geovision
group

GEOVISION-
GEOMARKETING

Dominate the market with precise regional datasets, Ai-powered segmentation , and optimized data visualization tools

The ultimate location-intelligence & customer-behavior analysis software

Every day **since 2005**, we have been committed to help tens of **industry leaders** around the globe, **optimize their operations,** and **cut down costs** with our logistics solutions.

Our end-to-end software solutions covers the whole sales and logistics cycle, starting with marketing, sales, and order management, and ending with last-mile logistics such as route optimization, fleet management, and reporting.

*...and many more!*

Geovision Geomarketing
Turn geographic data to actionable business insights!

The complete location-intelligence platform to manage and optimize all your business and marketing processes.

- *Integrate all data resources into one platform.*

- *Perform advanced queries and analysis.*

- *Visualize data and create custom heat maps.*

- *Enrich your analysis with over 12,000 geospatial data-sets.*

- *Draw conclusions, and answer strategic questions such as:*

  - *"Where should we expand our stores network?"*

  - *"How should we segment and target the customers of a specific product or location?"*

Advanced analytics &
Unmatched data visualization capabilities
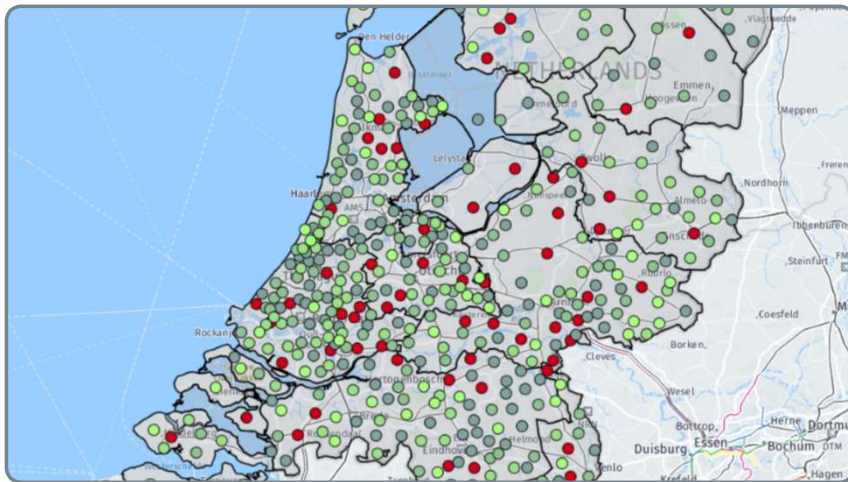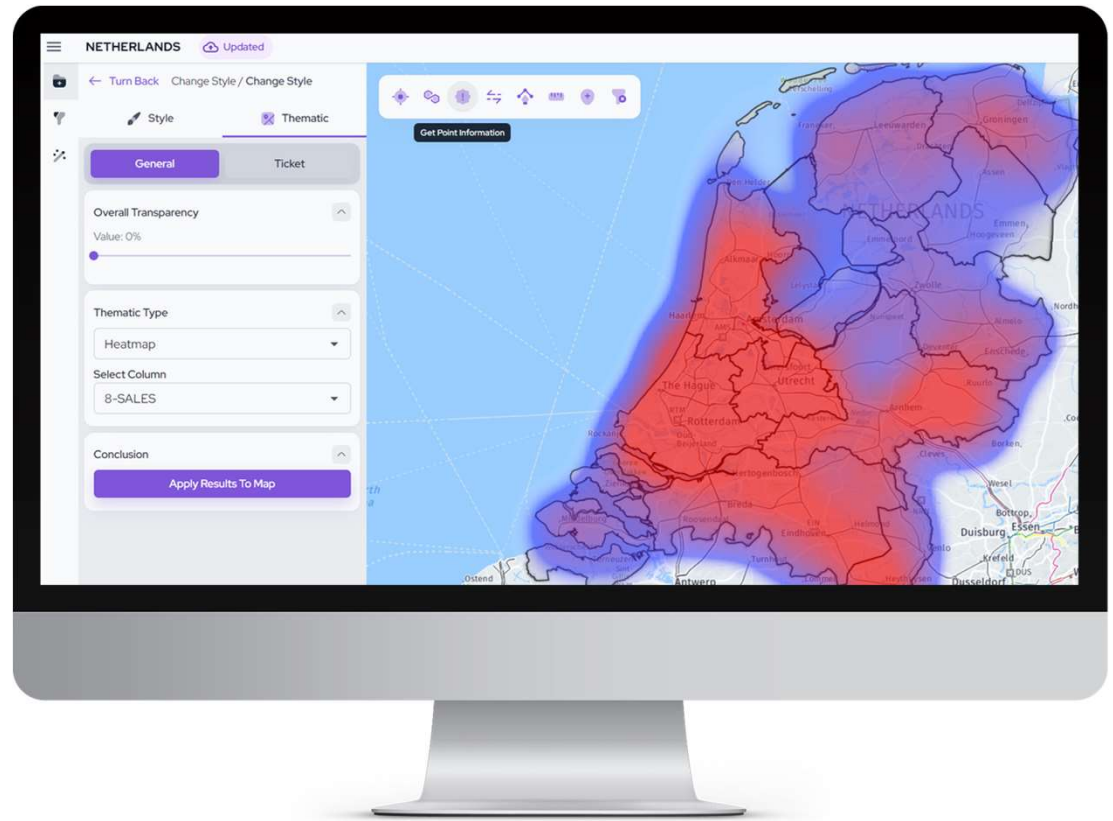
Main Features

All-in-One Solution
- **End to end platform;** business, marketing, order, scheduling, & distribution
- Centralized data warehouse

Over 12,000 Geospatial Datasets
- Demographic insights
- Customer preferences & behaviors
- Point of interests

Simplified Data Visualization
- Advanced customizable heat-maps
- Intuitive Dashboards
- Reveal relationships & outliers

Ai-Powered Segmentation
- Enhanced targeting precession with advanced algorithms
- Cost & time efficiency

Advanced Querying & Insights
- Analyze patterns in data
- Enhanced forecasting
- Explore markets & competition

Detailed Reporting
- Data-driven decision making
- Tack and improve progress
- Enhanced visibility

Why Geovision Geomarketing?
Accelerate growth & get ahead of competitors!

Precise customer segmentation and targeting

Enrich your analysis with over **12,000** geospatial data sets

Decrease marketing & advertising costs by **40%**

Enhance customer engagement by **50%**

35% more efficient recourses utilization

Location-based market insights

Increase competitive advantage & decrease risks

All in a single easy-to-use platform

Use Case 1 - FMCG Market Dominance

Giant FMCG, FreshFlavors, striving for market dominance

Challange:
- The FMCG sector is a very competitive landscape featuring giants like *FreshFlavors FMCG*.
- CEO Sarah Rodriguez aspires to optimize their operation & expand their market shares while outpacing competitors.
- She realized the need for a software that integrates geographic parameters to marketing, sales, distribution, forecast, analysis and other possible situations and processes.

Solution:
- Geomarketing allows FreshFlavors to explore untapped markets with high demands.
- Geomarketing provides precise demographic and costumer behavior insights allowing for region-specific promotions and advertisements leading to better customer targeting and increased sales and revenues.
- Empowered FreshFlavors to outmaneuver competitors by optimizing pricing strategies, differentiating products, and strategically placing new distribution centers to ensure proximity to high-demand areas.
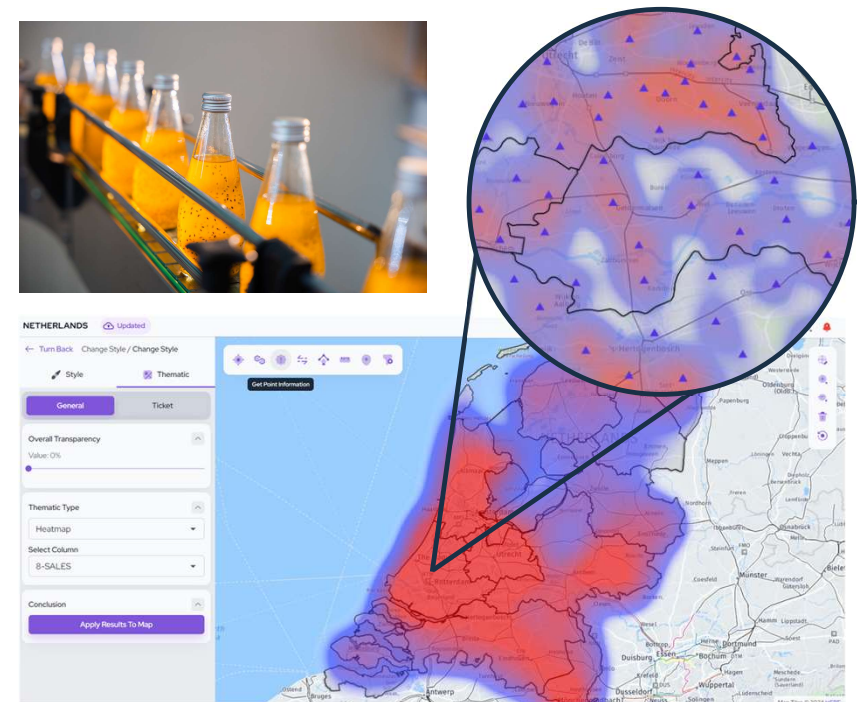
Use Case 2 - Franchize Network Expansion
Global food/coffee franchize aiming to expand their store network

Challange:
- Marco's Pizza franchises operating in a fiercely competitive market and struggling to stay on top of competition.
- Marco, the passionate owner, recognizing that success goes beyond the perfect product.
- Decision to leverage GeoMarketing to seamlessly integrate geographic parameters into marketing, sales, distribution, and analysis at Marco's Pizzeria.

Solution:
- The demographic analysis provided by Geomarketing helped Marco strategically select new branch locations.
- Marco Pizzeria can assess the competition in each potential location, helping the pizza franchise measure market saturation and strategically position itself for success.
- Marco Pizzeria can now launch region-specific promotions and marketing campaigns.
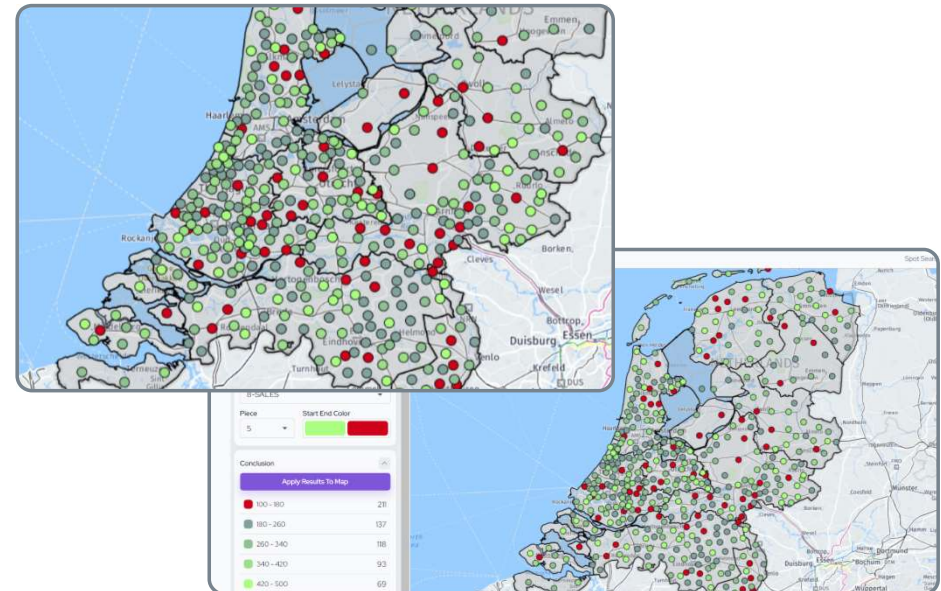
We
Understand
You!

Throughout our 19 years of experience we have partnered with businesses from different industries and sizes.

Say goodbye to one-size-fits-all solutions, and welcome a software that adapts to you, ensuring maximum efficiency and effectiveness.

🌐 www.geovisiongroup.com

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📍 Geovision offices

📍 Active clients

📍 Upcoming offices