

PRODUCT DATA SHEET

AnySite® 9.0

ACHIEVE PINPOINT MARKET ANALYSIS AND INTELLIGENT SITE SELECTION IN A USER-FRIENDLY, ADAPTABLE AND FEATURE-FILLED SOLUTION.

Product Overview

Select and manage sites based on true market potential.

AnySite is the essential decision-support solution for analysts and executives looking to uncover the relationship between trade-area demographics and site potential. Now you can make better-informed decisions on site selection, market analyses, property investments, localization of retail formats and store-network planning.

AnySite's recent improvements and enhancements in functionality and usability enable businesses like yours to choose optimum locations for maximum performance, based on the most current trade-area demographic characteristics. With improved mapping, Web services and Excel-based reporting, AnySite enables intuitive usage of the most detailed proprietary and third-party data sources available for any market, anywhere.

Benefit

Added functionality drives enhanced results

AnySite delivers advanced customer profiling and powerful analysis capabilities with an easy-to-use mapping interface, now powered by Bing™ maps. Integrated demographic and segmentation data provides precise demographic, behavioral, and life stage characteristics.

When combined with Groundview® demographics you also benefit from MicroBuild®, the industry's leading measure of U.S. households. Groundview provides a current, accurate, and precise measure of households, where they are, and who they are.

AnySite now offers household segmentation data with MicroBuildHS, powered by Personix®. Personix is a lifestyle segmentation system that clusters all U.S. households into 70 clusters and 21 life stage groups. MicroBuildHS is available in AnySite as distributions and as an integrated component of the Segmentation plug-in.

With AnySite, you can analyze relationships between performance and demographic characteristics using rings, drive times or custom polygons to gain insights into customers and markets.

EXPECTED ROI

Deploying custom predictive analytic modeling with AnySite can help you identify the best markets and the optimal number of sites within those markets. Based on specific self-defined criteria, AnySite identifies and ranks viable sites, helping you develop plans that may include new locations for expansion, consolidating branches or increasing presence in high potential areas. Advanced custom modeling solutions can help you to account for site-specific performance variables and build detailed pro forma site sales forecasts.

