eSITE analytics

Revolutionize Your Retail Modeling.

At Last. A Modeling Process To Identify Your Very Best Locations.

All retail models come with a potentially harmful side effect: biases. Ensemble Modeling fixes that. Assembling multiple models removes prejudices so you can more precisely see which sites score well for future performance. And you can easily mix in other solutions like Address Append and Experian Mosaic® consumer classifications for even deeper insights:

Address Append lets you take the swipe of any magnetic card and turn it into a detailed representation of our very best customers: not just where they live but also what they buy, how they communicate, what they like and so much more.

Experian Mosaic classifies your best consumers into accurate clusters you can use to find high-performing, outlier locations. It adds a whole new layer of insights to traditional retail modeling and marketing strategies.

eSITE analytics | *Know Really*™

www.esiteanalytics.com
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Mt. Pleasant, S.C. 29464
843.881.7203

"We RELY on eSite for trade area analysis and forecasting models."

—Keith Chandler   **FIVE GUYS** BURGERS and FRIES

You provide the data. We do the rest. eSite Analytics' exclusive Ensemble Model approach takes the sales data you collect each month and turns it into an assemblage of up-to-date (and highly reliable) models. By combining multiple models—instead of a single, biased approach—you gain a much clearer understanding of which locations and marketing methods will perform well. It's a proven process that can give you the confidence you need to make informed decisions about a potential site's value. From analog to Naïve Bayes to spatial regression—and many more in between—our expert modeling analysts find just the right mix to identify your best customers. In any market. For every variable.

Revolutionizing Retail. One Model at a Time.

eSite Analytics is the only site selection consultancy using TomTom® and INRIX© traffic data to provide a complete understanding of markets and customer movement. Discover why so many of the world's most recognized brands trust their retail expansion strategies to eSite Analytics modeling analysts. **www.eSiteAnalytics.com/Modeling**

Our Clients include:

VISION SOURCE®   LE CREUSET®   The Container Store®   Orchard SUPPLY HARDWARE®   BUFFALO WILD WINGS

Know Really™ Where your customers commute, shop, dine and play. At any hour. Of every day.

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