

Profiling

GbBIS delivers the Spatial Advantage to help you grow and manage your business.



Customized profiling helps you understand your customers, territories and locations. Know what creates winners to define optimal territories and to select the best sites.

Profiling has been offered by GbBIS since 1987. We have distinguished ourselves by applying geographic and spatial parameters to the profiling process, often as important as the demographic factors themselves. Understand and apply an understanding of the impact of the location of stores, customers and competitors as well as the ways people navigate among them.

Our projects are customized to the specific needs and business model of the client. Creating actionable results through data analysis is our focus... maps and web applications are a visual vehicle for development, collaboration and distribution of information.



Customer Profiling

Customer profiling is more than just understanding their demographics. It is about their behavior among the choices they have as well as how they navigate among those choices. Their proximity to those choices establishes their importance in the profiling process. Often, a single national profile can be misleading, requiring profiles organized by regional differences and by the distinction between urban, suburban and rural neighborhoods. This is why our profiling process is custom designed for each client.



Territory Profiling

Territory profiling goes beyond the simple application of a customer profile. It is about the combination of quantitative, geographic and location qualities that are required for successful territories. The locations of competitors and other retailers in relationship to the distribution of potential customers influences performance. Ultimately, our clients want to create the optimal number of territories that support success.



Site Profiling

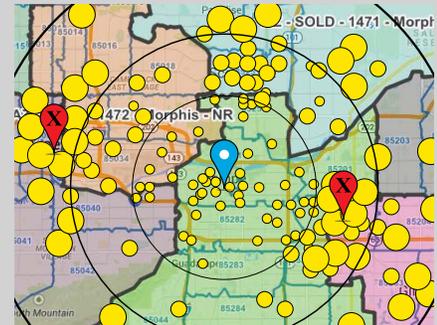
Site profiling looks to identify the key factors in the site selection process and well as predict site performance and cannibalization of the customers of other related sites. The process analyses customer demographics, geographic proximity/distribution, the influences of competitors and other retail locations, traffic and navigation. The process is effective for evaluating site performance, adding new sites within a territory and rolling out new regional expansion.

The Profiling Process

The process begins with the most accurate placement of customers and where they live and work. Customers are attributed with purchase, demographic and spatial qualities. To achieve the best profiles, it is often necessary to create a most meaningful sample and/or weight the relative importance of each customer...all customers are not necessarily equal. As many as thousands of parameters from sources like Experian, AGS, infoGroup and Nielsen are analyzed to identify the factors which best describes and then predicts performance. Often, we create formulas that predict performance of a site, neighborhood, territory, market areas and zip code.

GbBIS: 28 Years of Profiling

GbBIS applies geo-spatial and information analysis in a way that discovers the information that drives a business. Our methods have been applied to a range of operational areas, from territory management to direct mail targeting, site selection to door-to-door delivery. Our projects have covered areas as diverse as the USA, Canada and Brazil. We have a unique approach which introduces an understanding of the effects of geography on a business. GbBIS delivers actionable results that are easy to implement within your business.



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