

DATA SHEET

# PBBI MarketPulse™

## Up-to-date macroeconomics for retail networks

Improve the operational efficiency of your store network with a report tool of key economic indicators for your specific market or trade area.



### Summary

PBBI MarketPulse™ helps retail network executives track the economic variables that affect store performance in local markets, to help them make more profitable decisions

### Benefits

- Make local market decisions with confidence
- Prioritize store closings, openings and capital improvements
- Fine tune inventory control to reduce unnecessary overhead
- Access current economic data for better financial planning
- Improve operating efficiencies and budget allocations

### OVERVIEW

PBBI MarketPulse™ is a market analysis tool that uses up-to-date macroeconomic indicators customized for your market concept. This tool collects, formats and interprets the most relevant macroeconomic data for your business, providing the insight you need to understand, anticipate and capitalize on changing market conditions.

By comparing the MarketPulse™ indicators to individual store performance, executives can adjust business strategies to changing market conditions, prioritize store closings, repurpose store portfolios, tighten inventory control and improve operating efficiencies. With MarketPulse™ you can anticipate short and long-term impacts of local economic trends, and make decisions with confidence.

### PBBI MarketPulse™ Features

#### Up-to-date market assessment

Created by the market analytics experts at Pitney Bowes Business Insight, MarketPulse™ collects, formats and interprets the most current economic data for your retail trade areas. With a series of indispensable reports, you can track housing turnovers, income growth, household wealth, unemployment estimates and more – the economic variables that have the greatest effect on store performance. Quarterly updates to our macroeconomic and demographic data

ensures you'll have the most current information on your markets and your business. Subscribe to MarketPulse™ to receive periodic updates of economic trends for your store network.

#### Accessible, easy-to-read data

MarketPulse™ market data is presented as easy-to-read charts, tabular data and a professionally-prepared market summary. Highly visual graphics compare the economic factors in your metropolitan markets to national trends. Data is reported at the trade area and market level and the Excel® based interface allows you to evaluate each trade area or county in detail.

#### Professional market summary

Designed for quick turn around, MarketPulse™ includes detailed trade area and metropolitan reports, regional maps, and summary tables at various geographic roll ups.

## PBBI MarketPulse™

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### Demographic insights

MarketPulse™ helps you segment and target your best customers. By integrating household wealth and homeownership data into your market analyses, you can target the markets and neighborhoods with the highest potentials for your business and limit exposure in those trailing behind. MarketPulse™ gives you the ability to anticipate future potential and reap the greatest returns from your marketing efforts.

### Return on investment

If you need to justify costs when buying analysis or planning solutions, consider that MarketPulse™ can easily pay for itself with just one good financial decision.

Making the right choices in inventory control, capital improvements or store closings could mean significant savings for your business.

### PBBI MarketPulse™ has the ability to track key indicators for your trade areas:

- Population Change
- Bankruptcies
- Median home price
- Housing turnover
- Building starts
- Household wealth
- Income growth
- Employment
- Unemployment
- Retail sales growth
- And more...

### Gain insight for market decisions:

- Inventory control
- Store closing analysis
- Deferred openings
- Capital improvements
- Operational efficiencies
- Financial planning
- Business initiatives
- Performance incentives
- Marketing campaigns
- And more...

### The gold standard for retail real estate decisions

Whether you're building a regional chain or optimizing a network of 2,000 stores, you need market intelligence to make informed decisions. Pitney Bowes Business Insight offers the industry's most comprehensive suite of retail modeling and market evaluation solutions, from our powerful predictive analytics capabilities to the industry's leading retail modeling software and data. We help organizations of all sizes capitalize on market opportunities with custom solutions, proven accuracy and support to make sure it all works.

### Get PBBI MarketPulse™ now

To obtain your professional customized market summary please contact us at [sales@mapinfo.com](mailto:sales@mapinfo.com) or call 1.800.327.8627

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