

RETAIL

buxton®

# Product Guide

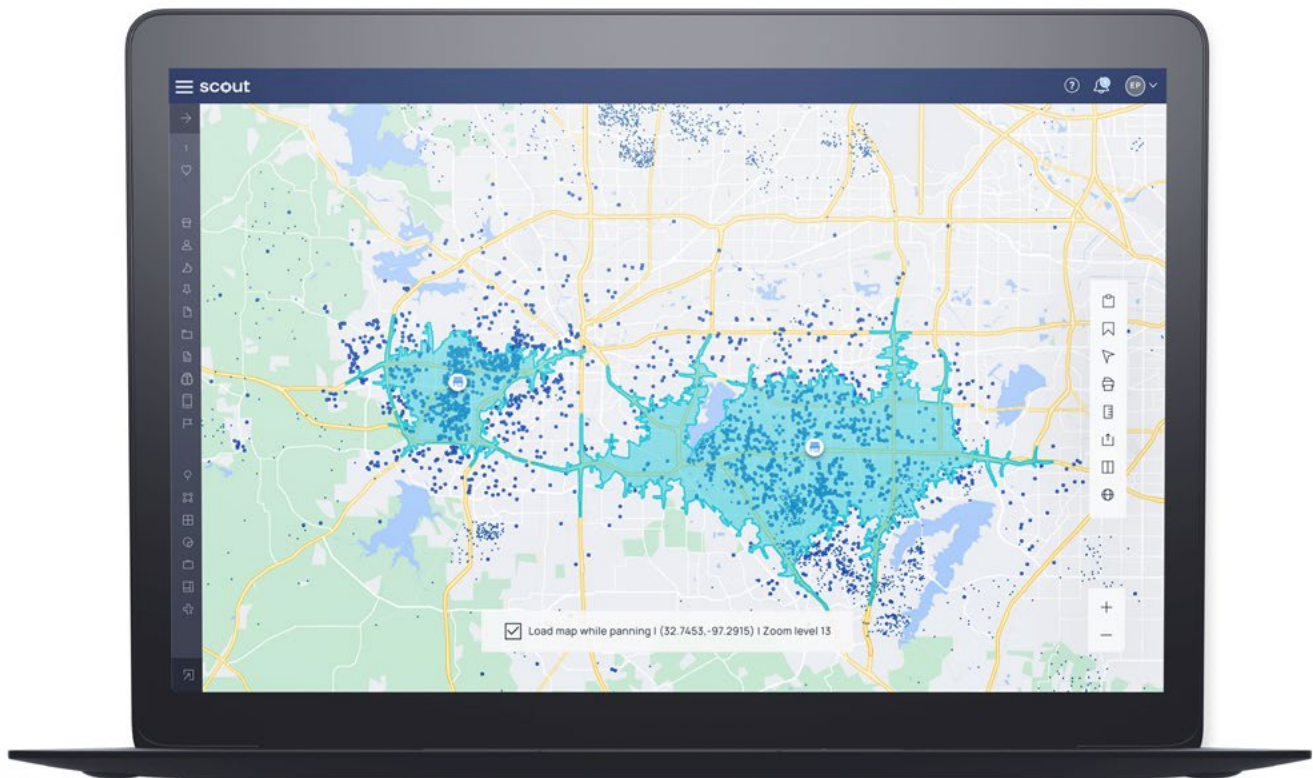


scout

# Meet SCOUT

## Study markets with ease.

SCOUT is a mapping application within the Buxton Platform that allows you to study markets with ease thanks to a robust group of consumer and market datasets. Visualize the data in SCOUT's map-based interface, run reports, store files for easy collaboration, upload your own datasets for an enhanced experience, or even integrate custom analysis tools from Buxton.



## Select Your Edition

SCOUT is available in three great editions for retailers. Check out a summary of what you will find in each edition, then keep reading for more details

Edition	Essentials	Enhanced	Enterprise
Features	Ability to launch Mobilytics report	Includes everything in Essentials	Includes everything in Enhanced
	Ability to view Mobilytics places and visitors	Ability to view IQ results	Ability to view Optimizer results
	Ability to view observed customer profiles/trade areas for up to 5 competitors (Optional)	Ability to launch Factor analysis	Ability to view portfolio audit results
	Business search	Areas of interest	Explore sales dashboards
	Competition Cotenants	Collaborate feature	Household analysis
	Customers	Location filters	Sales performance dashboard
	Daypart traffic analytics		Supports custom site score model reporting
	Demographic thematics		
	Geographic boundaries		
	Points of interest		
	Stores		
	Segmentation		
	Territories		
Standard Reporting Package	Demographic report	Includes everything in Essentials	Includes everything in Enhanced
	Media preferences report	Daytime population report	Actual customers report
	Profile report	ZIP households report	Core households report
	Shopping center insights report		Custom variable report
			Penetration report
			Vehicle registration report
			Site similarity analysis report



## Standard Reports

Your SCOUT subscription comes with a suite of standard reports that are available on demand. Some standard reports require you to upload your customer or location data, or to use your Buxton-developed customer profile, to function.

### › Actual Customers Report

Determines the unique customer household counts in a specific trade area.

### › Core Households Report

Quantifies the number and percent of households in an area that match your customer profile and that are more likely to be your customer.

### › Custom Variable Report

Provides insight on many market research statistics that are not traditionally reported in Demographic Data. Consumer Expenditure information, survey lifestyle data, and hundreds of other variables are compiled in a variety of reporting outputs.

### › Daytime Population and Business Report

Quantifies the daytime population of the area and describes by industry the fields that employ them. This report is valuable for studying areas with different daytime and residential populations.

### › Demographics Reports

Provides a large collection of demographic data that can be used to compare one area to another.

### › Media Preferences Report

Provides quick summaries of media consumption, channel preferences, and engagement for the population in a selected study area.

### › Penetration Report

Reveals how many of the households in an area are your actual customers. Counts of actual households are divided into the total households in the area by segment to show which consumers are being won successfully.

### › Profile Report

Provides a profile for both the residents and workplace population of the evaluated area. Population is quantified by segment and provided as a percent of the total.

### › Shopping Center Insights Report

Compares a shopping center's visitor profile to your customer profile to define level of overlap and provides visitor marketing preferences.

### › Site Similarity Analysis

Compares any point to your existing network of locations within a specified geography using variables that you select.

### › Vehicle Registration Report

Provides counts of registered vehicles by category, such as age, fuel type, vehicle type, and more within a selected study area.

### › ZIP Household Report

Allows you to select a custom study area and summarize household counts by ZIP codes within that area.

## Standard Features

SCOUT offers many unique features to maximize utility and ease of use. Here are some of the most popular features.

### › Optimal Data Presentation

The three primary formats to summarize and present our data in SCOUT are reports, thematics, and dot densities. A report is a PDF, Excel, Word, or HTML output that uses text, and sometimes images, to summarize data. A thematic layer is a map visualization that uses shaded areas to represent quantities by varying colors. A dot density layer is a map visualization that uses dots to show us where, for example, consumers cluster.

### › Buxton Datasets

- Demographics – visualize different demographic data in thematic layer format including age, income, population, ethnicity, and more
- Business Lookup – search and visualize business locations by brand from our database of more than 5,000 brands
- Segmentation – visualize the location and population density of households belonging to each of the 71 Mosaic segments individually or in combination

### › Points of Interest Data

- Hospitality/Tourism – includes convention centers, hotels, amusement parks, casinos, stadiums and arenas, and recreational areas
- Retail Centers – includes community centers, factory outlets, lifestyle centers, neighborhood centers, power centers, regional centers, strip centers, and super regional centers
- Education – includes schools, colleges, and universities
- Institutions – includes government facilities, military bases, research parks, and prisons
- Transportation Hubs – includes airports, train stations, and ports
- Financial Institutions – includes banks, credit unions, and ATMs

### › Boundaries

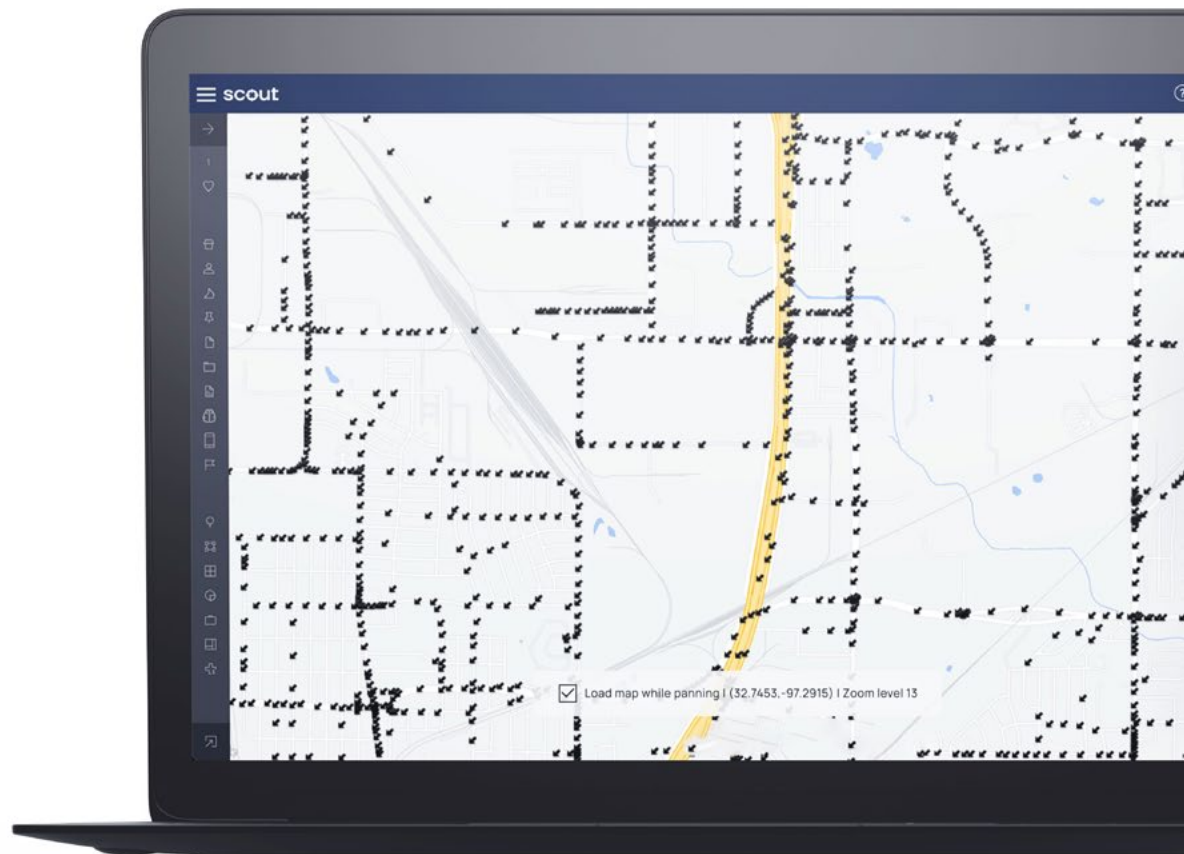
- Geographies – available for block groups, CBSAs, census regions, city limits, counties, DMAs, ZIP codes, and states
- Buxton Urban Density Score – classified as rural, in-town, suburban, metropolitan, urban, and urban core

## › Features

- Explore – View demographics and other trade area insights on a selected site
- Split Screen – Display up to four map views side by side
- Study Area – View and perform actions on user-defined points or geographies
- Bookmarks – Save your favorite map views as your default for easy navigation
- Geolocate – Display your current facility on the map
- Print – Download current map view as a PDF
- Ruler Tool – Measure the straight-line distance between two points on the map, as well distance and directions for driving, public transit, walking, or biking
- Share – Create a hyperlink that allows external users to see your current map view
- Map Settings – Control map views such as satellite view, street view, and other map types and styles

## › Daypart Traffic Analytics

Daypart traffic analytics are included as a standard feature in all SCOUT editions. These map layers quantify the number of vehicles seen on millions of road sections by the time of day. The layers provide traffic counts in hourly increments, and users can select the specific timeframe of interest. For example, select 6:00 a.m. to 9:00 a.m. to see the counts during these three hours of traffic. Users can modify the time covered to any length they desire.



# Client Data Integration

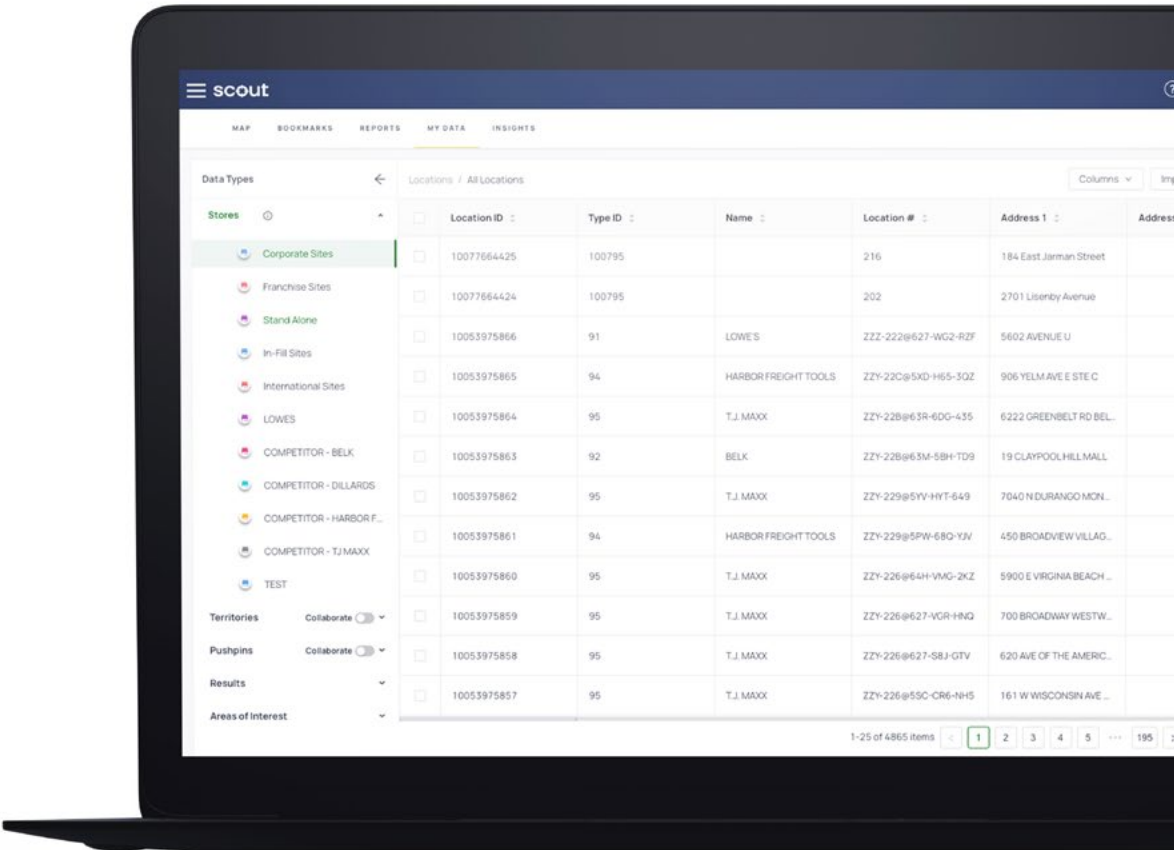
## > My Data

My Data is a section in SCOUT that enables clients to access and upload their own data, including territories, pushpins, results, and areas of interest. Clients can view, import, export, and delete data from My Data to the extent that permissions allow. Since users are limited in the type of data and amount of data that they can upload via My Data, Buxton does recommend data updates – whether it is a one-time upload or an ongoing data feed.

## > Optional Data Updates

Many of our clients choose to have their own data loaded into the platform, including existing locations and customers, via secure file transfer. Our Amazon Web Services (AWS) cloud-based environment protects your data with strong encryptions both in transit and at rest, and also leverages best-in-class security from one of the world’s most trusted providers. We are SOC-2 Type II compliant, reflecting how well we safeguard customer data.

Updating your data ensures the most accurate answers possible. As such, automated monthly data feeds are included in many of our solution packages; if they are not included as part of a packaged deal, then they may be added to your solution for additional fees. You should plan to set up recurring, monthly data feeds with Buxton during the onboarding period. If applicable, a Data Acquisition Packet, which will be provided upon execution of your agreement, will provide information on data feed requirements. Typically, this requires the participation of the client’s IT department. Although not difficult, identify the team member responsible for the data transfer up front to ensure all proceeds smoothly.



## Users

User seats enable clients to access SCOUT and its insights. Users come in two types.

- Reporting users are able to operate fully in the application, including site scoring if a Buxton site score model is purchased.
- Viewing users are able to open and view the work performed by others, but they are not able to run reports themselves. Aside from reports, they are able to work in the application and utilize its functionality.

## Support



### Chat

User support is available to answer questions or solve potential issues during regular business hours. You can chat with our support team online or schedule a 15-minute screen share appointment by clicking on your login ID at the top right of the screen and going to Chat with Support. Buxton updates are also available within this feature.



### Learn

The Learn section includes the Knowledge Base and Segmentation Guide for users and is also available by clicking on your login ID at the top right of the screen. The Knowledge Base includes articles, advice, and guidance for users. The content is searchable.

The Segmentation Guide is a link to the Experian segmentation portal, which has data and insights about the 71 Mosaic segments assigned to every household in the U.S.