



# USING LOCATION INTELLIGENCE TO DRIVE BETTER DECISIONS

5 EXAMPLES OF ORGANISATIONS LEVERAGING STRATEGIC SPATIAL INSIGHTS



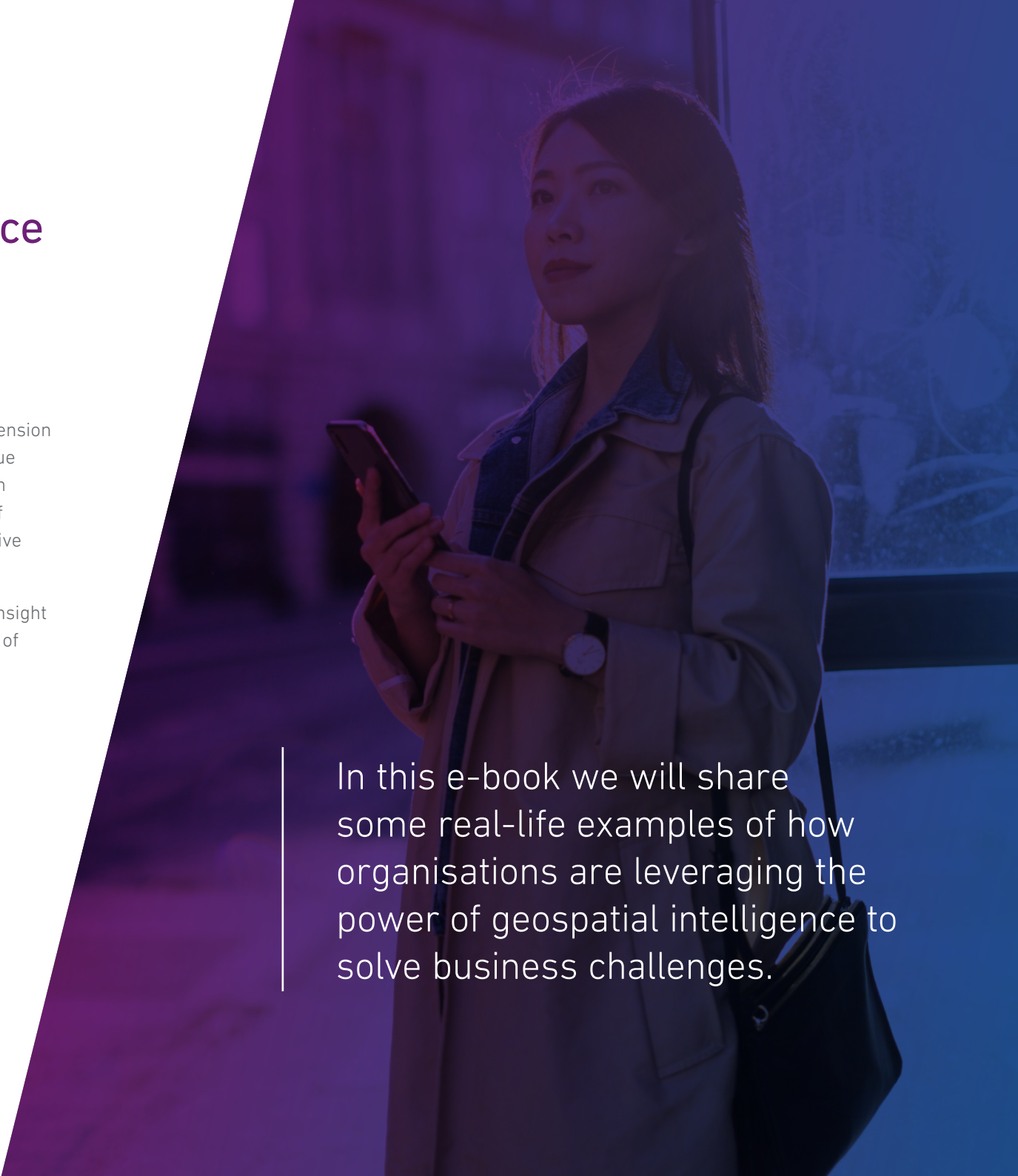


## How does location intelligence drive strategic insight?

Location intelligence is strategic insight derived from utilising location data.

Much of the data that organisations collect has a geolocation dimension to it. That could come in the form of a physical addresses or unique property reference numbers through to geo locations collected on a consented basis through mobile apps. Ensuring the collection of accurate data is an important step for organisations looking to drive operational benefits from location insight.

However, only by having access to the right spatial data can this insight be used at a strategic level to analyse location as an integral part of understanding and solving business or societal issues.

A woman in a light-colored trench coat and a watch, holding a smartphone, standing in front of a large window. The image is overlaid with a purple and blue gradient.

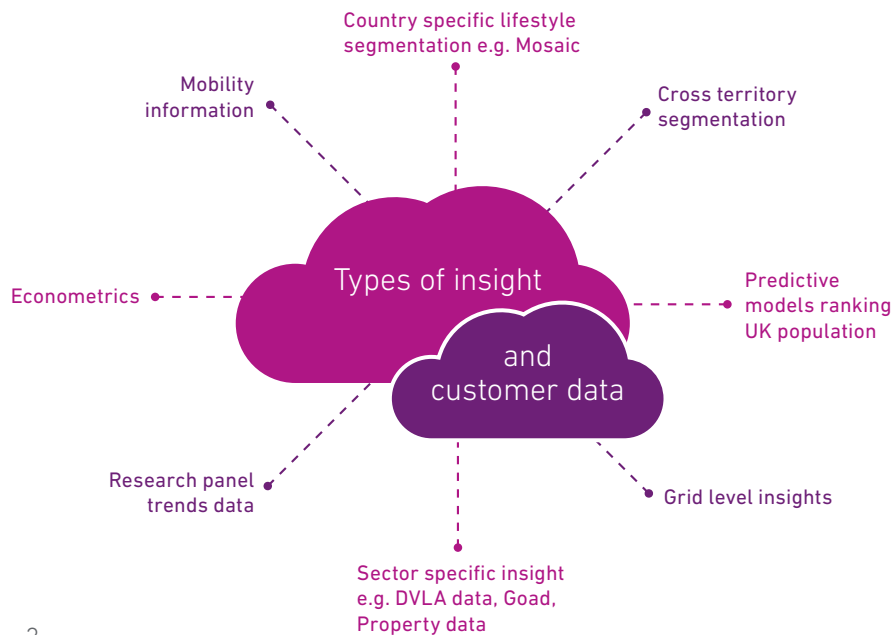
In this e-book we will share some real-life examples of how organisations are leveraging the power of geospatial intelligence to solve business challenges.



## Enhancing your internal view with external insight

Location intelligence covers a broad range of use cases. Whether it is to understand site expansion or consolidation in leisure, buyer insights for FMCG, Public Sector investment planning, or geo marketing activity, accessing the right spatial data to support these objectives is key.

As consumer behaviour continues to change rapidly, it is highly likely there is a location element to any challenge regardless of whether there is a physical site involved. Dependent on the specific objectives then there is a broad range of insight sources, used in combination with an organisations own data that can be brought to bear to help inform understanding:



Regardless of sector and use case we tend to see **three core steps** to the process...

01

Develop an understanding of your target consumers and potential trends

02

Understand where your target consumers are

03

Develop and refine strategies to best serve those consumers





# Five examples of how insight led location intelligence is driving better decisions

01

Geo marketing  
prioritisation



02

Impact of the  
adoption of  
Electric Vehicles



03

International  
expansion  
planning



04

Property  
development  
needs



05

Retail and  
Leisure store  
site selection





# 01 Geo marketing plan leverages work from home shifts

## Example engagement background

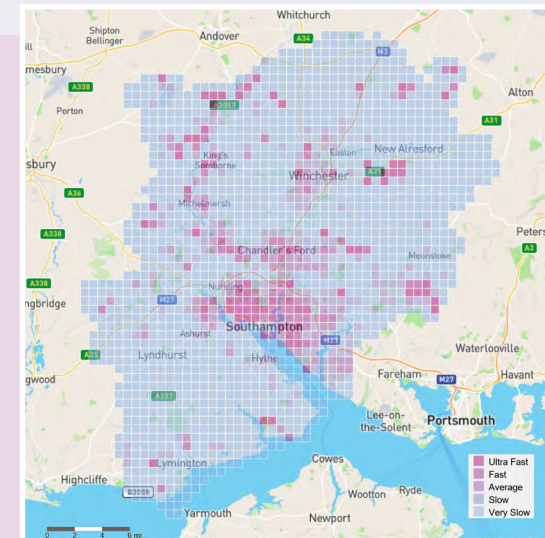
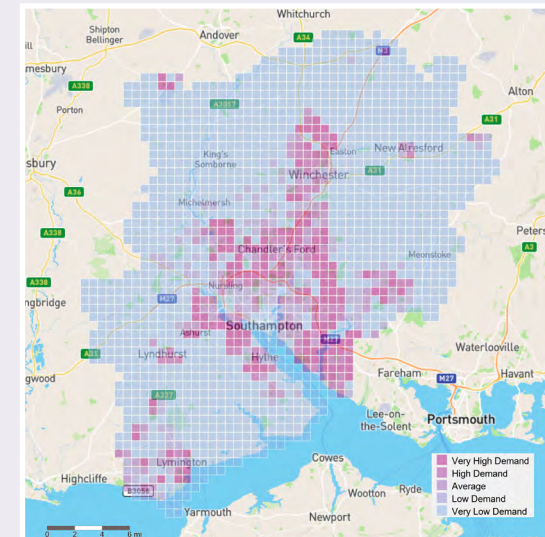
With much more of the population working from home either full time or on a hybrid basis, there has been a shift in terms of the types of people who would consider purchasing superfast broadband. Our client, an award-winning broadband provider, had a good understanding of their consumers historically. However, as they faced into the UK roll out of superfast fibre infrastructure projects in over 60+ cities over two years, they wanted to understand if this had been impacted by working patterns so they could ensure that they focussed their marketing efforts in the areas where there was most potential dependent on locations where superfast was available coupled with likelihood to buy of the population.

## Driving strategic plans through location intelligence

Experian performed an in-depth analysis of the audience who were most likely to switch to superfast broadband along with a competitor analysis. This highlighted key purchase segments alongside audiences who may consider in future. Linking this insight back to city catchments provides headroom analysis of each area so when several cities go live at similar times they know where they should they invest most.

As specific areas of cities go live, more granular level insights are used to assess geo bidding strategies across digital media channels to upweight bids in areas of high market potential. This gives confidence that they are focussing spend on the right consumers, reducing wastage.

Demand versus current broadband speed







# 02 Electric Vehicle Consumer Adoption Trends

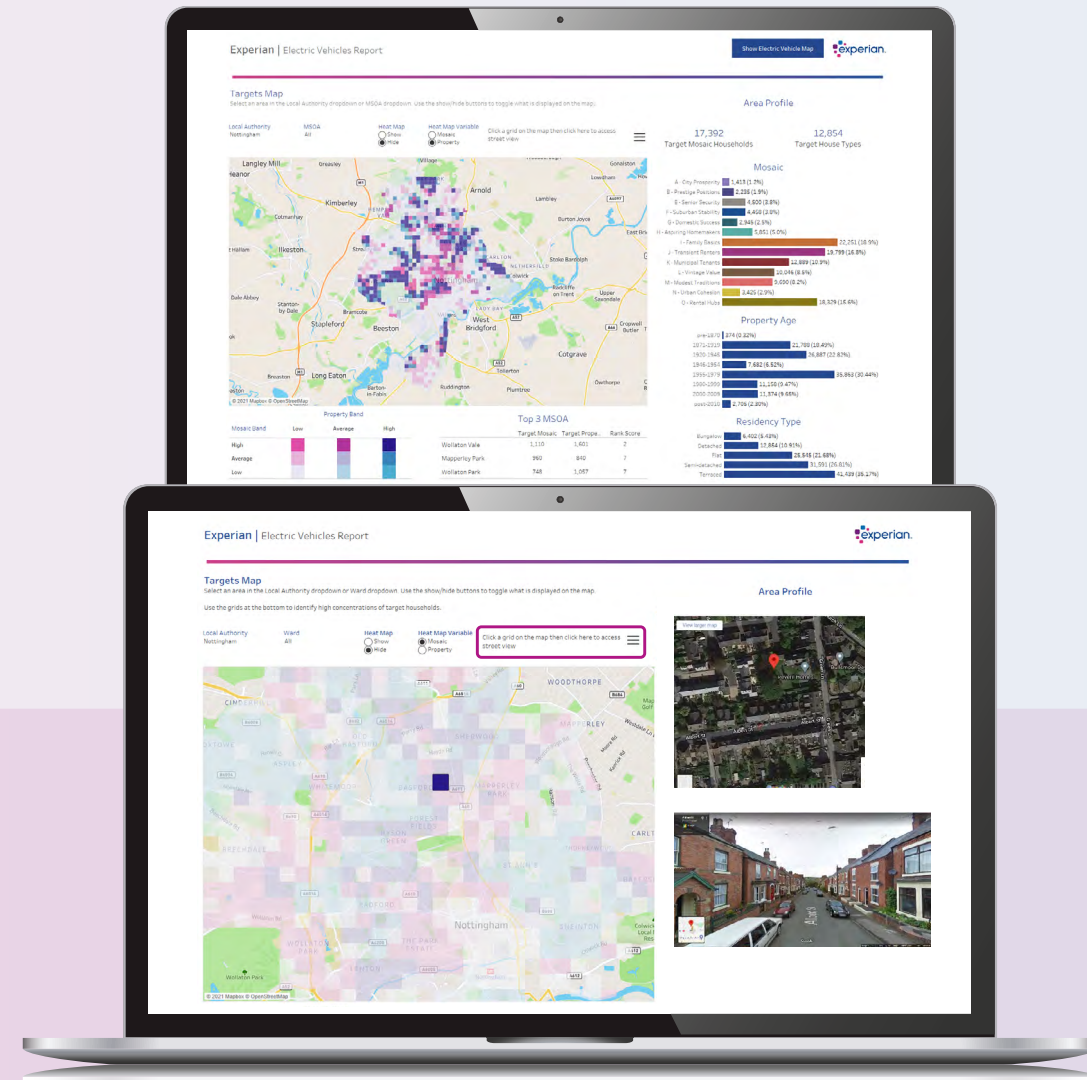
## Example engagement background

The last couple of years has seen rapid adoption of Electric Vehicles (EV's); It's a trend that is set to continue with an increased environmental focus from government and the population at large. Automotive manufacturers across the board are investing heavily to bring out new EV ranges, however, adoption is dependent on more than supply, as behind the scenes sits a whole infrastructure challenge around the availability of charge points, alongside consumers developing attitudes to range anxiety, making planning decisions more complex. Understanding who is buying Electric Vehicles and how this is changing over time allows multiple spatial use cases from Local Authority Planning, Utility supply for charge points, and Auto Dealer networks.

## Driving strategic plans through location intelligence

Utilising DVLA purchase data, alongside the understanding of consumer attitudinal trends through research panel responses, allowed us to support the client to understand the current view of key segments of the population who are most likely to purchase an EV.

By linking these profiles back to the UK population, we can map EV market opportunity demonstrating areas where there will be increased demand for charge points. This insight is delivered at the relevant geography level with interactive mapping. For a Dealer this could be an assessment of current dealership catchment areas, whilst for EV Charging Points insight is delivered grid level with a view of property types to assess areas higher likelihood of off-road parking vs. areas which could be suitable for on street charging.



After selecting a grid, you can also see an aerial view of the chosen grid with the ability to then link through to google maps to see a street view image. This will assist in determining whether the area is suitable for on street charging.



# 03 International expansion prioritisation

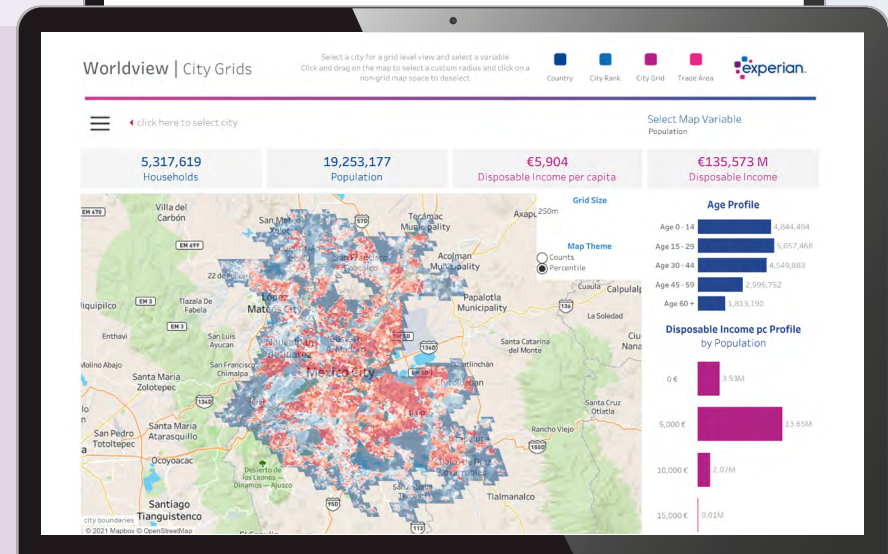
## Example client engagement

For organisations who have a footprint in multiple territories the challenge has always been having a set of data attributes which allows consistent, consolidated insight about the population across different countries. Our client is a food delivery service who juggling with different segmentation solutions across regions, however this was becoming prohibitive as they looked to accelerate their global expansion plans into across all continents. They needed to be able to assess opportunity across markets to optimise product distribution strategy.

## Driving strategic plans through location intelligence

The client's data science team leveraged WorldView 250m" grid information on demography and income to create bespoke geography level information across 15 of their strategic growth territories. Having defined their target audience against Worldview segments they overlaid competitor and restaurant information to assess supply and demand within high potential areas. This insight is utilised to plan new market entry locations within countries, leveraging analytics which allowed them to maximise the total target audience population they could reach by launching in fixed number of additional areas.

Percentage of population in highest decile of disposable income (over €15k per capita)





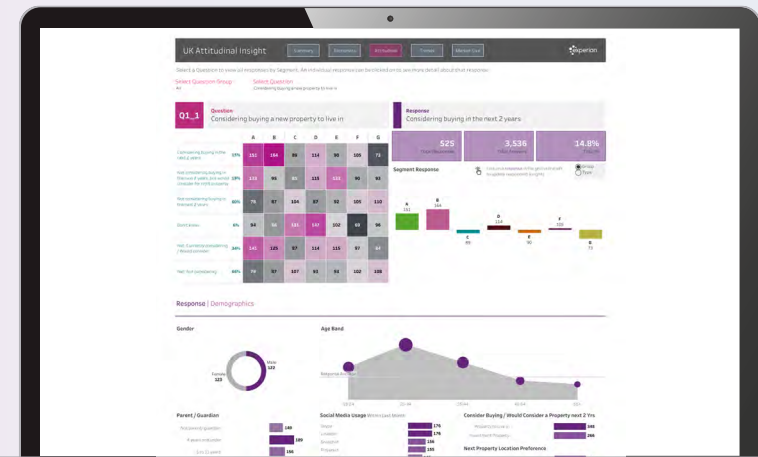
# 04 Property demand trends

## Example engagement background

Our client is a leading new build property developer, who wanted to adopt a data driven approach to their land purchase and property mix decisions based on an in-depth understanding of their buyer personas. Utilising a combination of mover data, the National Property Database, and Land Registry data combined with their own sales data, Experian developed a bespoke home buyer segmentation that grouped buyers into 7 distinct personas.

## Driving strategic plans through location intelligence

Following on from the segmentation development, additional tools were delivered to support the business. This included a site reporter to assess the catchment mix based on drive time. An attitudinal and economic trends dashboard to track in shifts in segment behaviours around intent to move home, to provide a forward view on how this is likely to impact future business. Additionally, segments can be linked to enquiries which allows the sales and marketing teams to tailor their approach based on likely needs to provide enhance customer experience. Leveraging the insight from the persona definitions has allowed their media agency to understand key audiences and how best to engage alongside testing of activation of insights into the media buying cycle across multiple channels.







# 05 Retail brands looking to optimise their store network

## Example engagement background

Many retailers with an existing store network want to assess their current footprint – to understand which have sales headroom vs. those overperforming compared to their market. Our client was a mid market fashion brand with 60+ locations across the UK. They wanted to understand who their core customers were and where they could find them within their existing networks, as well as looking for an expansion plan which was balanced based on audience density alongside the anticipated rental costs. In addition, they were also considering launching a children’s range and needed to define the most appropriate test stores for this launch.



### Target customers

**A - CITY PROSPERITY**  
198 INDEX 8.6%

- Urban areas
- High value flats
- High income
- Cosmopolitan lifestyles
- High-tech homes
- uber passengers

High status city dwellers living in central locations and pursuing careers with high rewards

**G - DOMESTIC SUCCESS**  
172 INDEX 13.5%

- Families with children
- Mid to high household income
- Monthly discretionary income £1000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers

Thriving families who are busy bringing up children and following careers

**B - PRESTIGE POSITION**  
151 INDEX 13.7%

- Own large detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover

Established families in large detached homes living upmarket lifestyles



### Driving strategic plans through location intelligence

Mosaic segmentation was used to assess which types of consumers were most likely to be current customers through profiling their first party data. Through Mosaic, our client was able to understand that their core audience was a predominately older, more affluent demographic but there was a significant proportion of their customer base who were likely to have younger children.

Each shopping centre catchment area was evaluated to assess the core demographic and children's target market density. Combining these profiles alongside competitor profiles and other supply metrics provided insight on the performance of the current network alongside the best areas to test the children's range.

The store expansion strategy was underpinned by the density of the target market and types of locations. These were broken down into 5 distinct groups: Coastal towns, Market towns, Malls, Pop-ups and Transport Hubs highlighting target areas with high potential. Planning for the roll out of this plan began shortly after the delivery of insight.

### Dashboard of target customers



### Store expansion strategy



#### COASTAL TOWNS

Up and mid market coastal location with some competitor presence  
High uplift from tourism  
Example: Falmouth



#### MARKET TOWNS

Upmarket, moderate size town with strong target penetration  
Example: Tunbridge Wells



#### MALLS

Upmarket mall or outlet with strong market penetration  
Typically fashion focused  
Example: Bicester Village



#### POP-UPS

Very large locations with high footfall  
Example: Bluewater



#### RAIL STATIONS AND AIRPORTS

Key transport hubs across the UK with a retail offering  
Example: St Pancras





# Reasons why you should explore location intelligence

- ✓ **To build** informed geo-expansion investment cases based on reach of target audience
- ✓ **To ensure** you maximise the reach of your target population with constrained marketing budgets
- ✓ **To differentiate** range or service provision dependent on population requirements across locations
- ✓ **To optimise** how infrastructure and network deployment based on consumer understanding
- ✓ **To increase** sales rep productivity or reduce operational costs by optimising sales territories





## Find out how your business can make better location-based decisions

Experian provides spatial insight, analytics, expertise and technology solutions for organisations of all sizes and sectors to help you better understand and meet the needs of your customers.

From self-serve through to full-service consultancy lead engagements we can help you untap the potential of location intelligence to power better outcomes for consumers and businesses.

### Discover more

Contact us today to discover more about Experian's spatial insight solutions  
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