placeme.

We can show you where
your customers are

placeme

There are thousands of tools

that help you understand how clients behave online.

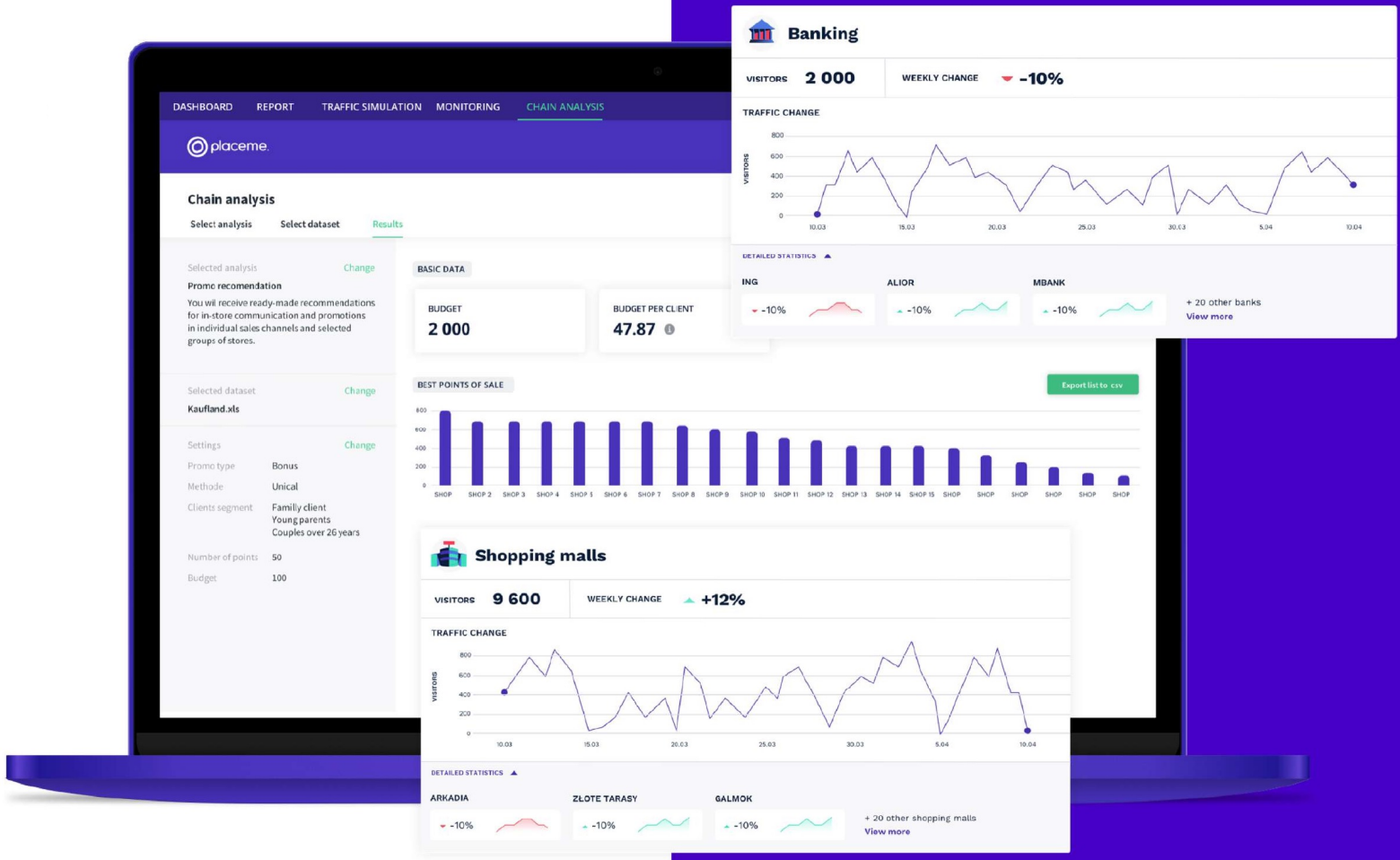
Online retail can't image working without them.

placeme

This is placeme

You can use it to do the same thing.

Only… in your real world, offline and services.



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Thanks to our unique location data technology, now you can unleash full potential of customer analytics that you know from ecommerce,
but in the brick&mortal retail.

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How does it work?

Everyone has a mobile device in their pocket

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Mobiles are sending
location data to various
servers – including placeme

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Location data help us understand how people walk and drive everyday

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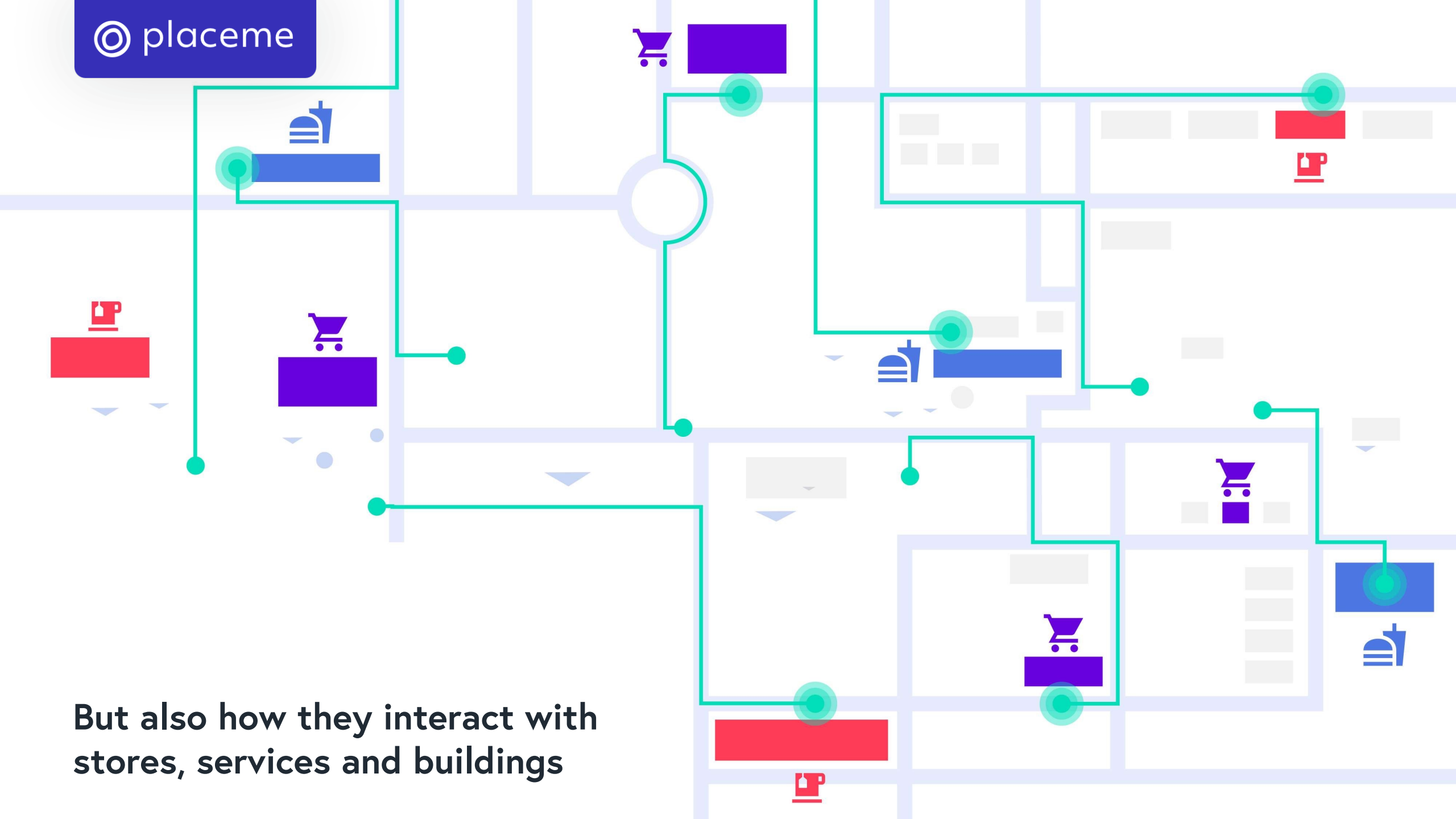

But also how they interact with stores, services and buildings

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With over 15 various proprietary databases
describing building, demographics and businesses…

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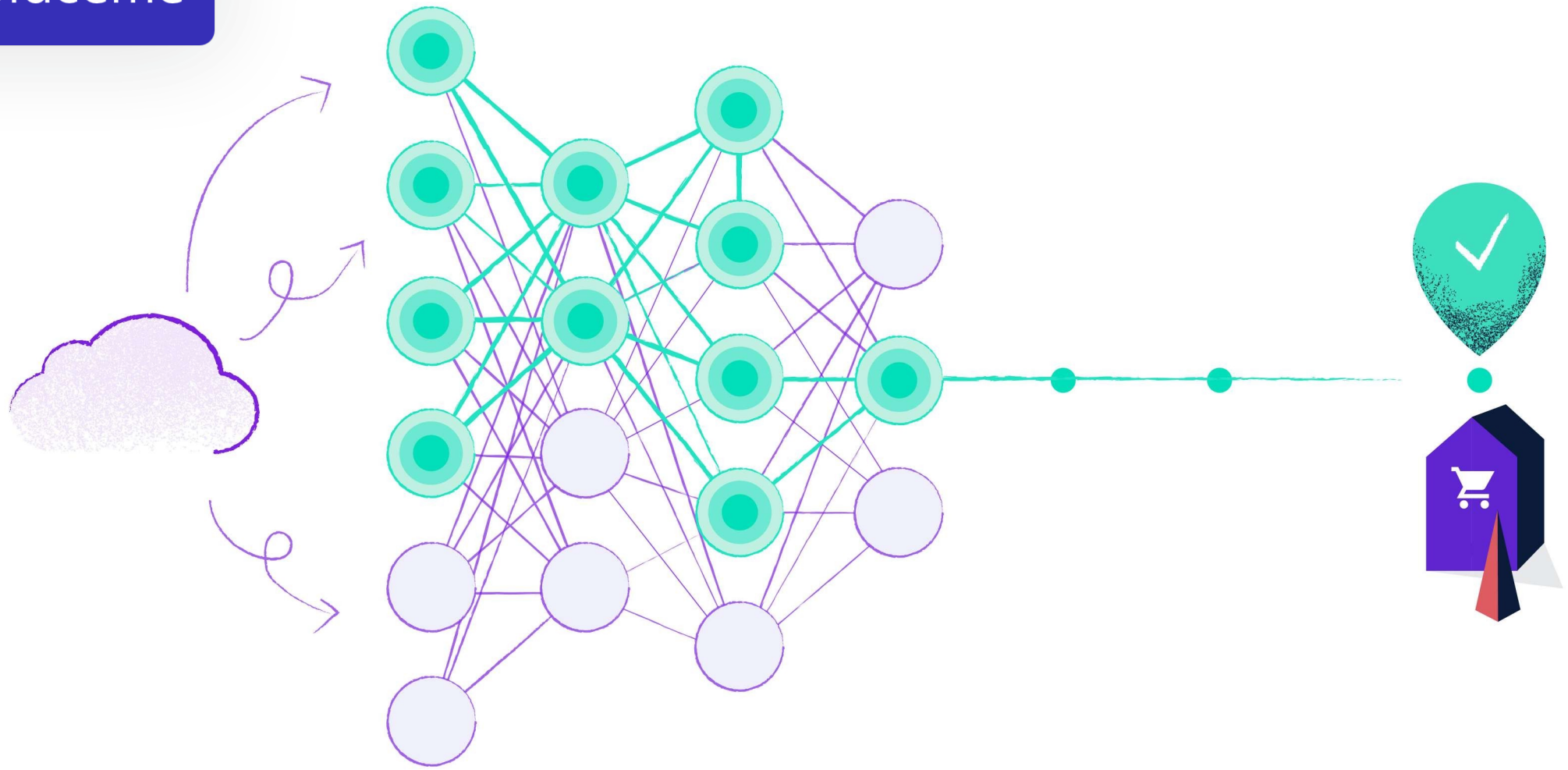
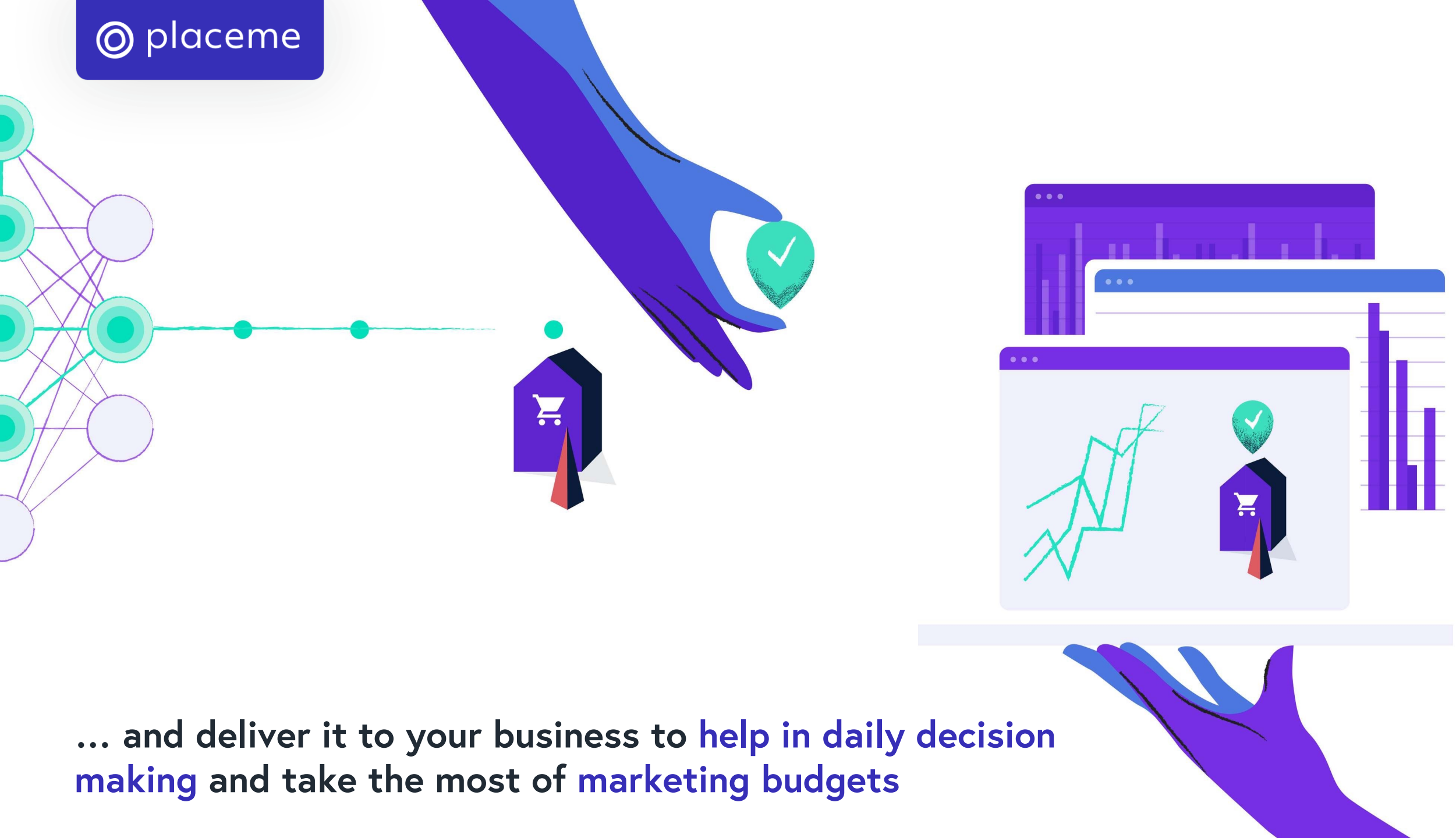


... we leverage machine learning to see through terabytes of data and create comprehensive metrics...

placeme



... and deliver it to your business to help in daily decision making and take the most of marketing budgets

placeme

We were founded recently, but we are already helping largest brands make better decisions every day.

OUR CUSTOMERS ARE, AMONG OTHERS:

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What can we offer?

placeme location.

Use terabytes of data to find where your services are missing.

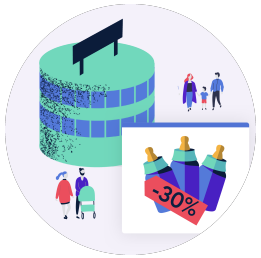
placeme navigator.

Target promotional activities and sales representatives at the right points of sale.

placeme persona.

Focus on better communication with your target groups in the offline world.

placeme network.



Don't miss out on key changes in your micro-market.

placeme data.

Gain better market insights. Get your systems and applications equipped with unique geo-data.

placeme location.

We will show you where your customers are. Effectiveness in the offline world thanks to technology.

Use terabytes of data to find where your services are missing.

Explore the sales potential of your planned investments with revolutionary technology.

What you can gain

- The opportunity to develop your business in locations that will provide you with increased revenues and high profitability.
- Support in decision-making by providing quick and easy access to answers to your questions.
- Greater efficiency when entering a new market, thanks to strategic information about its specific characteristics and features.
- Reducing the risk of loss of profitability - understand all the elements that affect your return on investment

placeme location.

CASE STUDY dino

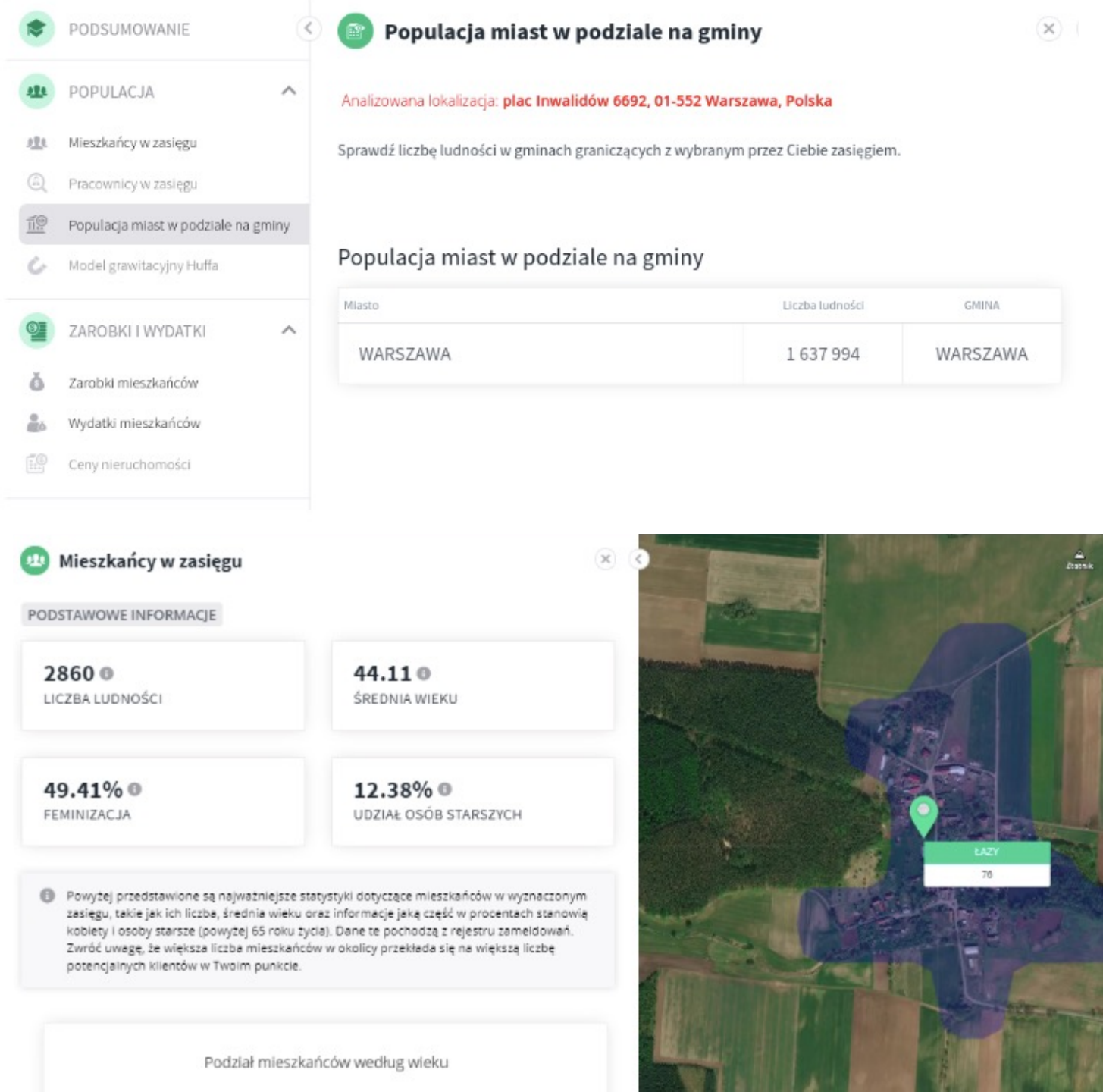
Reducing Dino's expansion process

PROBLEM:

During its development, Dino encountered a protracted analysis process due to the analysts' lack of direct access to data on locations (e.g. pedestrian and car traffic in the area)

SOLUTION :

A tool with a comprehensive collection of data on pedestrian and car traffic volume, demographics and expenditures of the surrounding population, competition and development for the whole Poland in a clear interface.



placeme navigator.

We will show you where your customers are. Effectiveness in the offline world thanks to technology.

Target promotional activities and sales representatives at the right points of sale.

Advanced analysis of target group traffic and customer potential to increase return on marketing budgets.

What you can gain

- Unique data on the results and characteristics of the shops you cooperate with.
- Accelerate and simplify POSM campaign planning and activation.
- Increase ROI on marketing by effectively targeting sales representatives at the point of sale
- Higher effectiveness during discussions and negotiations with contractors, thanks to the possibility of equipping sales representatives with key information about them.

placeme navigator.

CASE STUDY

Advanced traffic analysis of potential target group and potential for tobacco company.

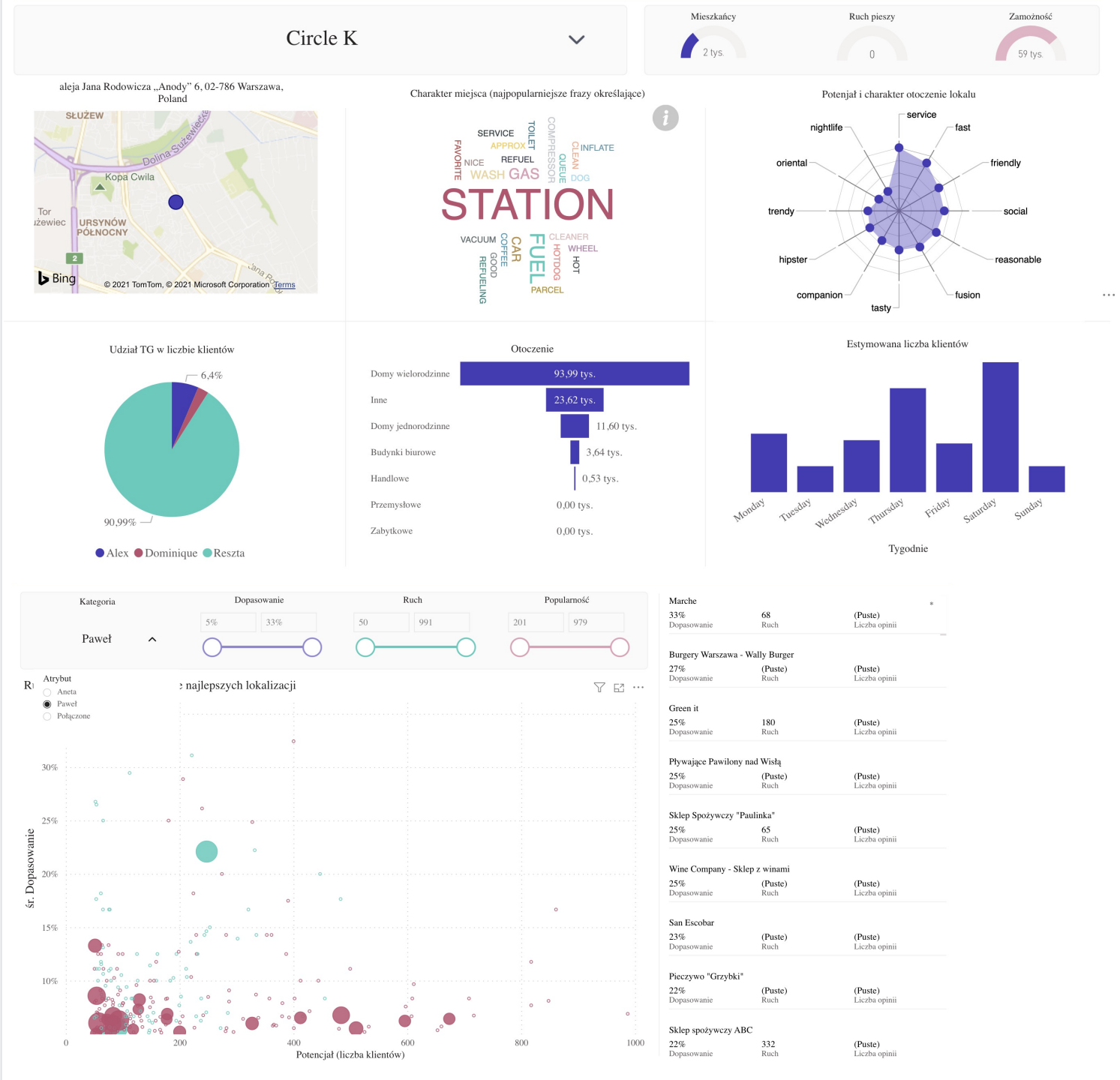
PROBLEM

The tobacco company in Poland has over 30k POS and had no knowledge of how to plan effective investments from a strategic and tactical perspective.

SOLUTION

Detailed analysis examining at how many points and at what scale capital expenditures are not matched to the potential of the place.

Recommendations per point on investment expenditures.



placeme persona.

We will show you where your customers are. Effectiveness in the offline world thanks to technology.

Focus on better communication with your target groups in the offline world.

Find out where to find them and how to reach them effectively.

What you can gain

- Increase ROI on advertising activities by optimising their allocation.
- Ability to monitor the market and consumer trends in real time.
- Calculating the reach of the campaign and the cost of reaching the target audience before the campaign even starts.
- Understand the behaviour of the offline target group and its detailed characteristics.

placeme persona.

CASE STUDY Coca-Cola

Identifying the target group, the places they visit and mapping out a specific area for Coca-Cola.

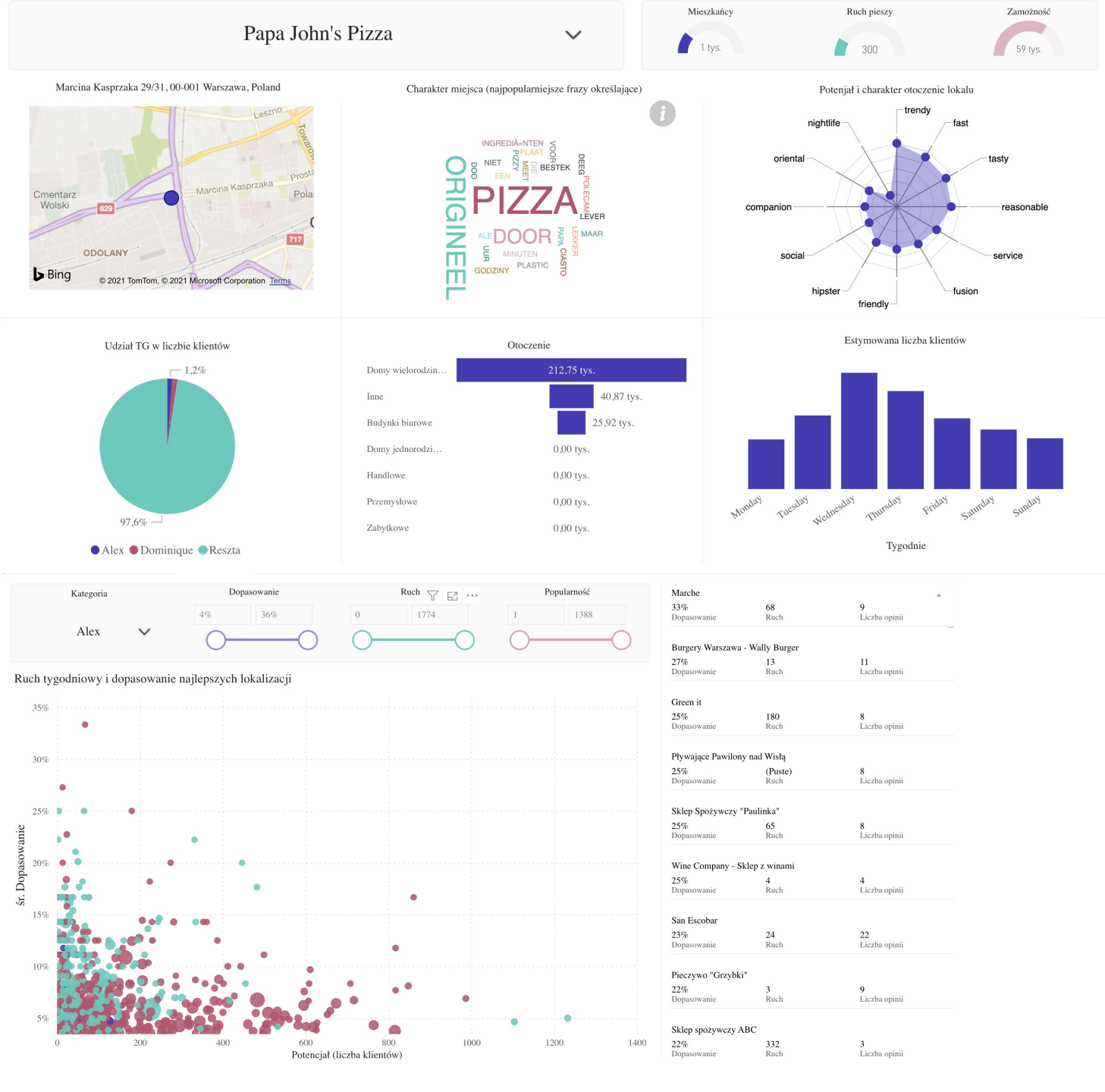
PROBLEM

Coca - Cola has launched a new energy drink, Coke Energy, aimed at a narrowly defined and little understood target group.

SOLUTION

Defining specific locations where promotional and branding activities will be most effective.

A comprehensive understanding of the target group.



placeme network.

We will show you where your customers are. Effectiveness in the offline world thanks to technology.

Don't miss out on key changes in your micro-market.

Make the most of the potential by planning different scenarios for the development of your retail network.

What you can gain

- Continuous analysis of competitors' activities without having to send people into the area.
- Staying ahead of competitors by being able to respond to market changes in a time-efficient manner.
- Comprehensive monitoring of your shop chain's performance and market share.
- The ability to simulate the impact of openings and closings on your business performance.

placeme network.

CASE STUDY castorama

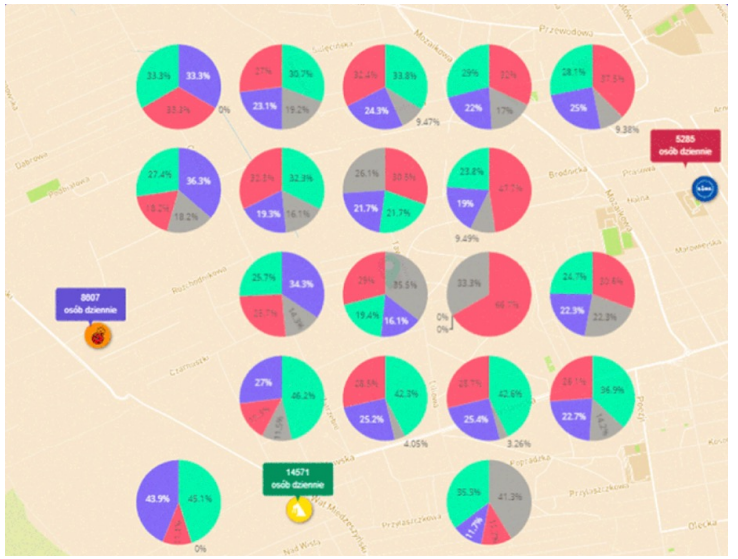
Identification of growth potential of the retail network

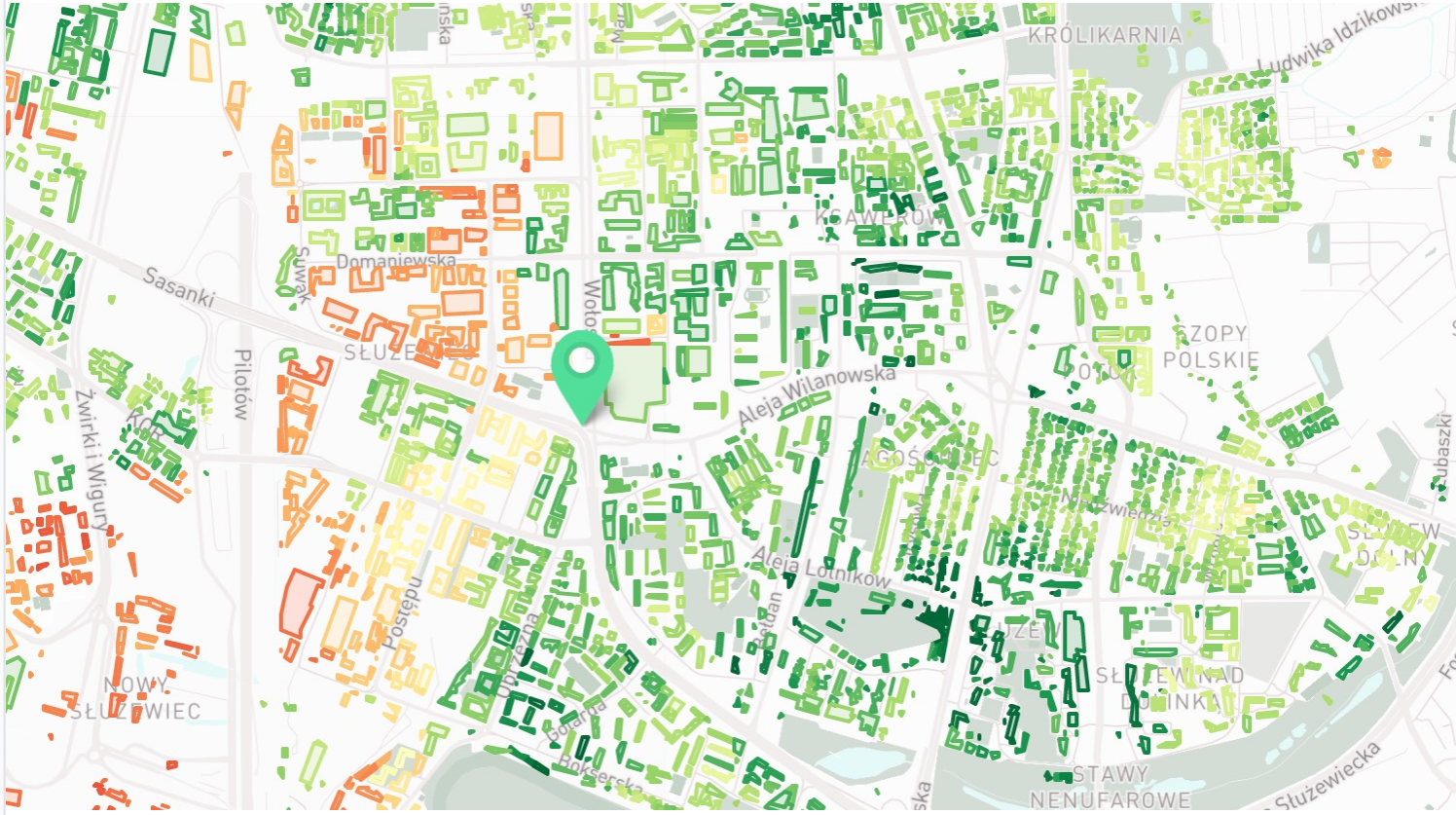
PROBLEM

- The Castorama team lacked a tool to monitor traffic levels in individual shops, which resulted in a lack of information on the effectiveness of advertising activities.

SOLUTION

- Conducted pilot of estimation of the number of shop entrances based on mobile phone data.
- A tool to better understand the profile and behaviour of local customers.





placeme data.

We will show you where your customers are. Effectiveness in the offline world thanks to technology.

Gain better market insights. Get your systems and applications equipped with unique geo-data.

An outside perspective through data from multiple sources.

What you can gain

- Expand your company's database with valuable market information.
- Access to a powerful system that allows you to analyse several hundred locations at once.
- Outsourcing complex spatial calculations, allowing your team to focus on what's important.
- Increase the satisfaction of your app's users by guaranteeing them additional value.

placeme data.

CASE STUDY EUROCASH GRUPA

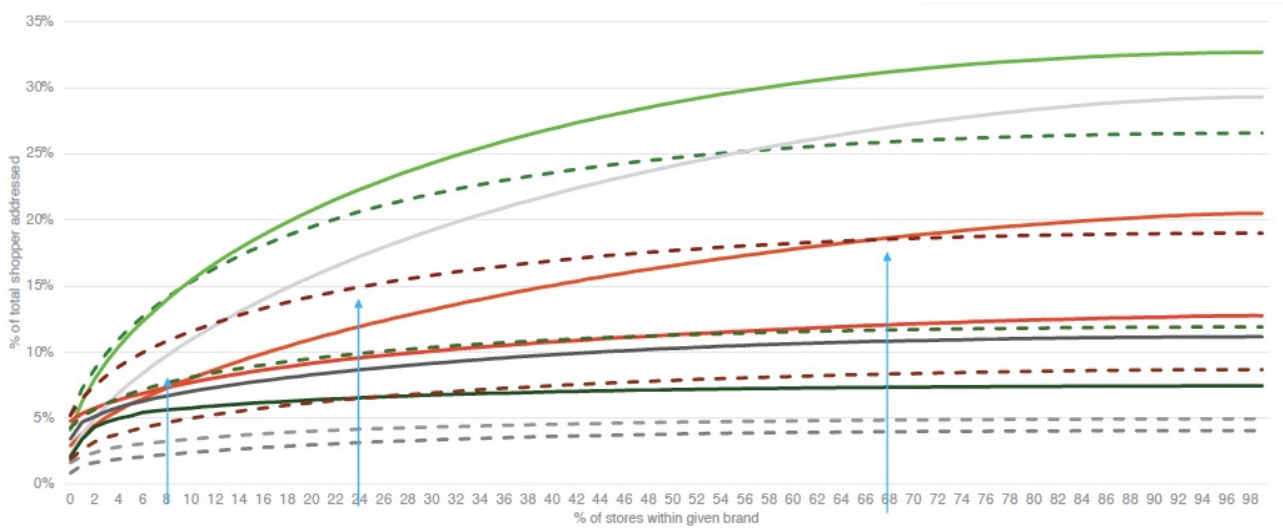
Report on the mapping of shops in Poland

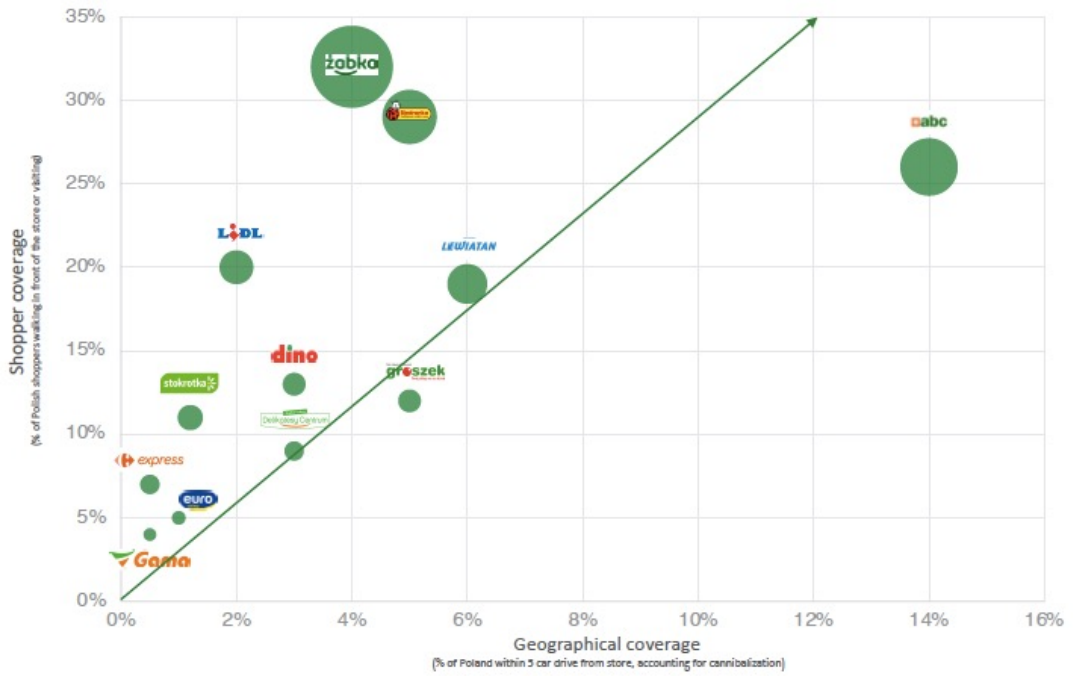
PROBLEM

Eurocash had no knowledge of how market shares are distributed by food chains in Poland, what changes are taking place and how to know the trends among consumers.

SOLUTION

An extensive report summarising, among other things, the prevailing trends, key drivers of change, monthly summaries, and a mapping of all grocery shops in Poland as potential customers for Eurocash.





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DATA SETS

We collect a lot of data that can be useful in modelling customer potential*.

All the data we offer are described with spatial objects, most often with precise coordinates **(lat/lng).**

Together with a classification allowing easy aggregation **(commune, voivodeship, district, territorial code)**

*Additionally, it is possible to extend and customise the scope of the data according to your preferences

Ranges	Description of the data scope
POPULATION	population distribution, demographics - gender, age, feminisation, % older people
CATCHMENT AREA	The range of commuting or walking to a selected point in a given time together with the number of people living within this range
SERVICE OUTLETS	Arrangement, density and distribution of service points and shops with their precise segmentation
INVESTMENT PLANS	List of planned construction, road and infrastructure investments in the area
DEVELOPMENTS	Type of surrounding development with information on the function of the building (residential, office, production)
TRAFFIC GENERATORS /POI	Presence of places that generate pedestrian traffic, e.g. churches, schools, offices, courts etc.
TRAFFIC VOLUME	Traffic volume divided into pedestrian and vehicle traffic at a given location with monitoring over time and trends
CRIMINALITY	Number of crimes by type in the district
CUSTOMER REVENUES	Income of residents in a county - average, distribution and breakdown by demographics
RESIDENTS' EXPENSES	Monthly expenditure of residents of the designated area on given product categories
REAL ESTATE PRICES	Historical offer prices for property rentals and sales
COMPANIES	Number of registered companies in the given location, with division by PKD code

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Thank you!

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