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How NaviRetail Uses Nationwide Traffic Data to Reveal Better Store Locations

MISSION

Find a way to help clients virtually "visit" retail locations

Commercial real estate consultant firm NaviRetail helps economic development directors and private developers uncover optimal locations for new stores or properties. In the past, it was tough for clients to review prospective locations without having to physically visit. Accompanying data for each location came from 13 different subscriptions, services, and software programs. Key data included:

- Demographics of passersby and local communities
- Where traffic is going to (and coming from)
- Spending habits.

NaviRetail needed a better way to share and compare potential sites with clients virtually, offering 3-D visualizations of specific locations while bringing in relevant data. The goal was to take clients through a virtual review of recommended sites, both visually and analytically, helping them confidently decide which sites would warrant a physical visit. NaviRetail couldn't find any applications on the market that fit the bill so they decided to build their own.

EXECUTIVE SUMMARY

Real estate consulting firm NaviRetail wanted to help clients preview future store locations without the need to visit every single one.

Using StreetLight's API, the team seamlessly incorporated validated traffic counts, demographics, and other retail data into a custom-built, 3-D, map-based mobile app.

NaviRetail and StreetLight have significantly sped up location preview, bringing clients to the scene virtually and (at last count) consolidating support data from 15 separate sources.

"The dynamic interface and architecture of the app are key to its success, enabled by data partners like StreetLight."

Casey Kidd, NaviRetail

ANALYSIS

Tailored and relevant traffic, demographic, and sales volume data in one app

The new 3-D, map-based, iOS app called NaviSites would require up-to-date data for every possible location in North America. This would enable clients to get spatially oriented with topography, aerial, street views, and then review demographic, retailer data, and traffic counts to assess the viability of each location.

NaviRetail partnered with StreetLight Data for the critical traffic count and AADT data. Traffic counts show up automatically on the map view and can be toggled on or off. A closer look shows both AM and PM traffic (which is critical for many businesses such as coffee shops).

It also incorporates a "site investigation tool" that runs diagnostics, such as predicted revenue for the client's business type. The API-driven app was designed to easily incorporate new data sources.
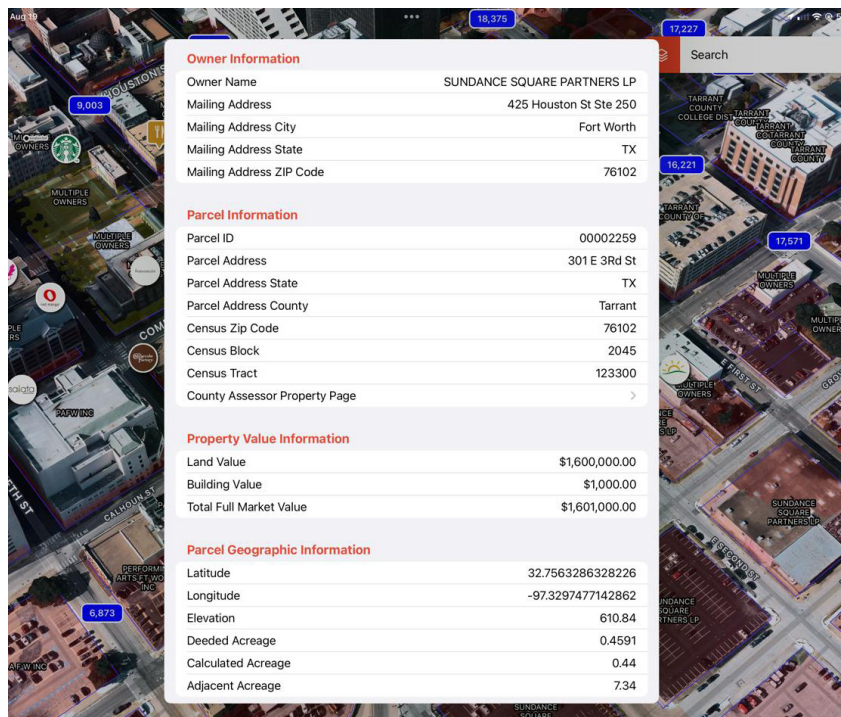
The NaviSites app allows users to evaluate sites based on property values, geographic info, and more in one view. Traffic counts (shown in blue) automatically populate in the 3-D map.

RESULTS

Location previewing made simple and convenient

The app has significantly enhanced how NaviRetail helps clients explore new retail locations. First and foremost, site selection meetings are considerably more fruitful. The firm visually presents location recommendations to retailers with validated data to support these choices. After meetings, clients have an easier time digesting information and making decisions as they can continue to preview locations from every angle in 3-D on smart phones, tablets, or computers (as well as all the accompanying traffic, demographic, and retail data).

NaviRetail CEO Casey Kidd commented, "Even if you're not physically there you can trust that you are looking at pertinent information and let it guide you through the development consideration process."

Clients must continue to do their own due diligence before investing, but the app's nationwide traffic data and other insights dramatically simplify the critical first step.

"Even if you're not physically there you can trust that you are looking at pertinent information and let it guide you through the development consideration process."

Casey Kidd, NaviRetail

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To learn more, get in touch with the team today.
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