

NEW IN OTTO

Otto: Market Search.

Find new market opportunities using a wide range of criteria, right from a conversation with Otto.



WHAT IT IS

From a question to a ranked shortlist.

01

Conversational criteria capture

Describe a target market in plain language. Otto structures it and confirms before running. No forms, no manual field-mapping.

02

Flexible scoring

Score and rank markets at whatever scope the question needs, the best markets across the whole USA, or the best sites within one city.

03

Flexible geographic focus

The map adjusts to the result, from state-level down to individual shopping centres, so you get the right level of detail.

WHAT ELSE IT DOES

Narrow it down, explain it, take it away.

Exclusions

Exclude markets by proximity to your store network, competitor locations, category performance and more, so the shortlist is what is actually viable.

Score breakdown & summary

Select any market or site to see how it scored, alongside a summary of that market. A ranked list becomes an explainable, defensible shortlist.

Modify via chat or UI

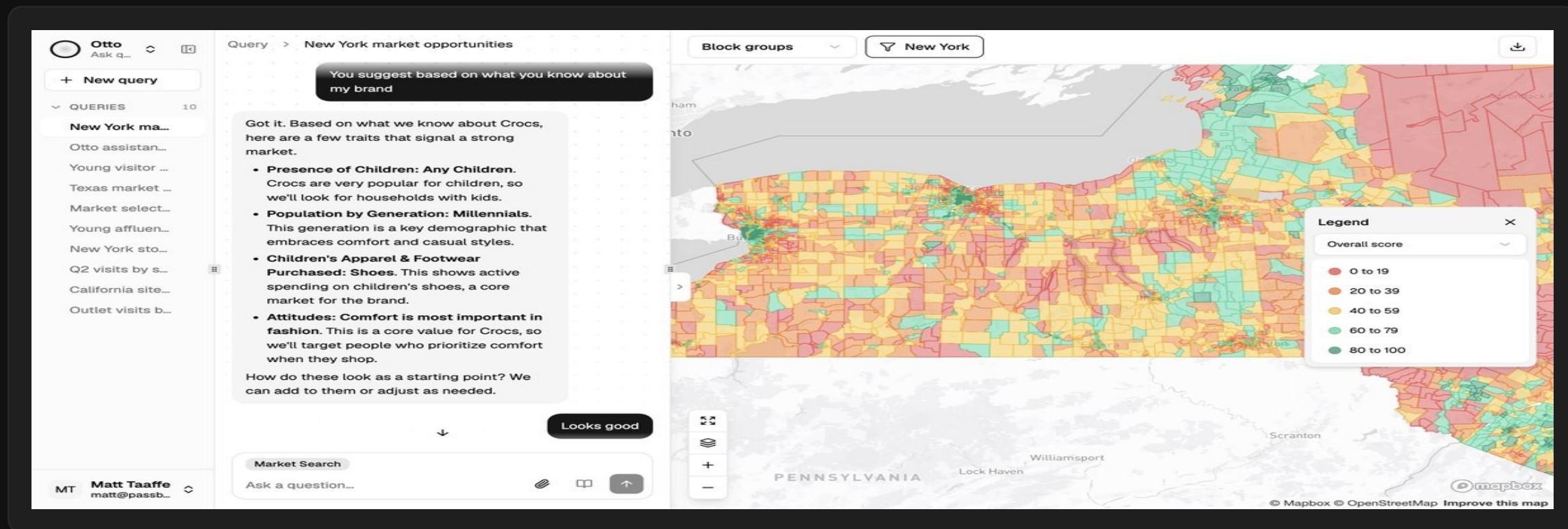
Adjust criteria, visualisation or results either conversationally or directly through the UI. Both stay in sync.

Export

Export the visualisation once a run completes, ready to drop into a deck or report.

IN OTTO

Criteria to a ranked, visual shortlist.



GROUNDING IN REAL BEHAVIOUR

Explainable results, not a black box.

6,500+

syndicated audiences

20,000+

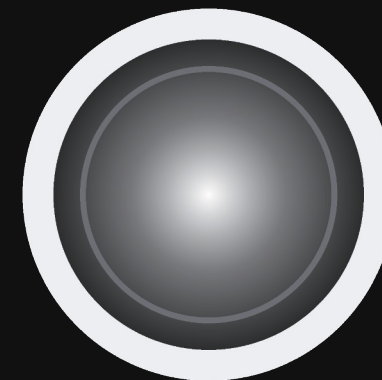
demographic & behavioral
attributes

8,000

retailers of foot traffic

1.5M

individual store locations
(co-tenancy)



AVAILABLE NOW

Find your next market. Just ask Otto.

No spreadsheet to build first, no separate tool to open.

passby.com/otto