

MarketPulse™

Up-to-date macroeconomics for retail networks

Know your markets

PBBI MarketPulse™ is a market analysis tool that uses up-to-date macroeconomic indicators customized for your market concept.

ANALYZE LEADING ECONOMIC INDICATORS FOR YOUR STORE NETWORK

Created by the market analytics experts at Pitney Bowes Business Insight, MarketPulse™ is a series of reports providing timely macroeconomic indicators for the retail sector, customized to your specific industry and market. The report collects, formats and interprets the most relevant macroeconomic data for your business, at the trade area market or network detail level.

With one indispensable report, you can track housing turnovers, income growth, household wealth, unemployment estimates and more – the economic variables that have the greatest effect on store performance.

MAKE LOCAL MARKET DECISIONS WITH CONFIDENCE

Executives can track the trends that are most predictive of sales changes in their markets using MarketPulse™ localized economic indicators. The data can help identify the stores most deeply impacted by economic swings and provides fact-based insights to make difficult decisions easier.

With MarketPulse™ you can anticipate short and long term impacts of local trends at the store level and make decisions with confidence. MarketPulse™ helps you prioritize store closings, capital improvements or openings. Use it to anticipate product demand and tighten inventory control to reduce overhead. Improve operating efficiencies and budget allocations. Access current wealth and spending data for sales projections and financial planning.



Up-to-date assessment of your portfolio

PBBI MarketPulse™ is an invaluable source for the information you need to diagnose the health of your store portfolio. This comprehensive economic tool provides easy-to-read data outlining the financial health of your portfolio at the market or network level. Quarterly updates of our macroeconomic data ensures you'll have the most current information on your markets and your business.

Get the answers you need now

Designed for quick turn around, the MarketPulse™ summary gives you essential information for updating business plans and revising strategies to adjust to changing economic conditions. Look at any level of detail: trade area, county, metropolitan area, region or national. Subscribe to MarketPulse™ to receive periodic updates of economic trends for your store network.

Segment and target profitable customers

MarketPulse™ adds a critical customer perspective to your market strategies and financial planning. By integrating household demographics, wealth and homeownership data into your market analyses, you can target the markets and locals with the highest potentials for your business and limit exposure in those trailing behind. MarketPulse™ gives you the visibility to anticipate their future potential and reap the greatest returns from your marketing efforts.



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 growth
- Unemployment
- Retail sales growth
- And more...



A smart business investment

If you're faced with more stringent ROI thresholds and 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.

Gain insight for market decisions:

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

Why Pitney Bowes Business Insight?

We make custom seamless. 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 tools with custom solutions and support to make sure it all works.

Accuracy you can believe in. Our solutions provide more of the analytical accuracy and transparency required for profitable, fact-based decisions that justify substantial real estate investments. Founded on the market research and analytics expertise of MapInfo Thompson Associates and supported by industry-leading software and data, our proven methodologies and transparent processes deliver more accurate results – for successful market expansions, site selection and network optimization decisions.

Our people make it easy. Our solutions are designed to integrate with your corporate systems, unify data sources and streamline market analyses. Supported by a team of industry leaders, market experts and technical specialists – professionals you know are the best in the business – we make implementation easy for you.

The gold standard for retail real estate decisions

Learn more about our custom solutions at www.mapinfo.com/products/solutions/predictive-analytics/marketpulse

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