Managing Retail Marketing

A successful retail organization understands their market, their customers, and the importance of strategic location. Because competition in the retail industry can be fierce, such organizations need the best micromarketing tools available to analyze where to place new stores, establish customer profiles, and determine best marketing practices in order to find new customers.

AnalyGIS is pleased to offer a variety of tools that will help you with these important tasks. Whether you prefer easy-to-use online tools or more robust desktop software and data, AnalyGIS can help. We offer a low-cost, subscription-based online solution, and we also offer numerous software and data products that allow professional analysts to run a wide array of marketing scenarios right on the desktop.

AnalyGIS is a Geographic Information Systems (GIS) and Mapping firm located in the Greater Phoenix Metropolitan Area. With over 15 years of experience, AnalyGIS has the expertise to offer application development, training services and technical support to compliment our off-the-shelf products. Give us a call today at (480) 677-6260 if you have questions or would like to request a free, on-site demo!

WEB-BASED SOLUTION

DemographicsNow.com

DemographicsNow gives you web-based access to micromarketing data at just a fraction of the price of a full-blown desktop software & data solution. A low-cost monthly or annual subscription will give you access to thousands of demographic variables that can be viewed as fully customizable and comprehensive maps, reports, charts, and graphs. With just a few mouse-clicks, you can provide the same level of presentation-quality, accurate marketing information to decision makers that would normally require costly, hard-to-learn software and a dedicated professional marketing analyst.

DemographicsNow has taken the work and the high-cost out of creating detailed marketing reports and maps, and provides retail organizations with fast, accurate and attractive results necessary for making critical marketing decisions such as where to build that next store, where potential new customers live, and much more.

DemographicsNow provides instant access to Site and Market data in just 3 simple steps.

1. Choose your Geography
Pick from standard geographies or use single/multiple addresses for Radii or Drive Times. Radii and Drive Time centers can be selected using 3 options, entering an address or intersection, picking from a map, or entering the latitude and longitude.

2. Select a Report or Map
Choose from 40 reports to Summarize, Compare, and Rank your geographies. Build custom reports for your specific needs with a new and improved interface. Utilize fully interactive maps with access to all variables and geographies to create presentation maps.

3. Output your Reports and Maps
Reports print directly from your browser or export to Microsoft Word or Excel. Maps can be copied into any application such as Microsoft’s PowerPoint, Word, and Excel.

DemographicsNow Base Package Includes:

- 2000 Geographies include: custom radii & drive times, states, counties, census tracts, block groups, U.S. places, DMA, MSA, ZIP Codes and more.
- 40 easy-to-use pre-formatted summary, comparison and rank reports to choose from. Colorful Charts and Graphs.
- Microsoft’s® Word and Excel output for reports.
- Saved geographies for locations or trade areas, and create personalized reports with your company logo.
- Create endless custom reports, using over 3,000 variables with any U.S. geography.
- Theme fully interactive maps using all variables with adjustable ranges and custom color schemes.
- Express Packages are available to Annual Subscribers for easy output of bundles of reports. You can bundle up to 5 reports and modify the bundle at anytime.

Base Package Annual Subscription Just $995!
Allocate is a powerful data engine that compresses, stores, manages, retrieves and displays geographically organized data. Allocate is compatible with numerous demographic data sets from major vendors (AGS, ESRI BIS or Census Bureau) and works with custom data such as store locations, competitor locations, customers, and more.

Allocate generates maps and reports based on standard or custom geography such as ring studies, drive times, or custom trade areas.

Along with read/write access to OLE DB data sources and Oracle Spatial, Allocate supports many database outputs and mapping file formats such as Mapinfo Professional® or ArcView®, as well as HTML output and custom reports.

Solocast allows organizations to gain an in-depth profile of their customers then search markets or lists for more of them.

The engine is consumer segmentation system independent so whether you are using AGS' MOSAIC, ESRI BIS' Community Tapestry or your own custom framework, Solocast delivers profitable results. Solocast is HTML literate so any queries run can be opened in a browser, spreadsheet or Microsoft® Word.

Powerful JavaScripts and integration with GIS packages like Mapinfo Professional® and ArcView® make map or chart visualization almost instantaneous. With hooks to popular geocoding engines, Solocast allows users to geocode and cluster code directly from their desktop. Don't have a database to analyze? Solocast works with any syndicated database that is cluster coded including MRI and many others.

Geonetx is a software application for modeling and planning optimal retail networks in new markets and isolating store relocation or in-fill strategies in existing markets.

The advanced algorithms, easy to navigate and understand interface, flexible design and record speed make Geonetx an ideal tool for any company needing to expand or relocate their business. Its use of supply points, demand points and optional competitor points allows for a highly customizable application that can run through numerous scenarios in just seconds. You control all the inputs and run the application locally so that your results can be delivered and tested in real time and without any additional cost.

A simple interface allows a wide range of modeling options for alternative network scenarios and build-out strategies. Geonetx operates with any point of supply/demand database utilizing any of the popular GIS formats including Oracle Spatial.