical KPIs atop interactive national and local maps, all supplemented by numeric performance and demographic data covering key MSAs
- ◆ **Historical charting of your performance vs competition:** easily understand and compare changes in market share, basket size, and trip frequency
- ◆ **Color-coded exception reporting:** detailed grid views of your KPIs across all regions to quickly identify outliers
- ◆ **Excel output:** available any time for offline analysis on your desktop



1010data LMI combines innovative data sets with powerful analysis capabilities to deliver unique insights that give you an edge over the competition

GETTING STARTED IS SIMPLE

1010data makes it easy to get started. With no software, hardware or infrastructure to install, you can begin taking advantage of 1010data Local Market Insights immediately.

Contact 1010data today to learn more.