



# Geoblink Launches “Visitor Insights” feature to help retailers analyse visitor behaviour around their locations

Understanding visitor origin, profile and behaviour with actionable insights

**Madrid, Spain – 25 May, 2022.** The Location Intelligence SaaS company, Geoblink, has announced today the release of its latest product feature that gives visibility on who is visiting a given location, where are those visitors coming from and how they behave throughout a certain period of time. The functionality, called “Visitor Insights”, was developed to help retailers analyse any area, including the surroundings of their and their competitors stores. This feature provides Geoblink’s clients with the information they need to understand where their visitors are coming from and how catchment areas and visits are evolving over time, as well as the profile of those visitors and their behaviour.

“Visitor Insights” is launching just at the right time, since more and more shopping centres are being invested in by large investment funds and Real Estate companies such as Ten Brinke and Grupo Alvares in Spain. Moreover, retail parks and warehouses accounted for over 30% of the total retail turnover in the final quarters of 2021 and have been growing more and more in 2022. Geoblink’s clients who use this functionality are able to easily understand what their marketing campaign reach should be, how the competitors are affecting their catchment area and how the visits have evolved compared to one year ago.

Rafa Pulido, Geoblink’s Chief Operating Officer, added: “With population mobility patterns changing faster than ever, we’ve developed a solution for companies to better understand where and how to satisfy the demand of the market. In our mission to help business professionals make better, faster decisions, this is the one piece that is going to make a difference in the years to come.”

Furthermore, when analysing a potential area, they can easily understand from which stores of their network would they cannibalise visits, which competitor brands are the visitors visiting, and the purpose of the visit. And finally, these insights show them how often do those potential customers visit this area and how long do they stay in it, which helps the retailers better understand their behaviour and use that knowledge to optimise their store formats, product mix, opening hours and staff. By applying Big Data techniques & technologies and Advanced analytics, Geoblink transforms completely anonymized GPS data into visitor mobility patterns and profiles with a high degree of granularity both in terms of geography, providing insights from hexgrid level (~150m edge length) up to administrative

boundaries, and time, providing dynamic insights updated every single week including information down to hour level.

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### **About Geoblink**

Geoblink is the SaaS-based Location Intelligence solution that enables professionals from the retail, FMCG and real estate industries to make informed decisions about their business strategies. With its easy-to-use and visual interface, Geoblink's advanced data capabilities and predictive technology empower companies of any size to perform in-depth market research and gain strategic insights in a matter of minutes. This competitive business intelligence is what helps these professionals to maximise the efficiency of their store networks, make accurate sales forecasts as well as optimise their distribution, marketing and expansion strategies. Geoblink's Location Intelligence platform serves many brands such as Danone, KFC, Pepsico, IKEA, CBRE and Restalia, among others.

For more information on how to optimise your business strategy with Location Intelligence, please visit: [www.geoblink.com](http://www.geoblink.com).

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