WHAT IS GEO IMPACTS?

GEO IMPACTS is the intelligent and targeted way to acquire and retain customers. Using business intelligence to provide data driven customer retention and acquisition solutions for a facility operator across all programmes, helping to generate savings against marketing budgets.

Using evidence based on demographic and lifestyle segmentation from 1.6+ billion recent facility visits and sector-wide benchmarks, the module informs activity programme planning and subsequent targeted marketing campaigns, all aligned with the local profile catchment of your facility.

Current customer catchment and live interactive map show you the location of customers mapped by time, facility, visit frequency, demographics, member type, activity participation and facility area utilization (as well as competing facilities).

KEY FEATURES AND BENEFITS:

- **Reduce marketing costs -** Target increased and trackable returns from acquisition campaigns

- **Real time view of activity** - to help target and report against local interventions

- **Strategic filtering** - to align physical activity outcomes with strategic objectives of organisations and local stakeholders.

- **Targeted and focused offers** - Identify location gaps with underrepresented demographic groups using national and regional participation conversion ratios.

- **Identify the latest trends** - In sports & activities, based on throughput and % increase in participation, from similar facilities sector-wide, all aligned with your local targeted demographic segments.