



Optimize Your Retail Business with Location Intelligence

By bringing together geospatial analytics, advanced reachability algorithms and artificial intelligence, Targomo supports retailers worldwide in data-based decision making. Its location intelligence platform enables professionals of all skill levels to simulate the behavior of complex POS networks, maximizing the value of large-scale company data. Through predicting the performance of individual locations, Targomo allows for fact-based strategic planning and operational execution.



Retail

Fashion & Textile, Supermarkets, FMCG, Convenience, Non-Food, Department Stores, Entertainment, Sports & Leisure, Banking, Gastronomy, Drugstores, Pharmacies, Vehicle Dealerships, Gas Stations

Optimize Retail Networks

Interactive visualizations provide an intuitive overview of a company's entire retail footprint at a glance and allow for the simulation of expansion, reduction, or relocation scenarios. Anticipate the effects of strategic changes, identify white spots and harness the full potential of each individual location.

Identify Success Drivers

Enriching large-scale company data with relevant external data forms the base of Targomo's solution. On this base, custom machine learning algorithms identify the "Location Performance Indicators" most influential for the economic impact of a specific branch network. This enables retailers to understand their own successes and reproduce them in different locations.

Predict Store Performance

Targomo's location intelligence platform provides a comprehensive understanding of the turnover and customer volume a certain POS will generate. Test innovative store concepts and plan your entry into new international markets in a risk-free environment.

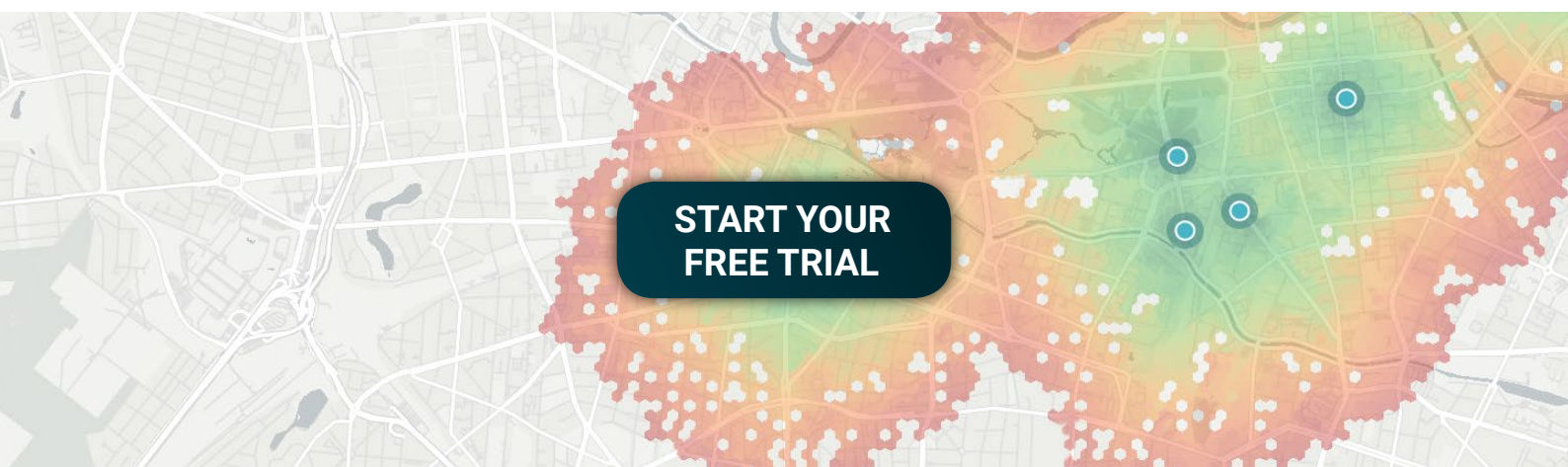
Analyze Trade Areas

Gravitational models open up a holistic view of a store's unique catchment area, shaped by a complex combination of demographic composition, POIs, traffic conditions, and commercial setup. Forecast the impact of a competitor's move, identify the lifestyle of your target audience, and weigh the effects of distinct go-to-market strategies.

Develop New Business Models

Multiple cluster variations of a whole POS network based on individual business metrics support an easy exploration of new diversification strategies. Upgrade delivery concepts and services with Targomo's fleet planning algorithms.

Learn more at www.targomo.com



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