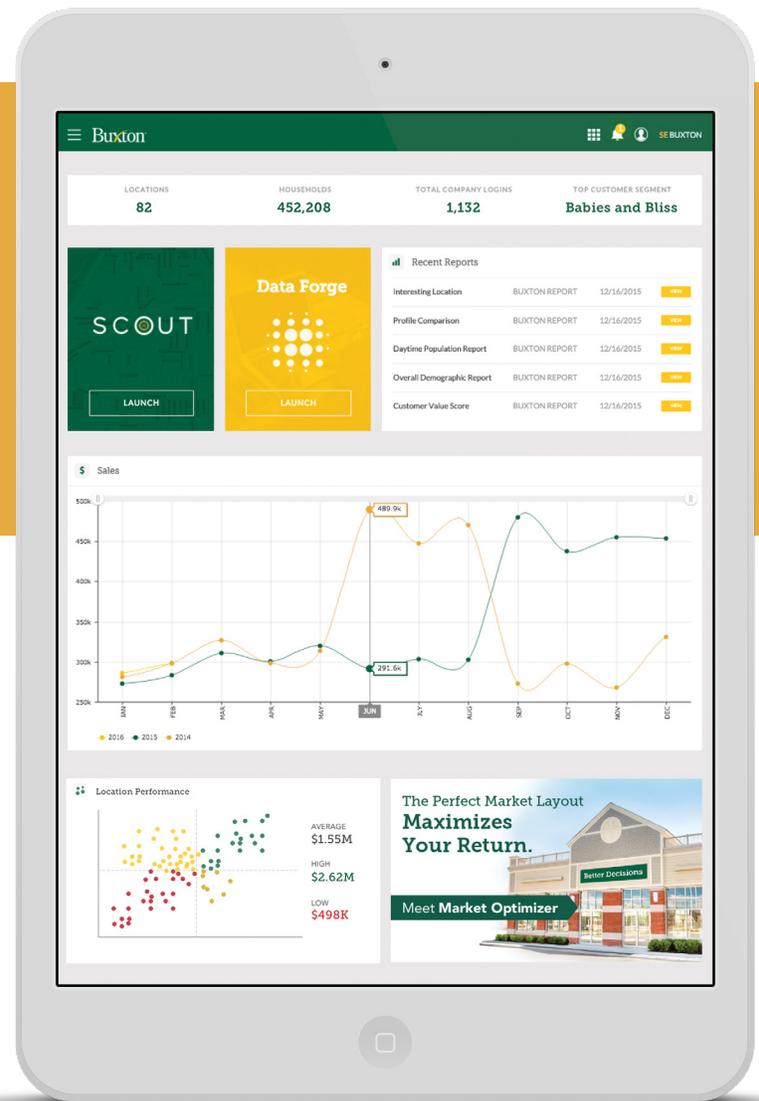


BUXTON ANALYTICS PLATFORM

- Grow Your Business
- Open New Locations
- Improve Existing Locations
- Reach Your Customers

In one unified interface, the Buxton Analytics Platform uses the power of customer analytics to connect your entire organization with the answers you need to grow. The customizable platform is home to a diverse collection of integrated, easy-to-use apps that allow everyone, in every department, to operate off of a common definition of your customers and a common understanding of your markets and performance variables by incorporating a wealth of data from sources like mobile, credit cards, license plates, social media, online reviews, and much, much more.



This allows you to dig deeper into your customer, business and competitor knowledge with interactive insights while delivering visual answers to questions like:

- Who are my best customers?
- How do I optimize location performance?
- How much is my current development pipeline projected to contribute to my top-line revenue?
- Other than customers, what other variables impact – and how will they impact – my performance?
- What are my competitors doing?

Buxton Analytics Platform Details

At the core of the Buxton Analytics Platform are carefully designed apps – with more continually being added to the collection so you can answer the questions you have today and the questions you don't even know you'll have tomorrow. These apps provide you with capabilities such as the following:

Real Estate Decisions: SCOUT, our industry-leading analytical mapping and management tool, allows you to see location, territory, trade area and customer information for not only your locations and potential locations, but also your competitors' locations. It delivers analyses for virtually any data point about your business or your competitors' business that can be tied back to a location or geography, before your boots even hit the ground.

Customer Insights: Get a visual portrait of who your customers are and how they are different from each other. You can see broad customer base trends or dig deeper and interact with tens of thousands of different data points to ask questions of your customer data – for example, "How do your customer segments and customer profiles change when you break them out by region or by trade area?" or "Which of my core customer segments are wine drinkers?"

Existing Store Performance: Identify which of your stores are meeting or exceeding expectations, and which ones require further investment or relocation. Visualize actionable insights so you can optimize your operations at the store level.

Market Potential: Assess how many locations can be supported in each market and overall, prioritize growth strategies based on the markets and potential trade areas that offer the most opportunities, and run unlimited scenarios to optimize results.

Over 3,000 Clients Grow With Buxton

