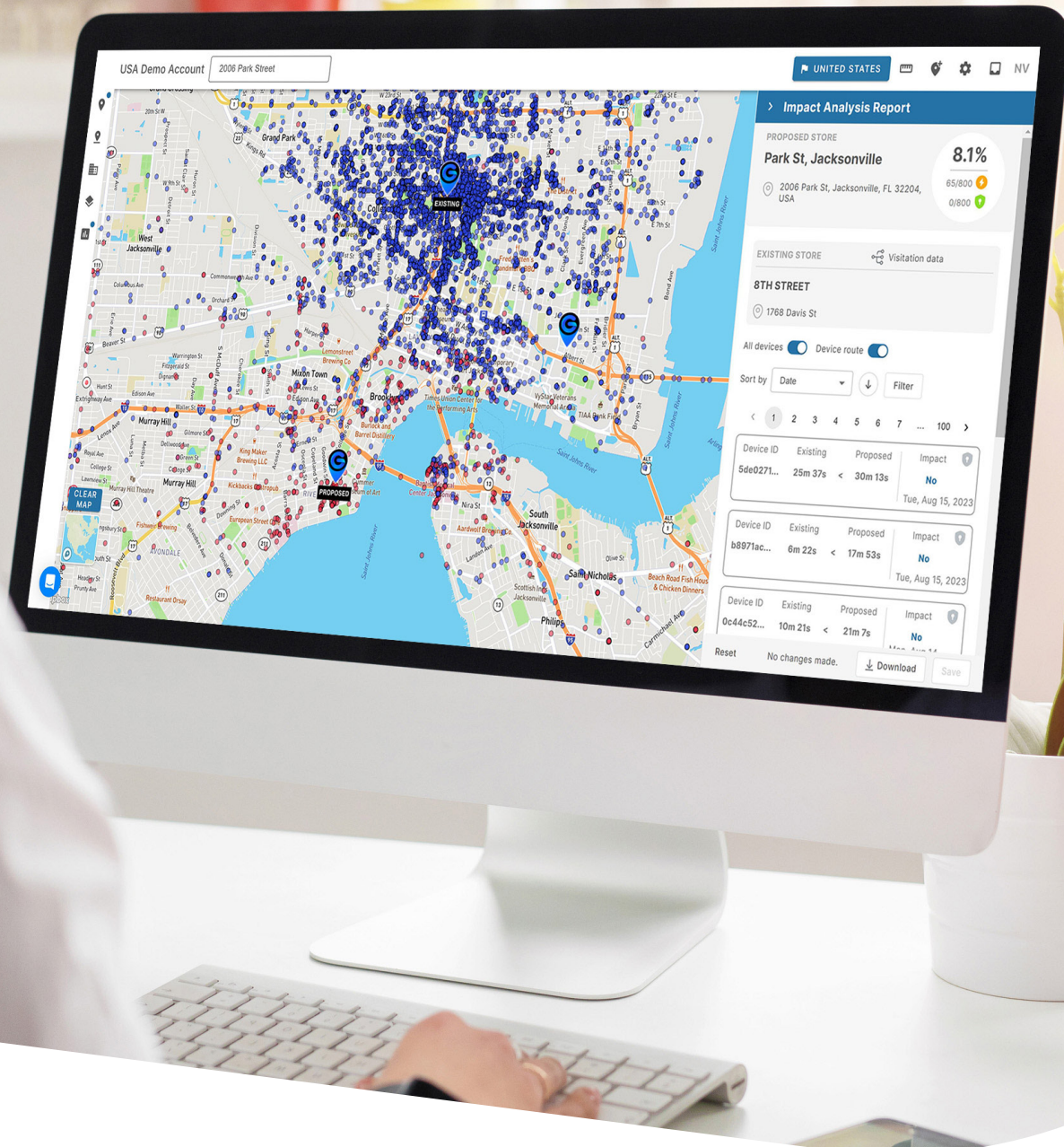


# GapMaps Live



The location intelligence platform trusted by over 500 leading retail brands.

## About GapMaps

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GapMaps is a global location intelligence provider trusted by over 500 leading brands in 25 countries such as Burger King, KFC, Anytime Fitness and Starbucks. By delivering accurate, up-to-date and granular data and insights through the GapMaps Live platform, GapMaps gives clients confidence in making the right growth and investment decisions.

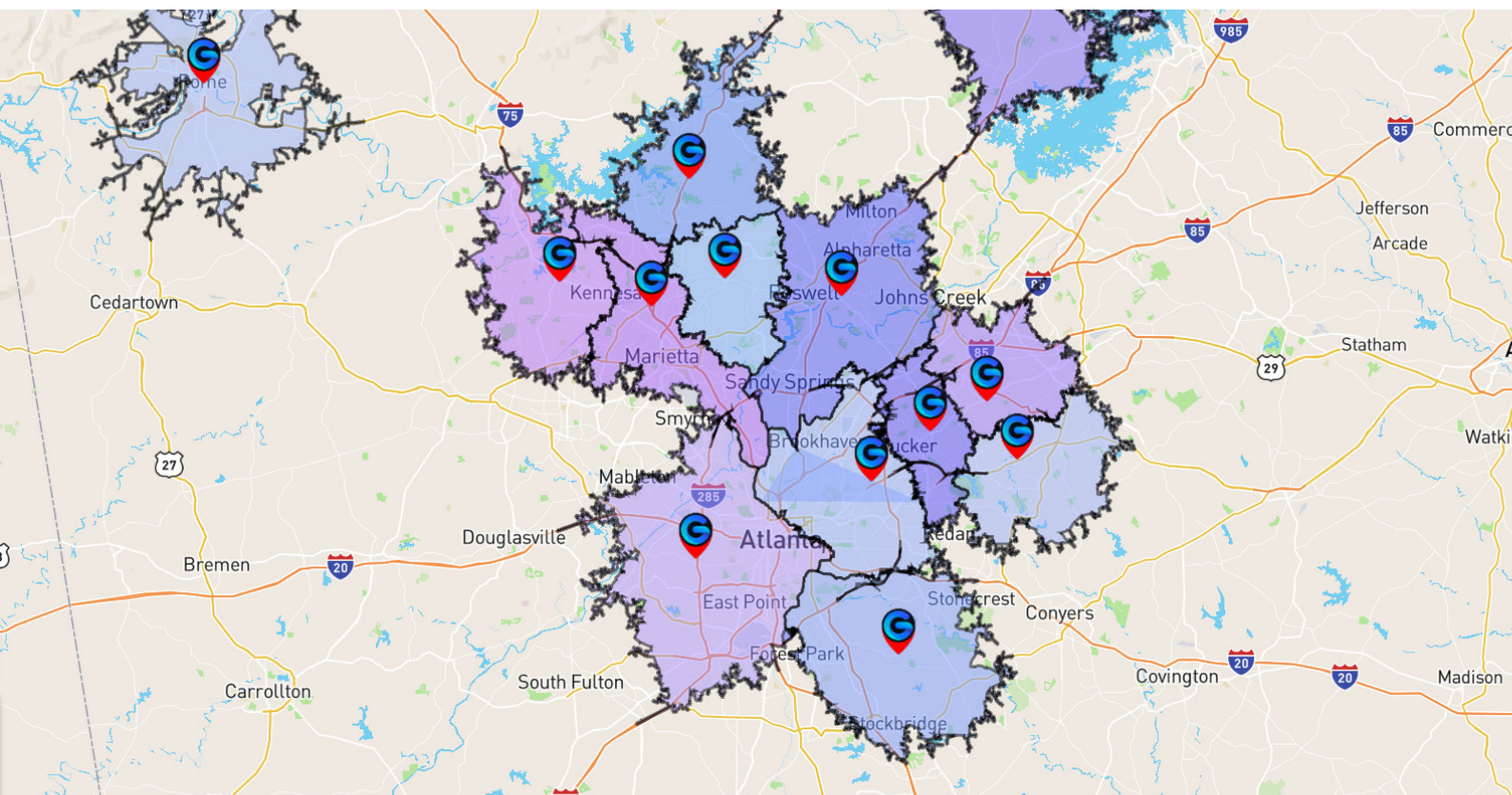


## GapMaps Live represents the next generation of location Intelligence platforms.

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GapMaps Live was built to make location intelligence insights accessible to businesses across multiple markets, brands and countries. An easy-to-navigate platform that doesn't require years of training or qualifications in GIS to operate. The technology is robust and powered by regularly updated data sets and in-house location

intelligence experts. GapMaps' data team curates, checks and updates the aggregated data sources. The data is then translated into an easy-to-digest and understandable format visualised on maps. This process empowers GapMaps' clients to answer critical location questions efficiently and effectively.





The **GapMaps Live** platform allows businesses to visualize their own data integrated with the best location intelligence available so their team can make faster, smarter and more confident decisions.

## GapMaps currently has a deep understanding of core sectors including:



**Fast Food & Quick Service Restaurants**



**Cafe and Other Beverages**



**Health and Fitness**



**Supermarket and Grocery**



"GapMaps Live allows us to easily analyse catchments across multiple cities in India and make confident decisions on optimal locations for new gyms using validated data. Being able to access and visualise key insights in the platform such as population density, prosperity, retail and infrastructure layers down to a local level has fast-tracked the approval process for planned new locations. We are now in a great position to expand our club footprint with confidence in the coming years."

**Mayank Bhatia**

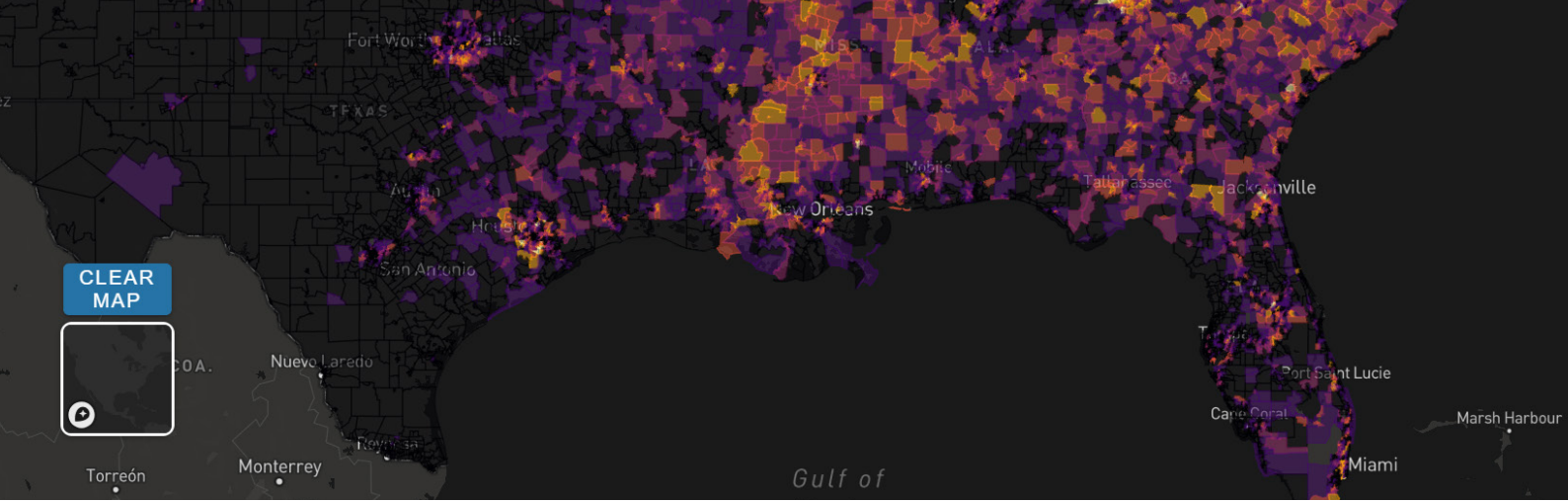
**Anytime Fitness Regional Franchise Sales Manager**



"GapMaps has a unique ability to create high quality location intelligence data and insights in some very data-challenged countries. The quality of their data and simple to use platform has enabled me to introduce world class market and network planning processes to businesses where network planning had previously been quite rudimentary."

**Pat McMichael**

**Group MD and CEO Eat'n'Go Ltd**



## Some of the benefits of **GapMaps Live**:



### Analyze Catchments

Easily create store catchments and visualize customer visitation patterns to and from store locations, how long they visit and when they visit using mobile device visitation data to better understand where a retail store draws its customers.



### Customer Insights

Access the latest population and demographics data such as income, age and ethnicity down to the smallest level census blocks across any store catchment. Generate comprehensive catchment reports capturing all the available metrics and insights to better understand target customers.



### Reduce network cannibalization

Assess the cannibalization impact from opening a new store on an existing store network based on the travel patterns of existing customers. Determine the most optimal network with ease.



### Competitor Analysis

Understand the competitor landscape with access to the latest point of interest data across a range of sectors including fast food, café, health and fitness, supermarkets, pharmacy and many more.



### Expand into new markets

Gain unprecedented insights on resident and worker populations and consuming class data in growth markets like India, Southeast Asia and the Middle East at a micro level to help prioritize expansion decisions in these markets.



### One Account for multiple regions

Manage multi-national franchise networks or company owned stores via one login. No need to login to different accounts for each country.

## Live integrated datasets for USA

- Population data
- Demographic Information (2019 US census)
- Supermarket, Grocery, Fast Food, QSR, Cafe and Fitness Points of Interest (POI) Data
- Generators (Schools, Hospitals, Shopping Centers, Hotels & Accommodation)
- Visitation Data

**Want to  
learn more?**

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