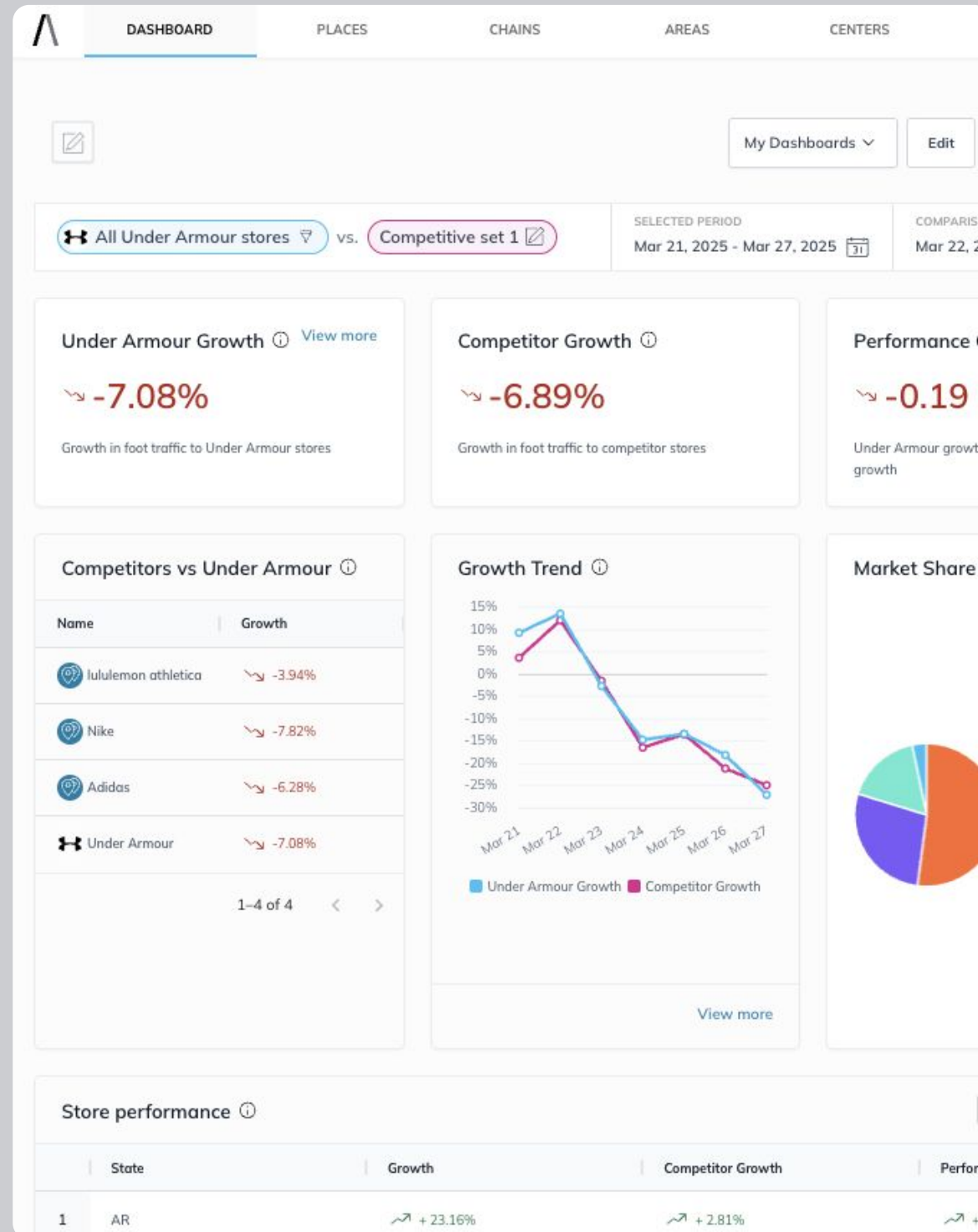


Almanac

The easiest way to
access powerful market
intelligence on your
competitors.





Almanac - what's inside



Win the Battle for
the Customer

Track foot traffic
winners

Identify share losses
to rivals

Spot sales gaps vs.
competitors

Pinpoint competitor
performance edges

Assess your standing
in trade areas



Turn Data into
Operational Gains

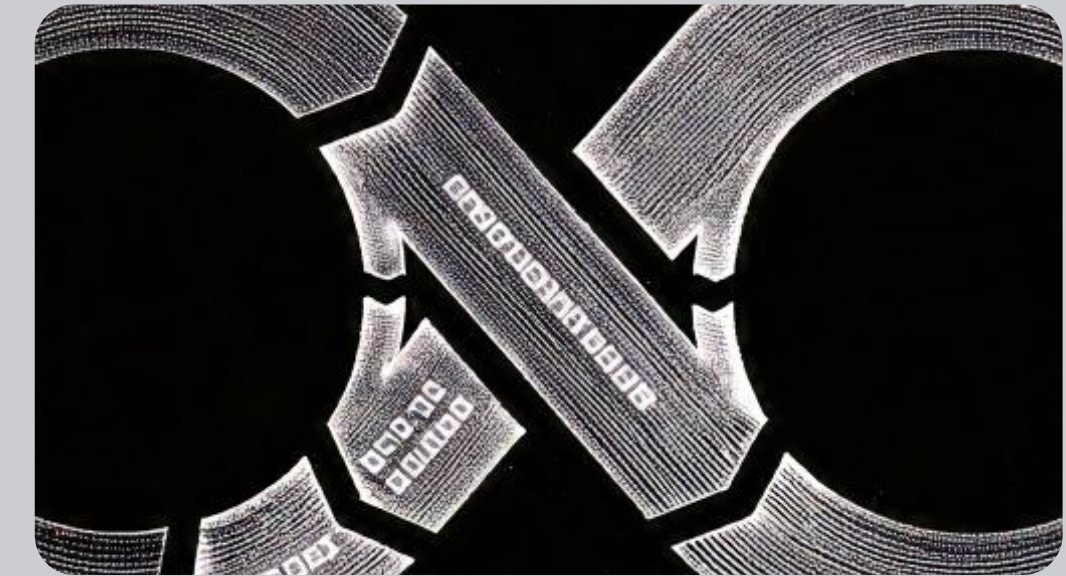
Monitor changes with
dynamic dashboards

Identify underperforming
stores, act fast

Prioritize geos with
precise insights

Give teams actionable
answers, not just data

Find locations to
improve or replicate



Unlock the Full
Customer Journey

Target high-value
shopper segments

Psychographics to
explain customer
visits

Track customer origin
and cross-shopping

Link foot traffic to
revenue insights

Align strategy with true
customer profiles