

IDENTIFY THE PREVALENT SEGMENTS WITHIN INDIVIDUAL TRADE AREAS OR ENTIRE PORTFOLIO/RETAIL FOOTPRINTS TO:

# Case Study

## KNOWING YOUR MARKETS

How Brixmor's leasing team utilized RetailStat's REI (Real Estate Intelligence) platform with Spatial.AI's PersonaLive™ to close the deal with an emerging high end specialty grocer.

**IMPROVE SITE SELECTION**

locate in proximity to your most valuable customers

**OPTIMIZE TENANT MIX**

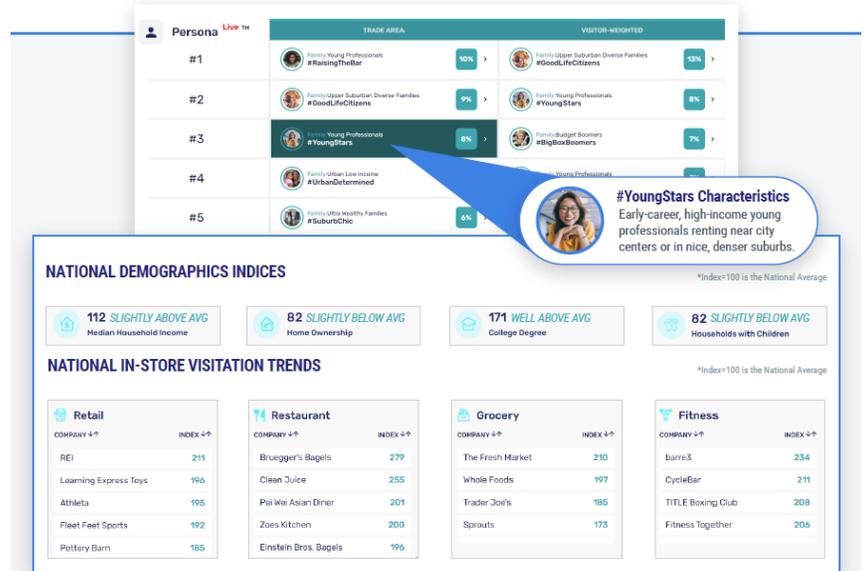
for leasing opportunities and redevelopments

**DE-RISK INVESTMENTS**

with a better understanding of the consumer landscape

**UNDERSTAND MARKET & CONSUMER TRENDS**

as they evolve, stabilize and change



# The Challenge

Overcoming a prospective tenant's concerns that the income and customer profile in the trade area were not aligned to their existing locations and needs.

The Brixmor team needed a way to understand at a deeper level, insights into their center's community and customers.

RetailStat provided the right solution through their partnership with Spatial.AI and their PersonaLive™ segmentations combined with our Real Estate Intelligence platform to help the Brixmor team show that this specialty grocer's customer is embedded into the community at their prospective new location.

Get a **free demo** today and see how **Spatial.AI** and our **Real Estate Intelligence Platform** can help you close your next deal.

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# Knowing Your Markets

## PersonaLive™



Using real human behavior and habits **Spatial.AI** has created **PersonaLive**, a psychographic segmentation system that classifies every US household into one of 80 behavioral segments using social media activity, retail visitation, website traffic and demographic traits. **PersonaLive™** answers the question, "Who are my customers?"

## The Solution

"Our team was able to utilize RetailStat's REI platform which has partnered with Spatial.AI's PersonaLive™ tool to show that the top 4 personas in our trade area were above the national average for household income, home ownership, college degrees and households with children – all data sets that this grocer loves to see. The data set also shows the most followed brands on social media by consumers in our trade area also included many higher end tenants like Athleta, The Fresh Market, Sprouts, Whole Foods, barre3 and Cycle Bar to name a few.

Using this **deep understanding of the psychographics** in this market, we were ultimately able to come to terms on a deal with this specialty grocer which is scheduled to open in early 2024 and will be a transformational event for this asset and this community."

– David Gerstenhaber, SVP, Head of National Accounts

**BRIXMOR**  
Property Group

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