



Outlet Index



## Refine sales targeting strategy, listings, and increase market share drive with Outlet Index

A comprehensive and robust database of all On Premise outlets, providing name, address, segment, Outlet Index can help you to:



Develop better brand distribution profiling



Enrich CRM and maintain accurate records



More efficiently target distribution gaps



Ensure sales teams are optimising time infield and driving sales

### Attributes included in the file deliverable:

- CGA segmentation
- Address
- Town/City
- County/Region
- Post/Area/CAP code
- Telephone number
- Lat/Long Co-ordinates
- License indicator



### Available European market databases (data refreshed quarterly)

- Austria
- Belarus
- Belgium
- Bulgaria
- Croatia
- Denmark
- Finland
- France
- Great Britain
- Georgia
- Germany
- Hungary
- Italy
- Latvia
- Netherlands
- Northern Ireland
- Norway
- Poland
- Portugal
- Republic of Ireland
- Romania
- Sweden
- Switzerland
- Turkey
- Ukraine



### Available European market databases (data refreshed quarterly)



#### Bars/Pubs/Clubs

- Bar
- Pub
- Nightclub
- Other club



#### Hotels Star rated

- Hotels
- Other Hotels



#### Leisure

- Bowling alley
- Casino
- Cinema
- Sports Centre
- Theatre



#### Restaurants

- Casual Dining
- Fine Dining
- Cafe Bar
- Bar Restaurant



#### Venue

- Arena
- Event Hall
- Music Venue
- Stadium

## Mapping the On Premise to your view:

### Customised segmentation

CGA's customised segmentation enables you to:



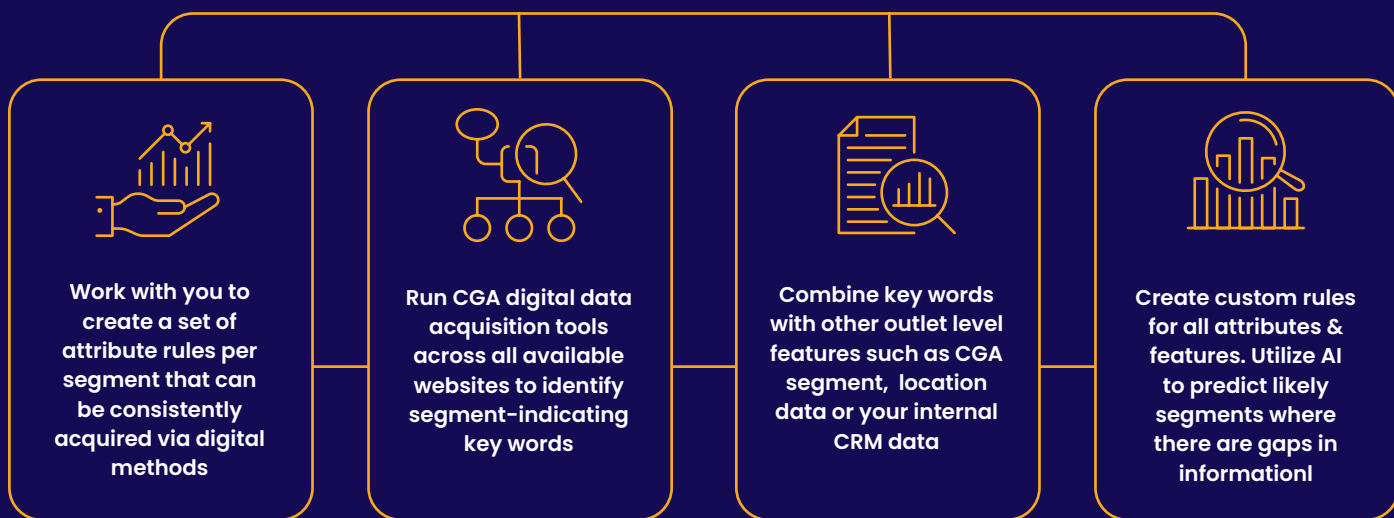
Align Outlet Index to outlet categorisations that already exist within your CRM



Target outlets with specific features or attributes that align to your brand strategies



### Our approach:



### On Premise mapping and opportunity toolkit:

#### Stage 1 - Shape of the market

Assess and understand market size and shape at a macro level, building strong foundations for On Premise strategy

#### Stage 2 - Size of the prize

Utilizing CGA's consumer research, a full understanding of consumption will be built by location and sub-channel to add approximate valuation by outlet type for location and segment targeting

#### Stage 3 - Penetration & gap analysis

Combining Outlet Index with calls lists to understand your current market penetration, gaps in your distribution footprint and opportunities within the On Premise

#### Stage 4 - Current commercial assessments

Directly update and enrich your data with the full universe to effectively target outlets based on analysis of your On Premise opportunity targeting



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