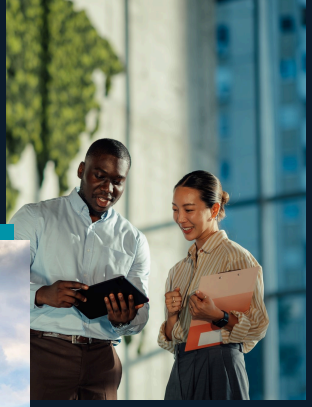
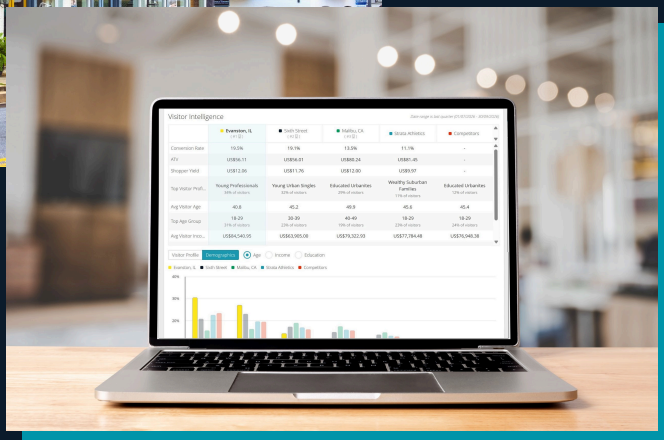
RetailNext









MOBILE INTELLIGENCE

In partnership with pine59

A complete view, inside and outside your stores.

When a store underperforms, the cause is often outside it. A healthy trade area with weak capture points to execution. A shrinking catchment points to the location. In a traffic report, the two look identical, and they call for opposite decisions.

Mobile Intelligence, through our partnership with Pine59, shows you the market around your stores: who your shoppers are, where they come from, and how your traffic compares with competitors you choose. It sits in the platform your teams already use. No second login, no new hardware.

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WHAT MOBILE INTELLIGENCE DOES

The market around each store, next to your own numbers.

VISITOR DEMOGRAPHICS

Age, income, and education for the people who visit each store, by store, region, or company.

LIFESTYLE PROFILES

17 household segments that describe who lives and shops around a location.

COMPETITIVE SHARE

Your share of visits against the competitor brands you nominate, typically three to ten.

INDUSTRY BENCHMARKS

Your traffic performance measured against US retail segments.

TRADE AREAS

Where visitors travel from, so marketing and site decisions rest on evidence.

FULL DATASET ACCESS

Every brand and location through a map-based interface and an API.

ALSO INCLUDED

Side-by-side analysis. Put visitor profile next to conversion, dwell, and sales in a single view.

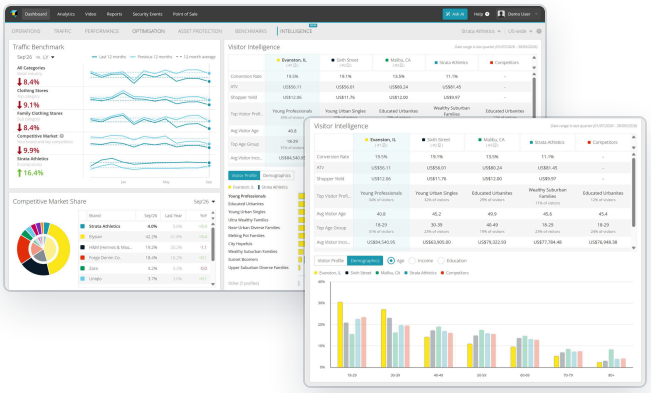
Company rollups. Aggregate visitor data by region or across the estate.

Configured for you. We match your stores and set up your competitor list, and you can change it at any time.

No new hardware. Mobile Intelligence is data, not devices. Nothing to install in store.

THE INTELLIGENCE DASHBOARD

One screen carries your traffic benchmarked against US retail segments, your share of visits against named competitors, and visitor intelligence for your top-performing stores. Demographics and lifestyle profiles extend into the Analytics page, where they sit alongside the retail KPIs you already measure.

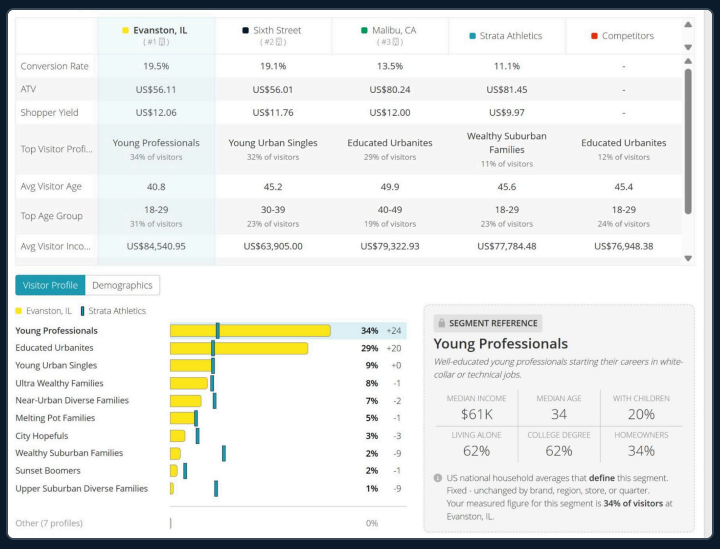


OR JUST ASK...

The dashboard answers the questions it was built for. Pulse AI answers the rest. Ask which of your markets look most like your best stores, or whether a store's dip tracks the market around it, and get an answer from your own data in seconds, permissions respected.

TWO MEASUREMENT RECORDS, JOINED

Most retailers answer the inside-and-outside question by buying a second data product from a second vendor, then spending time reconciling two sets of numbers that were never calibrated to the same stores. Every handoff adds delay, and every mismatch invites doubt about which figure to trust. Mobile Intelligence removes that step. RetailNext has measured store visits since 2007, and Pine59 has built privacy-safe location insights for over a decade with telco and GPS data providers worldwide. Both are matched to your store list during setup.



ONE LICENSE, THREE WAYS TO USE IT

	WHAT YOU GET	BEST FOR
Inside RetailNext	The key market metrics, next to the in-store KPIs you already measure, in the Intelligence Dashboard and on the Analytics page	Marketing, merchandising and operations
Pine59 Insights UI	Map-based detail for any single location or mall, across every brand Pine59 covers	Real estate and expansion teams
Pine59 API	The complete dataset, pulled into your BI tools, data warehouse, and internal models	Data and analytics teams

One contract, one invoice, one account team you already work with, at a materially lower cost than buying the same core datasets from a standalone location data provider. All data is aggregated and anonymized, sourced only from apps where people have chosen to share their location. Individuals are never identified or tracked.

Mobile Intelligence covers stores in the United States. Traffic and trade area data update monthly, demographics and visitor profiles quarterly. United Kingdom coverage is planned for 2027. Estimates are modeled from a representative sample and are most reliable across larger areas over longer periods.

WHY RETAILNEXT

RetailNext's mission has remained steadfast: accurate data, secured properly, delivered in a form people can act on. Every installation is audited against a minimum accuracy threshold. Every deployment scales across markets, languages, and formats without adding IT burden. And every relationship is built as a long-term partnership, backed by retail specialists and 24/7 support.



RetailNext

600+
BRANDS

100+
COUNTRIES

2007
YEAR FOUNDED

BOOK A DISCOVERY CALL

INNOVATION. AGILITY. IMPACT.