RetailSonar

DATA PACKS

Target audiences B2C

Get a complete overview of all your relevant target audiences. Where do they live? What are their profiles? And how much potential is there for each segment in each region?

Available data packs at detailed living block level include...

The most complete database with **socio-demographic data**

Tailor made **customer profiles**

Market **potential** and consumer **spending** for your product categories

Geocoding and **data enrichment** of your customer data

With these data packs...

You can explore **new international markets**. Where is my obtainable market potential?

Use these insights for **hyper targeted segmented marketing campaigns**. Send the right message, to the right audience, at the right locations.

Align your category management to the local environment and increase your **location performance**.

Tailor made for...

Retail marketing

Data analysts

International M&A for retailers

Availabilities in...

Austria, Belgium, Bulgaria, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Spain and Sweden.

Detailed information

1) The most complete database with socio-demographic data at detailed living block level

See all relevant characteristics of each region in the blink of an eye. These datasets are available as GIS layers in your own RetailSonar platform. Export this data in just a few seconds to XLS, XLSX or CSV.

Datapacks are available in the following formats:

Belgium			
Components	**Nis 9** (19874 zones)	**BD** (5321 zones)	**Municipality** (578 zones)
1. Population general			
1.1. Inhabitants	☑	☑	☑
1.2. Families	☑	☑	☑
1.3. Population density	☑	☑	☑
2. Population socio-demo			
2.1. Gender	☑	☑	☑
2.2. Age classes	☑	☑	☑
2.2. Family size	☑	☑	☑
2.3. Marital status	✕	✕	☑
2.4. Family constitution	✕	✕	☑
2.5. Nationality	✕	✕	☑
2.6. Language	✕	☑	☑
2.7. Religion	☑	☑	☑
2.8. Political preferences	✕	✕	☑
3. Population socio economical			
3.1. Welfare	☑	☑	☑
3.2. Educational level	☑	☑	☑
3.3. Unemployment	☑	☑	☑
4. Population mobility			
4.1. Car drivers	☑	☑	☑
4.2. Bicycles	☑	☑	☑
5. Population home typology			
5.1. House types	☑	☑	☑
5.2. House size	☑	☑	☑
5.3. Garden size	☑	☑	☑
6. Population non-residential			
6.1. Total activity	☑	☑	☑
6.2. Employees	☑	☑	☑

Components			
6.3. Students	☑	☑	☑
6.4. Non-residential buildings	☑	☑	☑
6.5. Tourist visits	☑	☑	☑
7. Companies			
7.1. Companies	☑	☑	☑
7.2. Company types	☑	☑	☑
8. Leaflet campaigns			
8.1. Mailboxes	☑	☑	☑
8.2. Stickers	☑	☑	☑

The Netherlands

Components	PC6 (351k zones)	PC5 (22547 zones)	Buurten (13 808 zones)
1. Population general			
1.1. Inhabitants	☑	☑	☑
1.2. Families	☑	☑	☑
1.3. Population density	☑	☑	☑
2. Population socio-demo			
2.1. Gender	✕	✕	☑
2.2. Age classes	✕	☑	☑
2.2. Family size	☑	☑	☑
2.3. Marital status	✕	✕	✕
2.4. Family constitution	✕	✕	☑
2.5. Nationality	✕	✕	☑
2.6. Language	✕	✕	☑
2.7. Religion	✕	✕	☑
2.8. Political preferences	✕	✕	☑
3. Population socio economical			
3.1. Welfare	✕	✕	☑
3.2. Educational level	✕	✕	☑
3.3. Unemployment	✕	✕	☑
4. Population mobility			
4.1. Car drivers	☑	☑	☑
4.2. Bycicles	☑	☑	☑
5. Population home typology			
5.1. House types	☑	☑	☑
5.2. House size	☑	☑	☑
5.3. Garden size	☑	☑	☑
6. Population non-residential			
6.1. Total activity	✕	✕	☑
6.2. Employees	☑	☑	☑
6.3. Students	☑	☑	☑
6.4. Non-residential buildings	✕	✕	☑

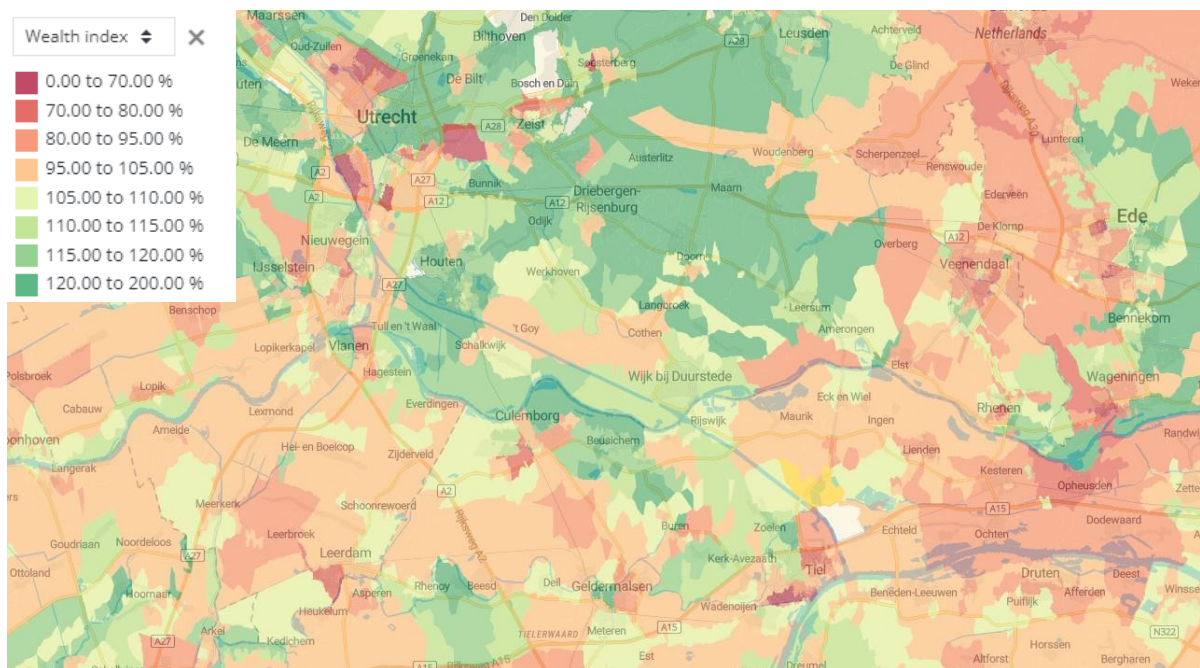|			
6.5. Tourist visits	☑	☑	☑
7. Companies			
7.1. Companies	✕	✕	☑
7.2. Company types	✕	✕	☑
8. Leaflet campaigns			
8.1. Mailboxes	✕	✕	☑
8.2. Stickers	✕	✕	☑

Fig. Example of layer 3.5 (welfare) in the platform

2. Tailor made customer profiles at detailed living block level

Define your own tailor made customer profiles by combining the right socio-demographical characteristics. RetailSonar builds these profiles and makes them available at detailed living block level.

These datasets are available as GIS layers in your own RetailSonar platform. Export this data in just a few seconds to XLS, XLSX or CSV.
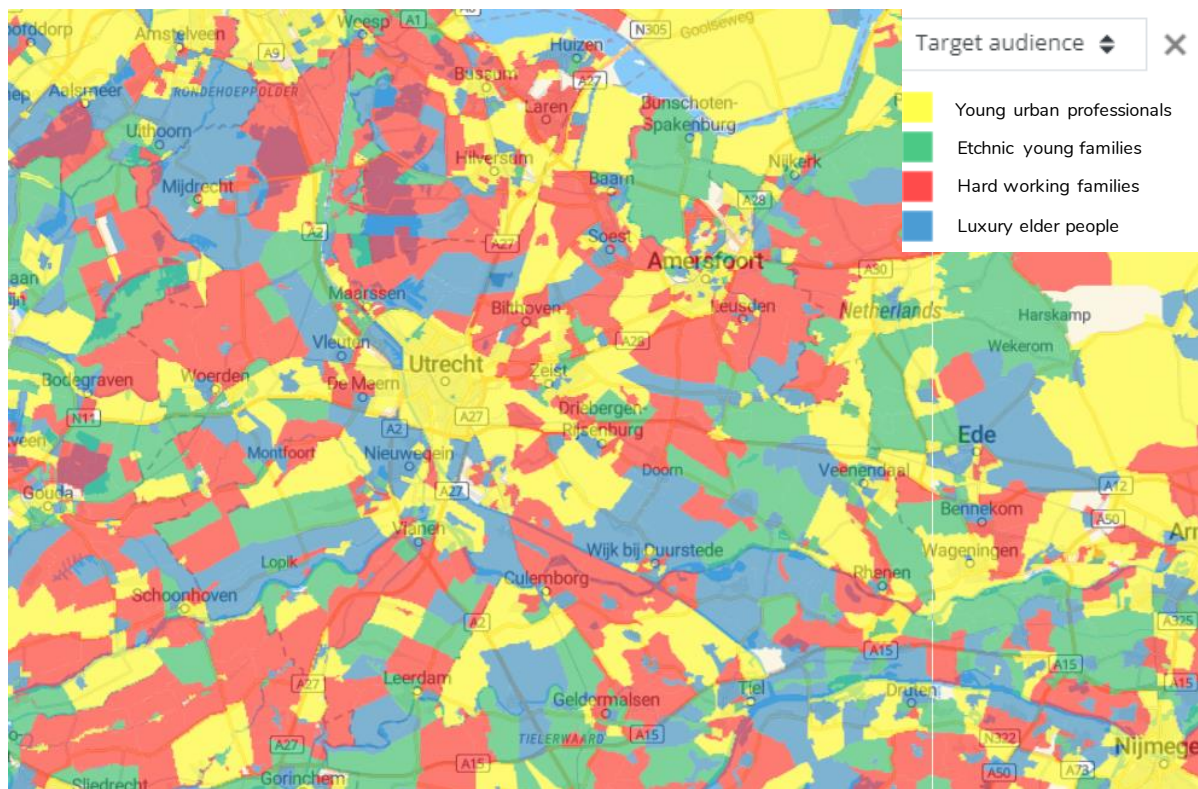
Fig. Example of tailormade target audiences on a map

Young urban professionals
Age: between 22 and 28
Population density: very high
Education level: high school/university

Hard working families
Family size: larger than 2
Welfare: medium high
Unemployment: low

Ethnic young families
Nationality: non-EU countries
Family size: larger than 2
Age: lower than 40

Luxury elder people
Age: between 65 and 80
Welfare: high
House type: stand alone
Rural

3. Market potential and consumer spending for your product segments at detailed living block level

How much obtainable market potential is there in each region for your specific product segments? See how much potential consumer spending there is in your area, shared between you and your competitors.

Data packs are available for following market segments:

Daily goods
- Supermarkets and bio stores
- Specialty stores (bakers, butchers, liquer)
- Personal care
- Specialty stores
- Pharmacy

Periodical goods
- Fashion
- Shoes
- Fashion accessories
- Sporting goods
- Jewelry
- Books
- Babygoods
- Hobby, Toy & Game

In and around the house
- Furniture
- Outdoor furniture
- Beds
- Home accessories
- Lawn & garden
- Pets

Do it yourself
- DIY stores
- Sanitary
- Paint & wallpaper
- Floor covering

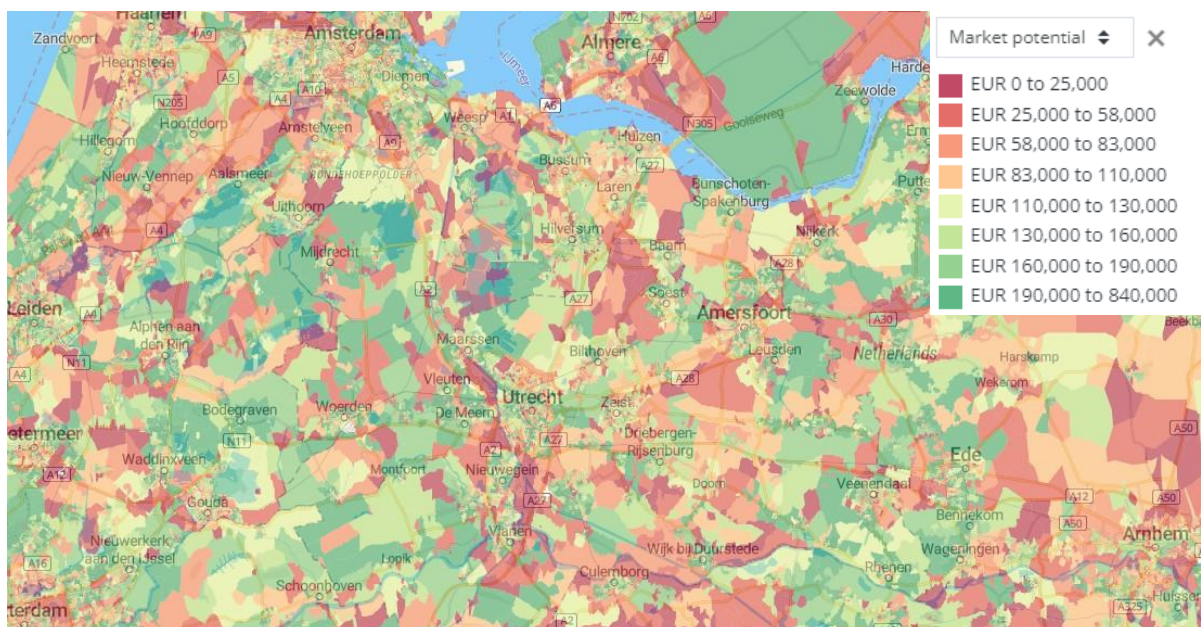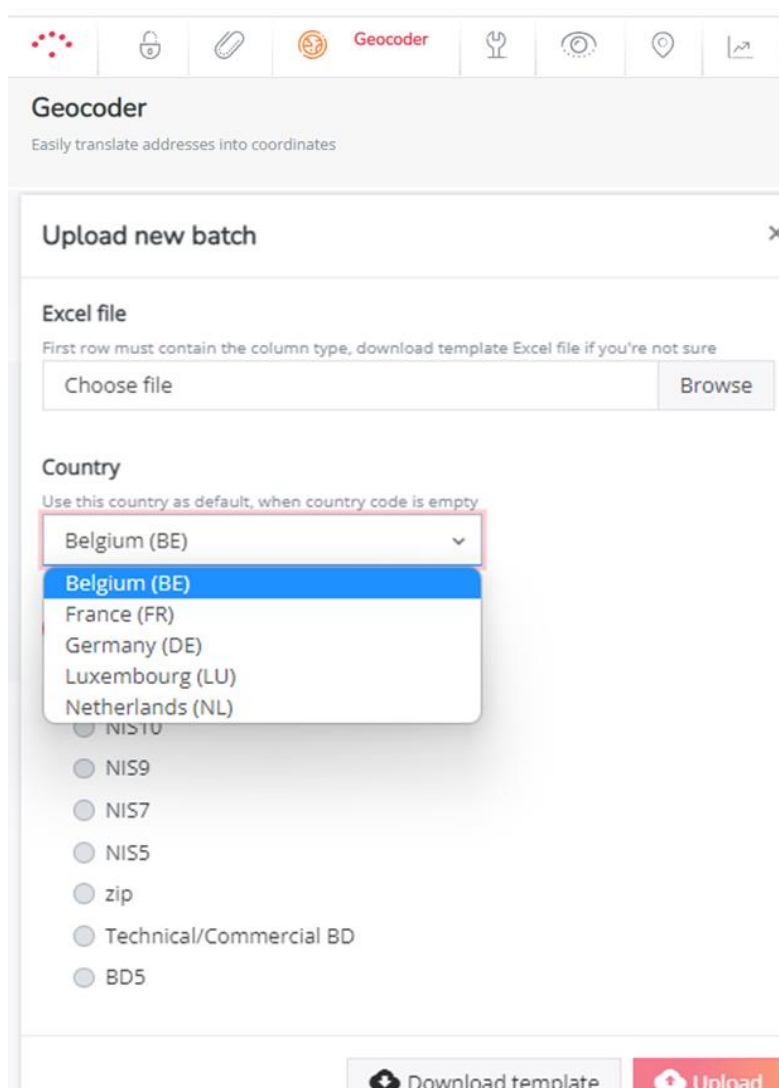| Kitchen |
| Light |
| **Electronics** |
| Consumer electronics |
| **Mobility** |
| Cars |
| Bikes |
| Bike dealers |
| Fuel |
| Electrical charging |
| **Horeca** |
| Fastfood restaurants |
| Restaurants |
| **Personal services** |
| Optician |
| Hearing aids |
| Day care |
| Hair |
| Beauty |
| **Services** |
| Travel |
| Cinemas |

Example of market potential in the platform

4. Geocoding and 360° data enrichments of your customer addresses

Do you have an existing customer database and are you planning segmented marketing campaigns? RetailSonar can enrich your CRM data by adding 360° customer DNA based on geographical, socio-demographical & historical behavior.

Here's how!

Step 1: Upload your own customer addresses into our RetailSonar Geocoder. This tool calculates with 98% accuracy the geographical position (lat/lon) as well as the correct living block for each customer.

Step 2: Your 360 degrees customer DNA
In a second step we enrich each customer address with valuable customer DNA. This DNA can be used to successfully segment your loyalty campaigns towards your existing customers.
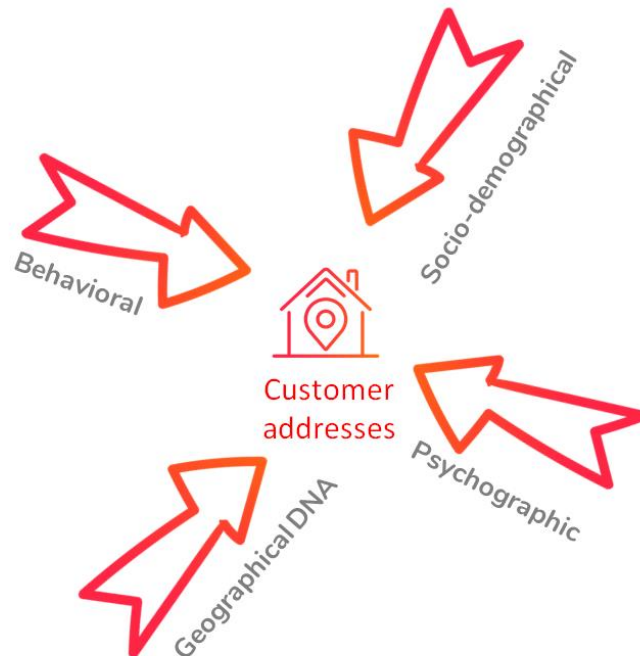
Possible enrichments could include (but or not limited to...)

- Geographical DNA: drivetime to closest location,...
- Socio-demographical DNA: house type, house size and garden size for each customer
- Socio-demographical DNA available at living block level (see section 1)

Would you like more information?

We are always happy to help! Please contact us in order to get more information by simply sending an email to **lucas.bossaert@retailsonar.com** or by clicking the button below.

Get in touch!

Lucas Bossaert,
Senior Geomarketing Consultant

Interested in our other data packs?

TARGET AUDIENCES B2C

A complete overview of all your relevant B2C target audiences.

👤 *Marketing, data analysis, M&A*

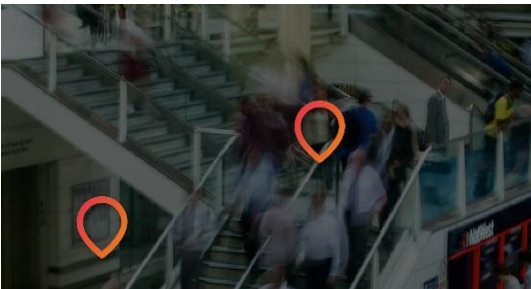👉 **More information!**

TARGET COMPANIES B2B

Access to a database of all your top prospects within B2B segments.

👤 *Marketing, data analysis, M&A*

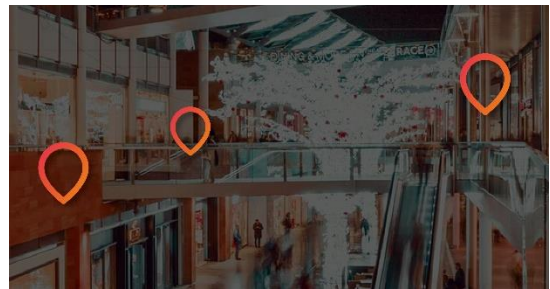👉 **More information!**

LOCAL ACTIVITY DATA

Relevant micro-data on footfall, car passage, points of interests & more.

👤 *Retail, real estate, government*
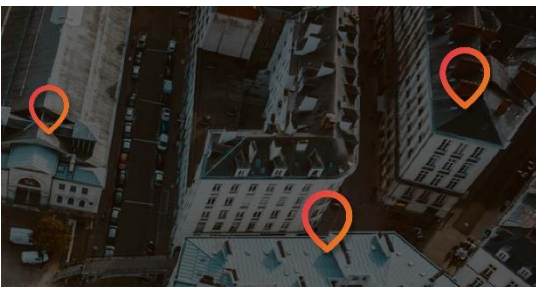
👉 **More information!**

RETAIL LOCATION DATABASE

A 100% up to date overview of all relevant retail locations and surfaces.

👤 *Consultancy, retail, real estate, government*

👉 **More information!**
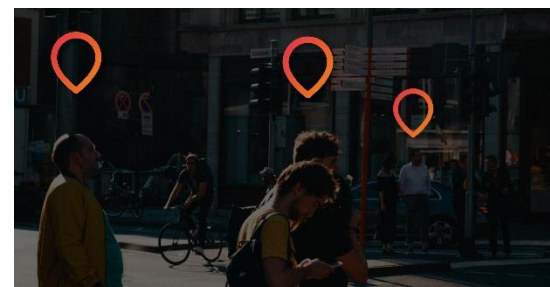
MARKET STUDY - LOCATION

How much retail potential is there for a new or an existing location?

👤 *Retail, franchise, investors*

👉 **More information!**

VISITOR MONITORING

Mobile data sources to understand the behavior of your customers.

👤 *Retail, real estate, government*

👉 **More information!**

RetailSonar, much more than data!

These data packs are just the tip of the ice berg and form a small part of our main solution. We optimize your location strategy and can predict of each decision with 90% accuracy. Let's maximize the ROI of your sales network in these 3 domains!

Location planning

Close, open, move or transform your locations

Location performance

Take the right action for each location.

Marketing efforts

Well aimed marketing actions per location

RetailSonar platform: win time with data-driven decisions

Our RetailSonar platform is the ultimate tool to simulate all your location decisions. Test, try and see the immediate impact on your locations, sales figures and competitors. Share your results with the right colleagues & stakeholders.
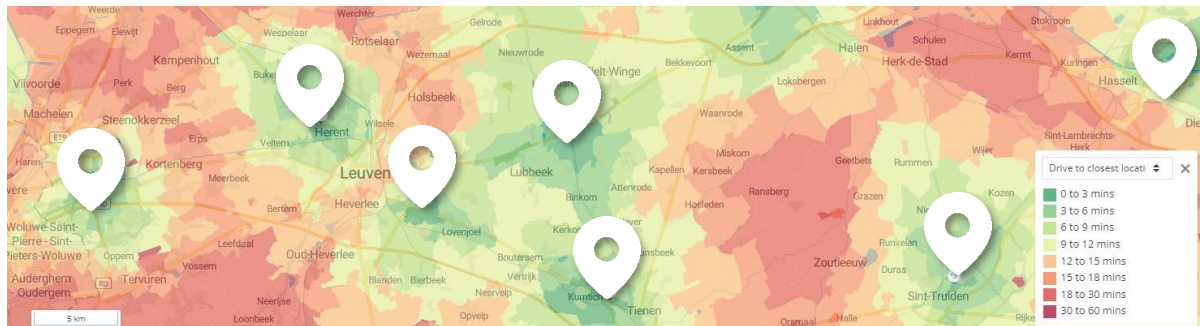
European market leader: + 200 active customers

RetailSonar is active in 15+ European countries, has 200+ active customers and 45+ employees. Come and meet us in our offices in Ghent, Utrecht or Paris!

+200 more

Read our customer cases