



**Know your factors
of success and make use
of locational advantage**

Key for any expansion planning:

Site evaluation with our LOCAL® Topshops

Be more successful with Geomarketing ...

- Analyze your markets
- Evaluate districts and location sites
- Better targeting of your marketing activities

... with LOCAL® Topshop know-how:

- more than 345.000 records (Points of Interest) in Germany for more than 500 chain stores
- in addition 700 chain stores for Europe
- regional, nationwide and international companies
- most up-to-date market information

Benefit from the know-how in Geomarketing at market-leading quality

Assure yourself before investing in the false location.

A precise location and competitor analysis with our LOCAL® Top-shops delivers you qualified reasons for the right decision – almost in the twinkling of an eye. As a chain store operator, founder, head of marketing or sales, you define and assess the opportunities and risks of new or existing locations. Up-to-date points of interest (POI) and retail data show you the market and sales potential throughout Germany and in more than 25 European countries.

More knowledge, more reliability, more success:

Make use of the possibilities to connect your address data with market information by Nexiga: e.g. purchase power, age groups of customers, regional building and housing structure, pedestrian or traffic frequency.

With more than 100 additional attributes you will speed up your business fast and easily at the best location.

Our Offer

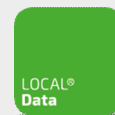
- Market data for more than 345.000 POIs of more than 500 top chain stores and shop-in-shop locations in Germany, from Aldi to Zeeman
- Specific data for more than 700 chain stores in more than 25 European countries (e.g. LIDL/ Greece, Billa/Russia), and much more
- Coverage of all important branches like retail (fashion, consumer electronics, travel, DIY, telecommunication, filling stations, and much more
- Data about regional, nationwide and international chain stores
- Including coordinates based on Open Street Map (OSM)
- Coordinates based on TomTom-, Deutsche Telekom- or cadastral Land register also applicable
- more than 100 additional attributes available
- Currentness of data by semi-annual updates

Your Possibilities

- comprehensive site evaluation
- detailed competitor analysis
- profound decision support
- both national and international location analysis by individual criteria
- calculation of sales hotspots
- differentiation between chain store and shop-in-shop
- differentiation between branch bank and ATM only
- comprehensive full service approach, tailored to your needs

next level geomarketing with Nexiga

Nexiga as a full service provider and one of the market leaders for geomarketing in Germany, supports numerous companies with planning and evaluation of store location, sales areas, target groups and the assessment of market potential. With the LOCAL® brand Nexiga GmbH provides important market information and geographic data (LOCAL® Data) and offers software products such as the LOCAL® Marktanalyst or other solutions (LOCAL® Systems). Customizing, individual analyses and services (LOCAL® Competence) complete the portfolio of Nexiga.



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