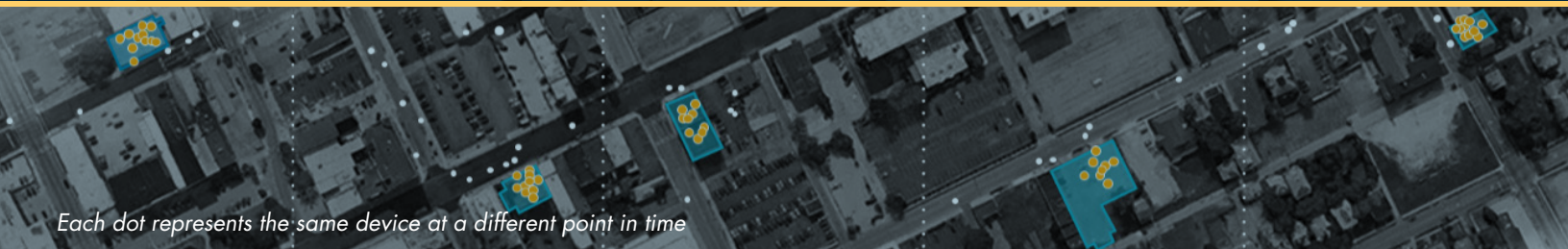


NOVALOCATION

Location Intelligence in Action

COVID-19 has radically altered day-to-day activity. As markets continue to re-open, activity is rebounding but customer traffic and visitations look different, requiring more customized network and marketing plans. Novantas' location data assets enable near real-time visibility into consumer traffic patterns to inform and enhance ongoing planning decisions.



WHAT YOU CAN MEASURE

Novalocation supplies banks with powerful customer and competitive intelligence, answering questions such as:



What branches (yours and competitors) do customers visit?



What are customer shopping and lifestyle habits outside the branch?



What is my perceived convenience among customers and prospects?

Data Offerings Include:

190M
DEVICES

1M
LOCATIONS

80K
BRANCHES

34TB
RAW DATA STORAGE

NOVALOCATION IN ACTION

Infused with proprietary metrics and information, NovaLocation has been tailored to be highly relevant for banking applications, including:

Network Planning

Improve your ability to analyze the physical convenience, perception, and billboard value of individual branches and your network as a whole. Examples:

- COVID-19 monitoring for hour staggering and reopening strategies
- Branch dependency analysis for consolidation decisions
- Billboard value check to improve de novo decisions

Marketing

Leverage customer-level data and analytics to help prioritize marketing investment decisions across markets and channels. Examples:

- Branch impression tracking to supplement network changes with marketing
 - Customer profiling to improve engagement strategies
-

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NOVANTAS