

# RETAIL

A multi-unit (300+) retailer with gross sales in excess of \$3B leverages TruFactor data to understand the opportunity depth within both new and existing markets.

TruFactor established a baseline Market Mobility Index leveraging consumer data within the trade areas of the highest performing locations. This MMI is then the guiding element that 99 uses to both set projections and negotiate lease rates on new lease opportunities and renewals.

The precision of the MMI also redefines the opportunity size of the location through the development of custom mobile catchment areas driven by the key points (home/work) of consumer migration.

USE CASE: 99 Cent Only Stores



TRUFACTOR





RETAIL

(CONTINUED)

USE CASE: 99 CENT ONLY STORES



ADDITIONAL CUSTOMERS:  
COSENTINO'S MARKET



Clé de Peau Beauté



USE CASE: WEWORK

