

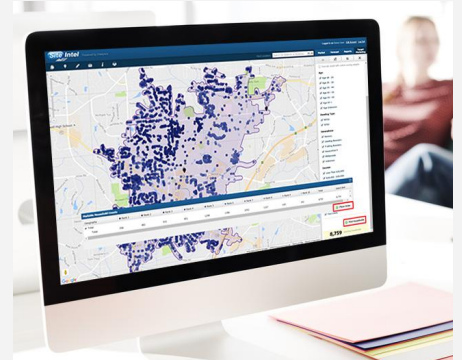
LEVERAGE REAL-TIME INSIGHTS

# SiteIntel

SiteIntel is the predictive analytics industry's leading application for data visualization, forecasting, reporting, and targeting. A web-based platform developed by Intalytics, SiteIntel features a flexible architecture that can be scaled for use across the entirety of your organization, from executives to analytical power users to franchisees.

- **Data Visualization** allows you to view your location and consumer data alongside third-party data and your analytical deliverables.
- **Massive Mobile Data** integration lets you develop custom geofences for points of interest, define measurement parameters, visualize device activity, and obtain consumer insights.
- **Forecasting Model** integration enhances forecast generation through its analytical intervention capabilities, including trade area editing, site characteristics adjustments, transfer analysis, analog analysis, and macro and disaggregate adjustments.
- **Targeting Model** integration defines desired selection criteria, generates counts of your best prospective consumer targets, and fulfills list orders.
- **Data Management** allows you to import, export, and manage data, bolstered by an out-of-the-box ability to support numerous database, mapping, analysis, and business intelligence file types and formats.
- **Reporting** lets you generate everything from standard demographics summaries to custom reports emulating your current real estate committee packages for any geography of interest.

**Learn more** about how SiteIntel can empower your team with real-time insights.



*"Having worked with members of the Intalytics management team throughout my career, I have come to rely upon their subject matter expertise in the predictive analytics realm. By leveraging Intalytics' retail experience, sound research practices, and methodological innovations, we at Burlington Stores continue to grow and build upon this successful partnership."*

**GAYLE AERTKER**  
Executive Vice President Of Store  
Development

# Burlington

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