



Locatium

The future is multidimensional, it is already here and Locatium is casting light on it. Modern data streams, rigorously built ML-based predictive models, scientifically designed AI-powered optimization algorithms, accumulated years of industry excellence and a lot of passion are the new dimensions of this future. Fuel Retailers will be facing this new paradigm shift. They will have two options: whether to embrace it or to face the brutal competition from the ones who do.

At Locatium we have successfully developed and implemented a set of solutions based on advanced analytics of geolocated information so that companies in the retail sector can extract all the value of this data and transform it into growth and a leap in level.

OMNICHANNEL RETAIL NETWORK OPTIMIZATION

The retail sector is clearly marked by the influence of different sales channels, such as physical and online stores. Therefore, it is essential to know the geospatial data that explain the dynamics of these channels, as well as the cause-effect relationships between them. With Locatium, you will be able to choose the best locations for new stores, predict results in new locations, mitigate the influence of competitors considering cannibalization, and optimize the right online-Vs-offline mix in each location.

OMNICHANNEL GEO-MARKETING

Proper selection of your target audience is of vital importance for the creation of online and out-of-home campaigns. Therefore, the precision with which you measure the results will allow an increase in ROI. You can achieve this with an adequate segmentation of customers and competition, which gives you the possibility of identifying those users who are most unhappy and most likely to need a change.


Categories

- Cloud, AI & Big Data

Contact information

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