POTLOC
Build smart neighborhoods

INNOVATION

THE RIGHT STORE AT THE RIGHT LOCATION

OPEN YOUR NEW STORES
BASED ON REAL DEMAND

LAZY TO READ?

ELEVATOR PITCH

Potloc

How to fight against the rise of e-commerce and the unpredictable behaviours of Millenials ?

While retail players are all working with the same top-down macroeconomic data, Potloc came up with a whole new set of data : customers intents, or bottom-up data.

Potloc is a web platform that crowdsources customers' needs, correlate them with big data and predict which store should open where.

Potloc uses powerful social networks campaigns to source what customers want in defined geographical areas.

Targeted customers are invited to go on potloc.com and to express what, how and where they want to shop. It gives clear insights about your customers' needs and enables to grow & refine your client database by surveying targeted people.

#MarketResearch #Crowdsourcing

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OUR SERVICES

WHAT WE DO

The problems we solve :

- You need to validate the local demand before signing a new lease
- You hesitate between several locations for your next stores or restaurants
- You would like to estimate if there is a business opportunity in foreign markets
- You struggle to find and convince new franchised people
- You are looking for a new way to engage with your community and unboard new ambassadors
- You need to have more traffic when launching a new store and reach break-even point earlier

How we solve them :

- Local campaigns to measure the demand and compare different geographical areas
- Live and trustworthy statistical results that can be shared with any potential local business partner
- Detailed market study based on real demand
- Fun, rewarding and engaging B2C campaign that often leads to a line-up on the opening day

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WEB MARKETING

USERS ACQUISITION

Potloc creates massive geotargeted Facebook campaign in order to source a very large number of respondants. These fans are asked to answer a couple of questions and get rewarded in exchange. The campaign includes:

• **Sponsored posts :** Many sponsored posts are created in order to encourage users to request the brand to open a new point of sales around them.

• **Adjustment & Optimization :** During the campaign, the posts and the target audience are AB-tested and adjusted in order to optimize the cost per acquisition of a respondant.

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DATA & DATABASE

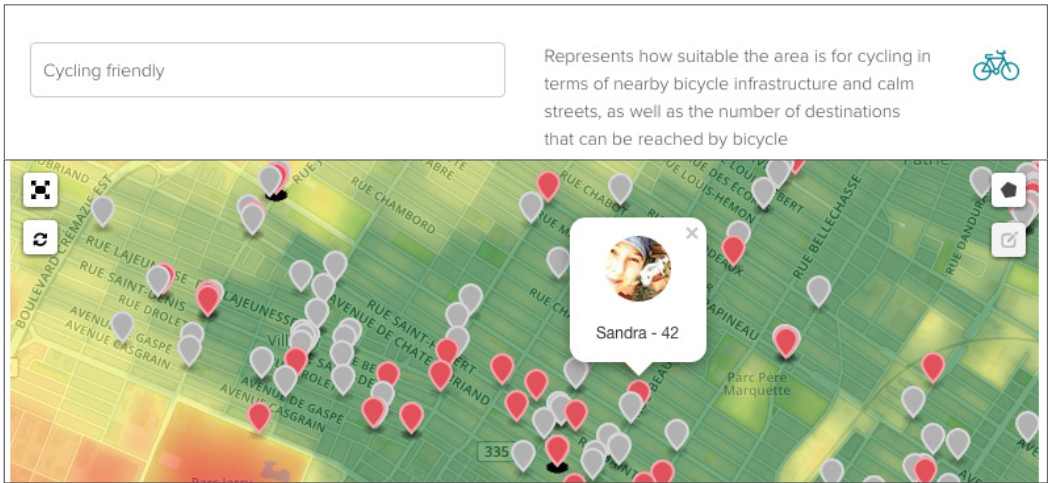
PLATFORM

Once your brand is registered, you will get access to :

• **A dedicated public page on potloc.com:** Users will be sent on this page in order to support the opening of a new store around them.

• **Live results :** Through the back-office, get access to the campaign's live results (number of supporters, location etc.) and discover the precise areas where the demand is the highest. Customers intents are correlated with macroeconomic data in order to indentify the best business opportunities.

• **Newsletters to supporters :** Send newsletters to your supporters to keep them informed about the future opening (location, franchised or staff hiring, opening dates etc.). Convert your supporters into first clients by rewarding them.



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THEY TRUST US

and many more...

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