

GeoMarketing Xpert®

Top solution for Location Intelligence



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GeoMarketing Xpert® is the first **Location Intelligence Solution** which, thanks to **Data Lake omnia®**, **Advanced Analytics** and **Machine Learning** techniques, transforms business data into successful strategic decisions.

The platform includes all the **necessary information for an expert analysis** and becomes your greatest ally in strategic and tactical decision making.

Analyse the where, the how and the why with **GeoMarketing Xpert®**:

Optimise your Expansion Plans

- Find new locations
- Find out which areas have the highest potential with Advanced Analytics
- Understand your environment with Data Lake omnia®.
- Locate and analyse cannibalised areas

Higher Profitability of your Marketing and Point of Sale actions

- Clustering of Points of Sale
- Analyse market behaviour
- Direct Marketing
- Cannibalising

Improve your Sales Network Management

- Identify Commercial Zones
- Improve Customer Acquisition
- Optimise Business Routes



“The most advanced platform to optimise your Marketing, Expansion and Commercial strategies”

— **GeoMarketing Xpert®** the Top solution for Location Intelligence

What does **GeoMarketing Xpert®** offer you?

This platform incorporates various **advanced features** that, together with access to **Data Lake omnia®**, make it the most complete platform on the market:

Gaps

Optimises the search for market niches taking into account the customer profile

Twins

Improves the search for areas similar to successful Points of Sale

Quick Analytics

Optimises the time and customisation of your analysis with internal and external information quickly

Thematic map

Improves the visual analysis of each Point of Sale and geographic area thanks to the representation of internal and external data of your business.

Reports

Makes it easier to understand areas of interest through reports that are customised for your business

Entry Segmentation

Optimises the acquisition of your target audience through online listings (B2B & B2C)

Business Intelligence

Improves decision making with multidimensional analysis

Mailing

Optimises your mailing campaigns by tracking the target audience close to the Point of Sale

Routes

Manage sales routes to reduce time and costs for sales teams



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What is the basis behind **GeoMarketing Xpert®** success?

- Business Data Integration
- Access to Data Lake omnia®
- Development of Machine Learning Analytical Models
- High Customisation Capability

Why **GeoMarketing Xpert®**?

- It is the **most complete platform** on the market, with access to the largest information system for **Companies, Freelancers, Individuals and High Value Indicators**.
- **It adapts to the reality of your business**, incorporating Customers, KPIs, Potential Customers, Customised Areas of Influence, Competitors, Points of Interest, etc.
- It is **intuitive and user-friendly**, it does not require personnel with expertise in Geographic Information Systems.
- It is **cost-effective**, it does not require large investments in hardware equipment, software, or related licenses.
- It **incorporates expert analysis and segmentation systems** through Business Intelligence, Thematic Map and Record Segmentation.
- **It includes statistical-analytical models to** efficiently handle an Expansion Plan, Reorganisation of offices or Points of Sale.

To find out more about how **GeoMarketing Xpert®** can help your business, please call or email us at:

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More information at:

