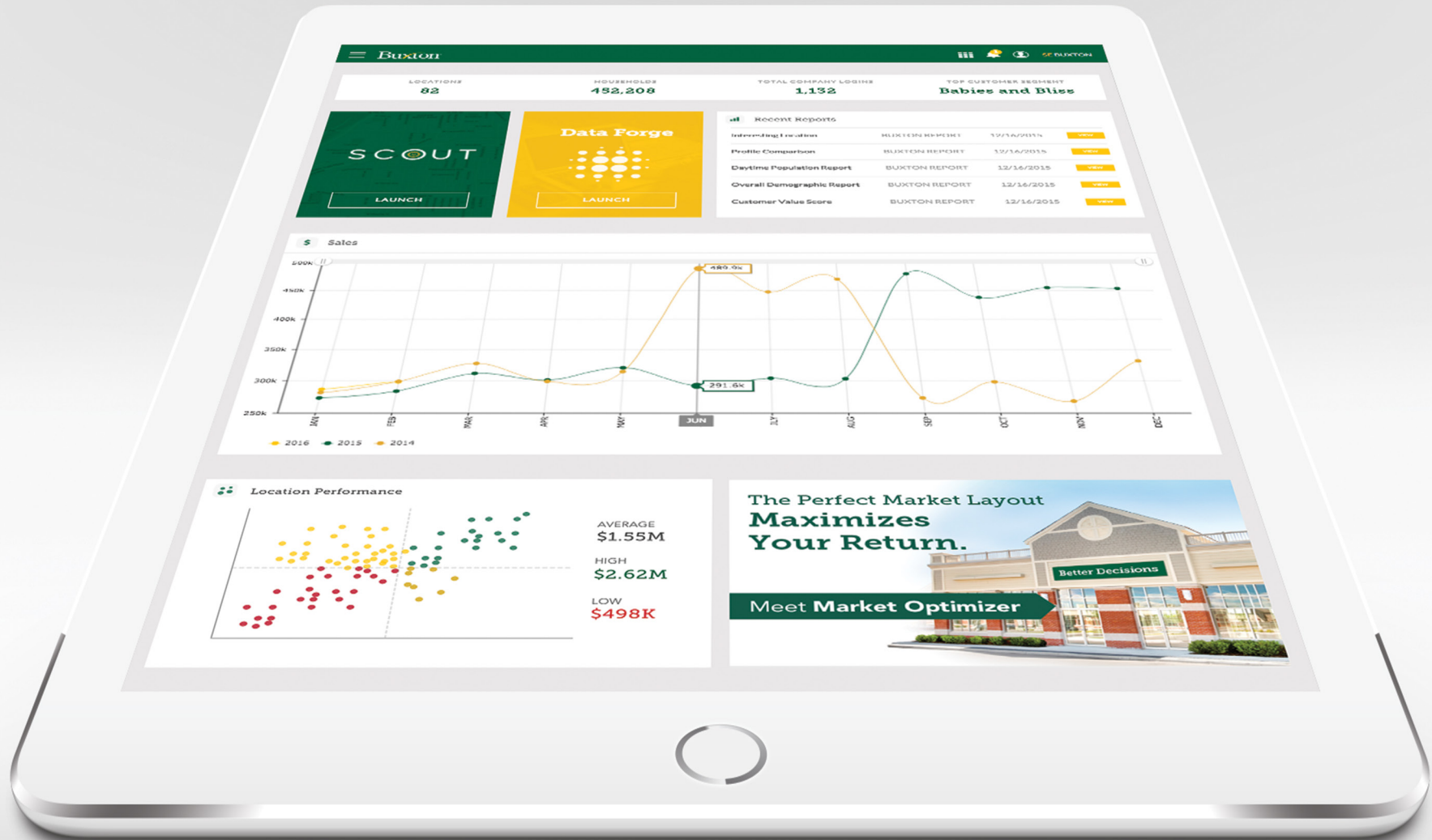


Answers for Growth.





Potential Site Forecast **\$2.52 mil**
Cannibalization **12%**

**GROW
SMARTER.**

www.buxtonco.com

GROW YOUR **CUSTOMERS.**
GROW YOUR **STORES.**
GROW YOUR **BOTTOM LINE.**

Buxton is the leading provider of analytic solutions for growth. By understanding your customers – who your best customers are, where more customers who look just like them live and work, and the potential value of all of them – we deliver powerful answers and drive the growth of your organization.

Let us give your brand the answers it needs for growth.

The Buxton logo features the word "Buxton" in a dark green, serif font. A thin, curved orange line arches over the letter "u". A registered trademark symbol (®) is positioned to the upper right of the word.

BUXTON. YOUR ANALYTICS PLATFORM **FOR GROWTH.**

In a world of data chaos, it's hard to find the answers and insights you need to make the right decisions to grow your business. That's why we created the Buxton Analytics Platform.

It brings the power of customer analytics to your entire organization through a completely integrated and personalized collection of easy-to-use apps. Apps that were carefully designed to connect your entire organization around a common understanding of your customers, markets, and performance drivers – so you can get all the answers you need in the way you need them.



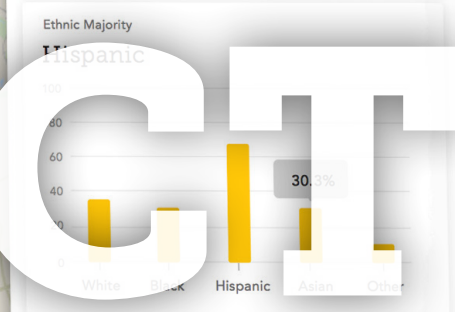
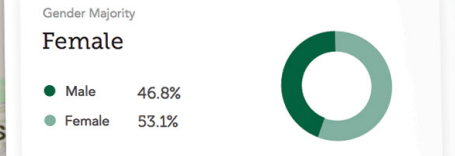
- 5 ACTIVE ITEMS**
- My Locations
- My Customers
- Potential Sites
- 10-Min Trade Area
- 10-Min Trade Area



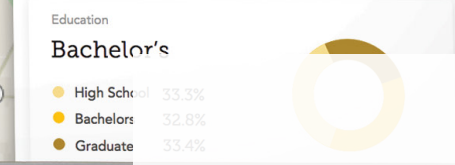
EXPLORE 10 Drive-time around 'Cooper Town'

DEMOGRAPHICS PROFILES

Total Population	Households	64,920
164,920	Daytime	43,943
Pop Growth	BUDS	3
5% ▲	Density	1,227



Median Household Income	Median Household Value
\$44,692	\$143,780
Average Household Income	Income Per Capita
\$59,658	\$27,557



CONNECT

CONTINUAL **INNOVATION.**

As you grow, nothing stays static. Trade areas evolve. Customers move. Preferences change. One market grows, while another declines. It makes knowing how each piece of your business is evolving and influencing the others critical to your success.

With live feeds of your data, the apps that live within your Buxton Analytics Platform are continually fine-tuning your insights to give you the most up-to-date understanding of your customers, how to acquire more of them, and how to optimize location performance.

And as your business needs change, we change with you – continually providing you with the new tools you'll need to answer today's questions and tomorrow's.

EXISTING STORE PERFORMANCE

Understand which stores aren't meeting their potential and identify the underlying problem so you can address under-performing locations by analyzing the customers in the trade area from a marketing, merchandising and operations perspective.

CUSTOMER INSIGHTS

Use interactive insights and visualize trends around your customer base. Or go deeper with individual-level customer profiles.

OMNICHANNEL

Analyze the sales relationships between your physical locations and your online channels.

MARKET POTENTIAL

Understand your total growth potential market-by-market or across the U.S., prioritize your expansion efforts and run unlimited scenarios to optimize results.

MARKETER

Execute direct mail, email, social media and IP targeting campaigns using insights about your customers' marketing preferences.



Buxton[®]



MOBILIZE

Access information using SCOUT.
No matter where your work takes
you, you'll be connected.

SCOUT. MAKE BETTER DECISIONS FOR GROWTH.

With a geographic analytics system at its core, SCOUT lets you see where your customers are and where you can find more of them. It not only lets you instantaneously compile all relevant site location information, but also all relevant information on your competitors – just with the click of a button.

With SCOUT, you'll know your customers and competitors better than they know themselves so you make better decisions and plan better growth strategies.

SPEED

Leverage the analytics, add layers of data, compare, contrast, and get the big picture with extreme speed.

EXPLORE

Remove the need to send someone out in the field. Analyze and investigate any point on the map with an unparalleled breadth of data so you know you're making the right site recommendations and growth decisions.

VIEWS

With different user interfaces, you experience an environment that's been designed with you in mind so you get the right content you need to use your time more efficiently and effectively.

SCOUT.

WE'VE BROUGHT THE INSIGHTS TO YOU.

ANALYTICS

Analytics drives smart decisions. Get to know your customers, business, and growth potential like you never thought possible.

Buxton®



CONNECT YOUR ENTIRE ORGANIZATION.

From the c-suite to your analysts, marketing, real estate and operations teams, Buxton's Analytics Platform puts all of your decision-makers on the same page providing a centralized view of your customer and your growth strategies.

And when you absolutely know who your customer is and where your customers are, then you have the keys to success. Buxton: Answers for Growth.

GROW WITH US.

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