

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

IMPROVE SITE SELECTION
locate in proximity to your most valuable customers

OPTIMIZE TENANT MIX
for leasing opportunities and redevelopments

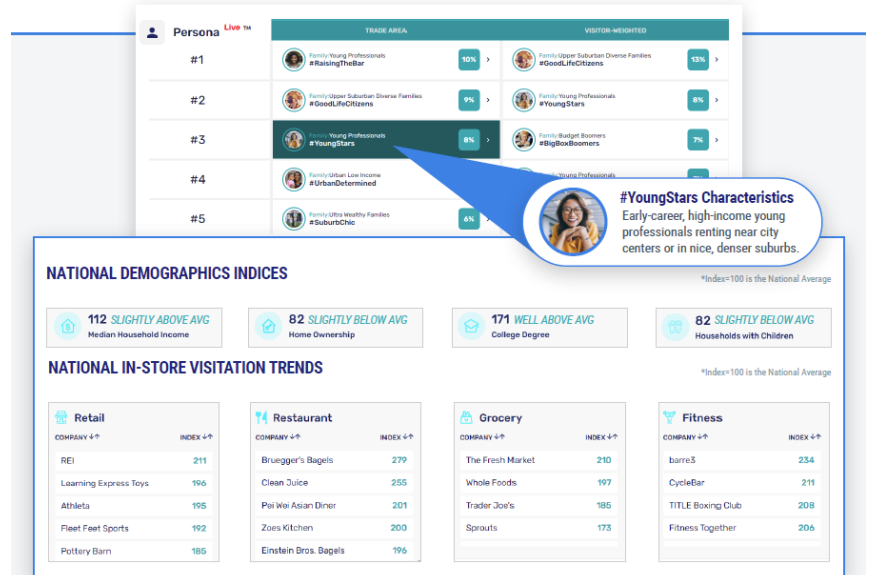
DE-RISK INVESTMENTS
with a better understanding of the consumer landscape

UNDERSTAND MARKET & CONSUMER TRENDS
as they evolve, stabilize and change

Case Study

KNOWING YOUR MARKETS

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



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.

CreditIntell 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 speciality 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 Creditntell'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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