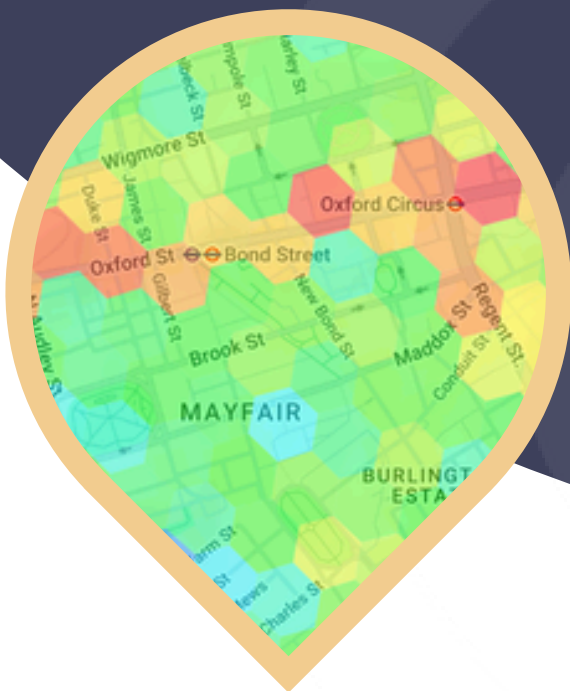




Know Your Best Customers and Where to Find More

Periscope[®] combines customer, demographic, behavioural and location data to reveal who your best customers are, where similar audiences exist and how to make smarter targeting decisions.

What Customer Intelligence Helps You to Do



Identify your highest-value customers – combine customer, demographic and behavioural data to understand who drives value, loyalty and repeat engagement.



Find similar audiences – pinpoint neighbourhoods and catchments where people with similar profiles and behaviours are concentrated.

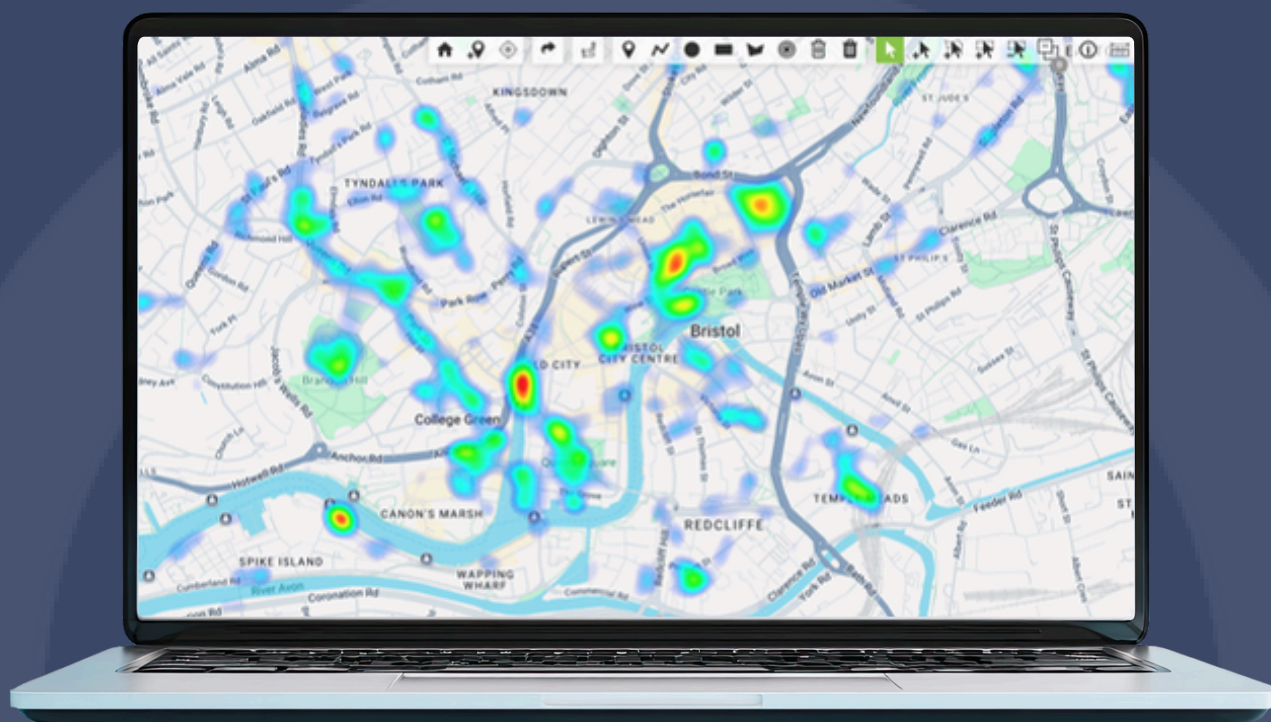


Improve targeting and campaign performance – focus marketing activity on the locations and audiences most likely to convert.



Align decisions with real customer behaviour – understand where customers live, move and spend, so planning and acquisition decisions are based on real behaviour.

See Periscope® in Action



See how Customer Intelligence helps businesses identify their best customers, find similar audiences and focus marketing activity where it is most likely to convert.

Built for Smarter Audience Targeting

- Combine CRM, sales and customer data with hundreds of integrated demographic and lifestyle datasets.
- Measure footfall movement and dwell patterns within a 25m radius around key locations.
- Analyse customer distribution, catchments and movement patterns using postcode and travel-time analysis.
- Access demographic, affluence, spending and behavioural datasets across UK and international markets.
- Import and layer your own data alongside external datasets for a more complete market view.
- Visualise customer and market data within one secure, browser-based platform with full Google Maps functionality.

Know your best customers. Find more like them.