

## Powerful Insights Into Your Local Market

This month's "By the Numbers" spotlights the RIA's Movement Data Reports, an exclusive member benefit in partnership with Sports Marketing Surveys. Introduced last November, our members are increasingly leveraging this valuable tool. Movement Data reports aggregate mobile phone geo-fencing data, offering deep insights to enhance your business and analyze local market competition.

**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.

*The strong fourth quarter performance suggests momentum heading into 2025, and barring any significant economic disruptions, **RIA MEMBERS SHOULD ANTICIPATE AND PLAN FOR ANOTHER HEALTHY YEAR AHEAD.***



## The Power of Movement Data

**Movement data will tell you:**

- How many people visit your facility?
- How many times do they visit?
- How long do they spend there?
- Where do they live?
- Who are they?
- How can we reach them?







## Privacy Protection

**We don't receive Personally Identifiable Information (no home address or name).**

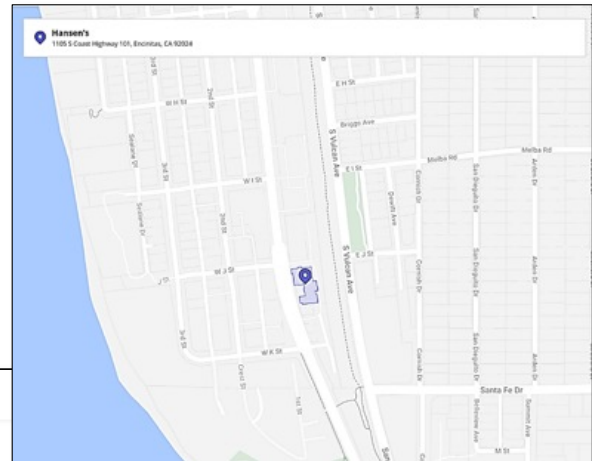
**Home location of visitors enables us to produce:**

- Trade area heat maps leading to the identification of local or regional hot spots and areas of opportunity
- Zip code origins to determine top cities, CBSAs, DMAs, and states for visitation
- A deeper understanding of visitor demographics and psychographics based on home location block

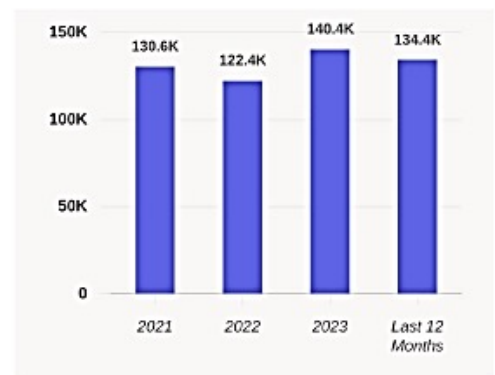
*All visitor home locations are obfuscated for privacy and individual visitor data is available.*

## Use Cases – 1 Tracking Foot Traffic

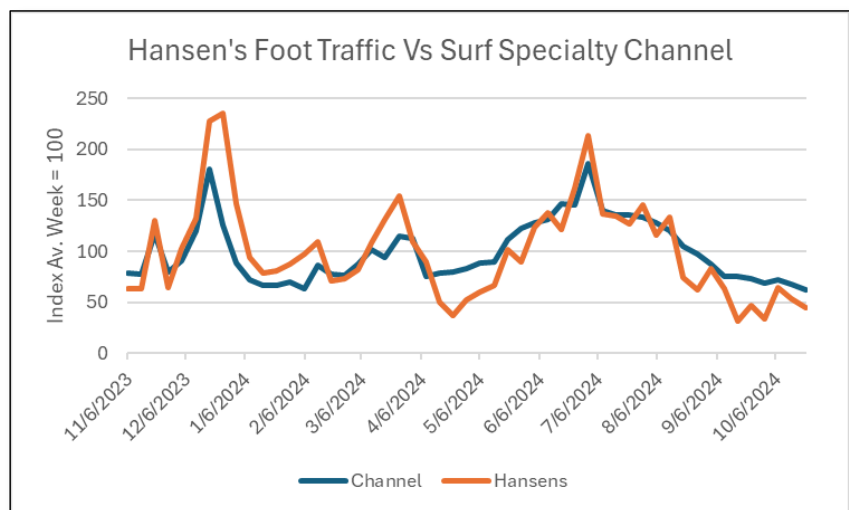
EXAMPLE:  
Hansen's surf store in  
Encinitas, California



### Visits Trend



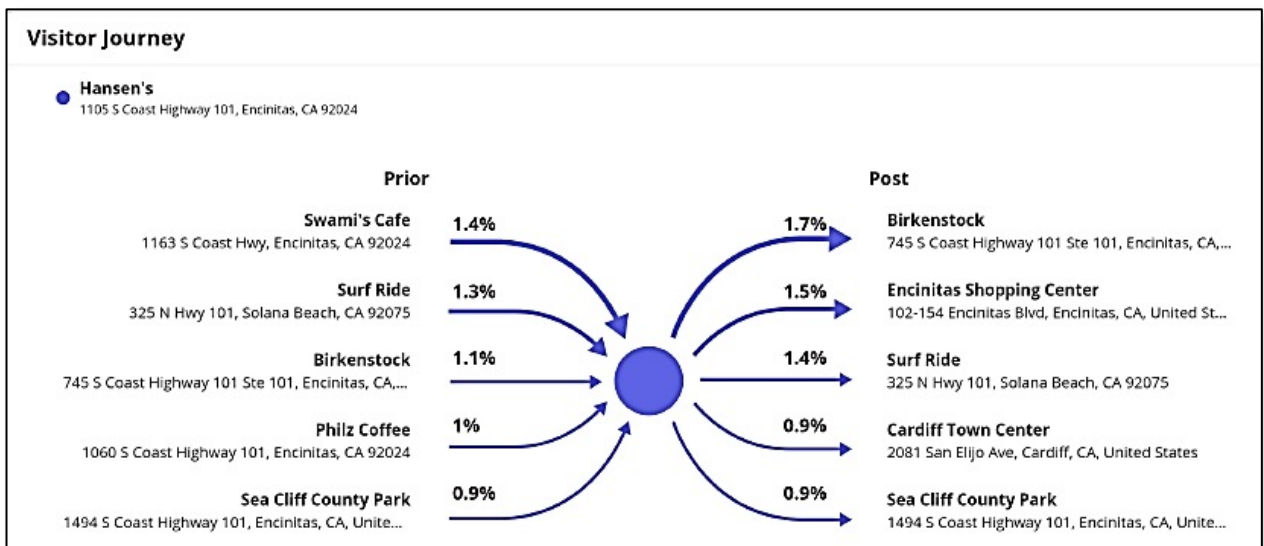
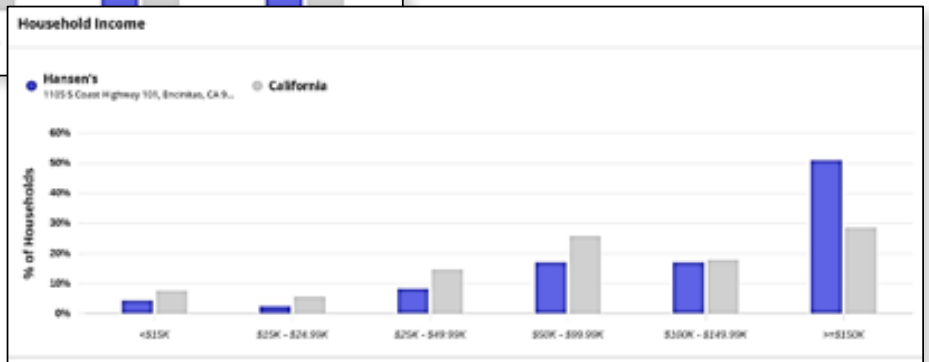
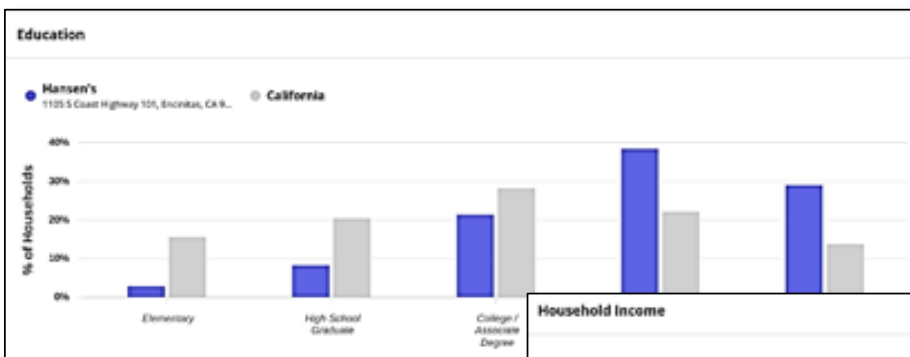
How does your  
store compare  
to specialty run  
channel foot  
traffic?



## Use Cases – 2 Visitor Segmentation

### 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.



## Use Cases – 4 Local Marketing Plans

### Local Marketing Plans

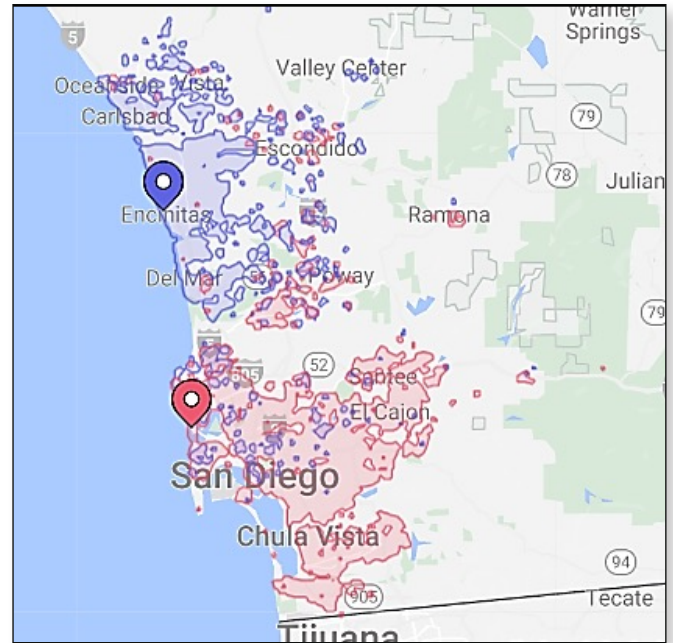
- Evaluate your current marketing strategy. Example, if you are marketing to BIPOC community – are those customers coming into your store?
- Joint promotions with customer favorite locations/restaurants etc.
- Does traffic increase after promotional activity?
- Help capture brand marketing dollars by creating more detailed marketing proposals: target zip codes, target customer segments
- Outdoor advertising on main routes to store



## Use Cases – 6 Evaluate Store Locations

### Evaluate Store Locations

- How does your store trade area overlap with competitors? Where do you locate a new store to maximize my best customer segments?
- Profile competitor's customer and drivetimes
- Custom analysis available for frequent flyers





## 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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or visit SportsMarketingSurveys.com

