

Powerful Insights Into Your Local Market

For this month's By the Numbers feature, we're providing more examples of how your store can use the RIA's Movement Data tool to generate key insights, for a variety of purposes. Check out the following graphics that explain two key types of data that you can generate to:

- 1) **ANALYZE** your customer base to create strategic marketing efforts
- 2) **EVALUATE** your store location to determine overlap with existing competitors or evaluate potential new store locations.

This tool comes in partnership with Sports Marketing Surveys and is **FREE** to use for stores that fill out SMS's annual Dealer Survey. (And you get a copy of that report too!)

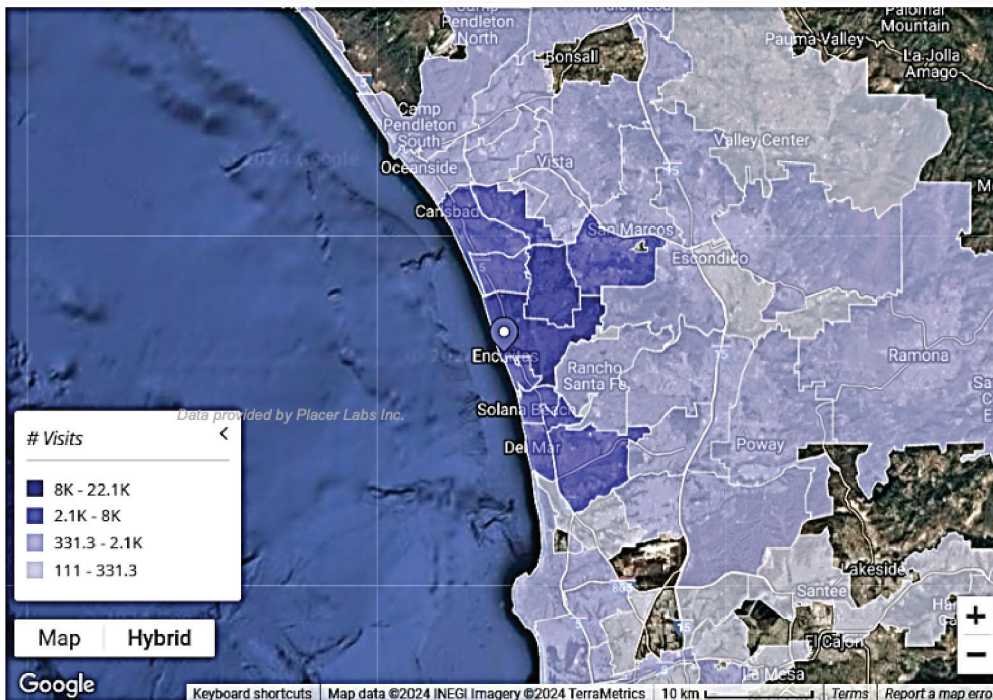
WHAT CAN YOU GAIN FROM MOVEMENT DATA? LOTS! Understand your customer origins and shopping patterns. Identify if your customers also visit competitors. If you're planning a new store, we can track local zip codes to identify potential underserved areas. We can also analyze competitor activity to inform your strategic decisions. Evaluate marketing campaign effectiveness. Be sure to check out the graphics for the several use cases you can take advantage of.

WHAT'S REQUIRED? Simply allocate 20 minutes twice a year for SMS' dealer report. This brief survey aggregates insights from owners, managers, GMs, or buyers across 90 stores to gauge brand trends. Your individual responses remain confidential.



Use Cases: 1 Visitor Segmentation

- Understand where they live, who they are, where they spend their time, where they shop, where they go before and after your store.
- Understand your own DTC customers



Zipcode / City	Visits (% of Total)
92024 Encinitas, CA	22.1K (16.5%)
92009 Carlsbad, CA	10.9K (8.1%)
92007 Cardiff By the Sea, CA	7.3K (5.4%)
92078 San Marcos, CA	5.5K (4.1%)
92011 Carlsbad, CA	5.3K (3.9%)
92075 Solana Beach, CA	4.6K (3.4%)
92130 San Diego, CA	4.4K (3.3%)
92014 Del Mar, CA	3.9K (2.9%)
92008 Carlsbad, CA	2.6K (1.9%)
92010	2.2K (1.7%)

Data provided by Placer Labs Inc.

Use Cases: 1 Visitor Segmentation

Spatial.AI – Segment your specialty running retail customer

Key high indexing and high % of visits:

- A01 – Midas Might
- A05 – Suburb Chic
- C01 – Good Life Citizens

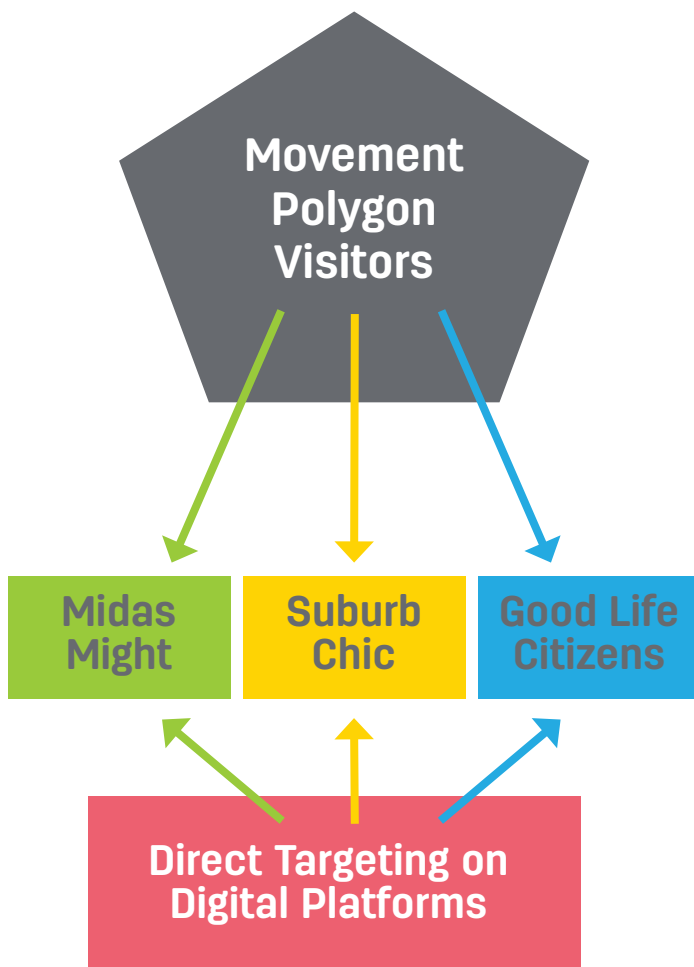
Together, these three segments represent 15% of all visits to the run specialty channel – at over 2.5 times the national average.

So targeting these segments and other segments important to your store locally, increases the strike rate for digital marketing.

VISITOR SEGMENT	PERCENTAGE OF VISITS	INDEX
A01 - Midas Might	3.5%	349
A02 - Sky High	1.3%	307
A05 - Suburb Chic	6.6%	262
A04 - Family Outposts	2.7%	211
G01 - High Risers	2.2%	204
J02 - Destination Retirees	0.6%	198
C01 - Good Life Citizens	4.8%	194
J03 - Couple Coasting In	2.2%	194
H04 - College	1.1%	193
A03 - Exclusive Exburbs	2.2%	181
H01 - Young Stars	3.4%	169
H02 - Rising Professionals	2.1%	161
J04 - Golden City Solos	1.4%	155
B03 - Backyard Bliss	3.5%	149
D02 - Roaring Retirees	1.8%	144

Digital Activation

Build custom audiences of specialty running store visitors

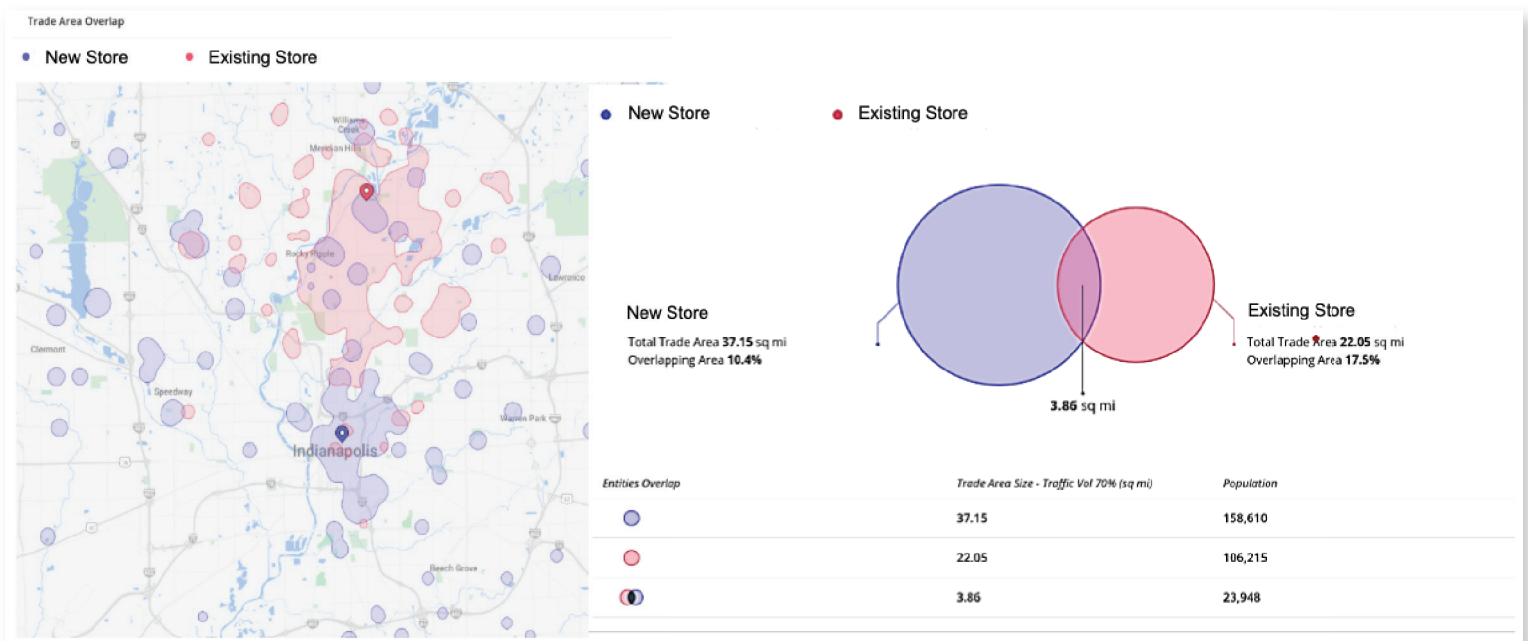


- Connect to social media platforms
- Creating digital targeting around these lookalike audiences
- Build focused and efficient campaigns the digital platforms algorithm.
- Export hashed lists to directly target profiles in
 - Meta
 - Twitter/X
 - Amazon
 - Pinterest
 - Snapchat
 - TikTok
 - Reddit
 - New LiveRamp integration

Use Cases – 2 Evaluate Store Locations for Your Own Stores or New Accounts

- How does your store trade area overlap with competitors?
- Where do I locate a new store to maximize my best customer segments?

Example – minimal overlap between trade areas – new site has good potential:



RIA Retail Members!

Are you interested in receiving critical run specialty market data that will inform your decision making? It's yours for free when you send your POS to Sports Marketing Surveys.

Explore the benefits of this valuable tool by scheduling a free demo for your store.

For More Information Contact:

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