

SUCCESS STORIES - SUMMARY

Project Name		Client	Brief Description	Services
1	Location Analysis	Direct-to-Consumer Orthodontic Aligners Company	Partnered with the client to rank MSAs for studio launch based on demand for key competitor's services & demographic fit	MSA prioritization

LOCATION ANALYSIS

ABOUT THE CLIENT

Client is a leading **direct-to-consumer Orthodontic Aligners Company** focused on online sales across North America



SITUATION

- Client wanted to leverage the offline channel to boost sales by **launching orthodontic alignment studios** in identified **under-served North American locations**
- Merilytics partnered with the client to **rank MSAs for studio launch** based on demand for key competitor's services & demographic fit



VALUE ADDITION

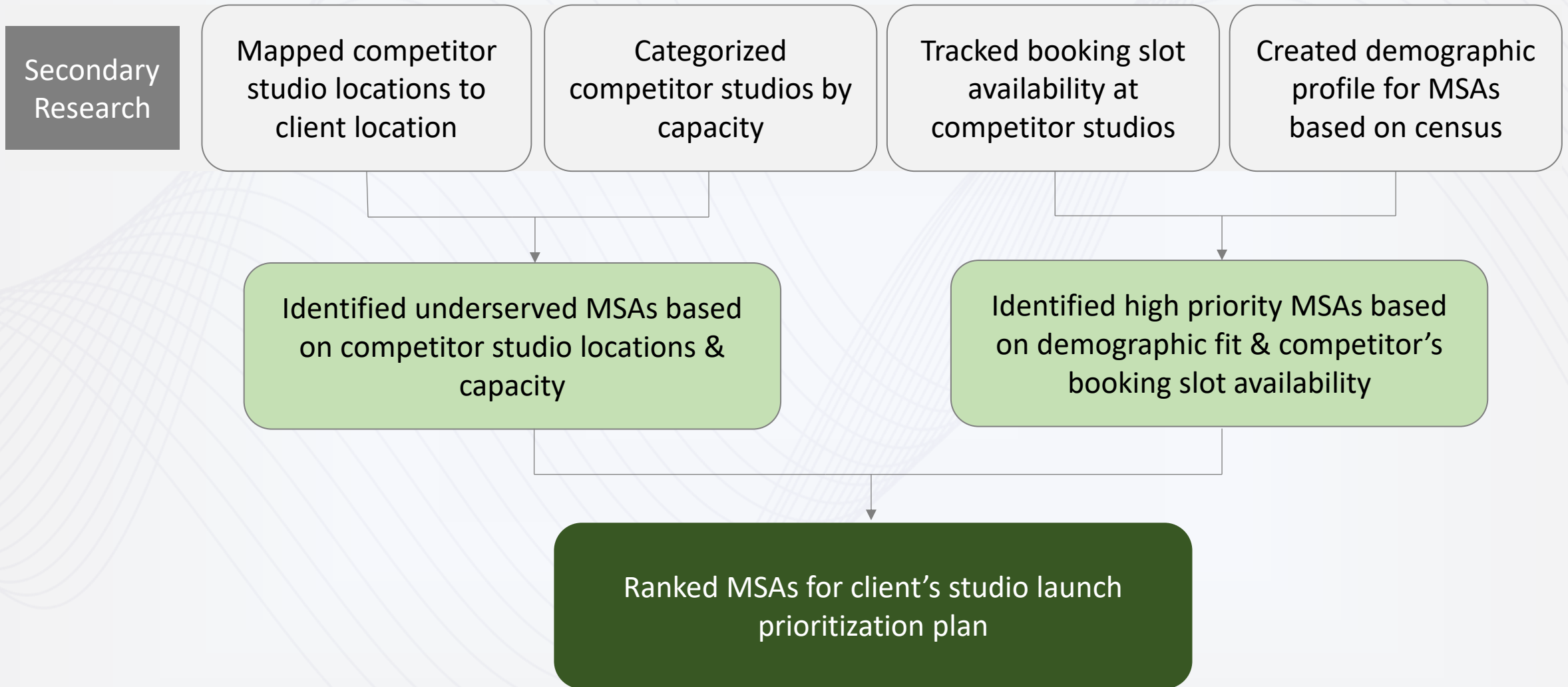
- Identified target demographic & three key competitors** operating offline studios across North America
- Mapped over 100 competitor studio locations and categorized studios by capacity through **secondary research**
- Tracked booking slot availability** for each competitor studio at a regular cadence through the booking screen on competitor's websites & mobile apps
- Identified **high priority MSAs** based on the **demographic profile** of the location as per census estimates
- Identified **underserved locations & fluctuations in demand** by evaluating trends in booking slot availability at each competitor studio



IMPACT

- Competitor intelligence **helped the client launch over 20 studios in high priority MSAs** that had unfulfilled demand & limited access to competitor's studios
- Insights on the booking trends at competitor studios helped the client estimate fluctuations in demand and **optimize resource utilization** at launch

APPROACH FOR RANKING MSAs



MSA PRIORITIZATION EXHIBITS

Provided flexibility to input weightages for demographic & competitive intelligence factors indicating potential

Ranked MSAs for client's studio launch prioritization plan based on the factors, weightages & resulting overall score

Primary Factor	Factor	Factor weightage for prioritizing MSAs (%)
Market size		10%
	Population	40.00%
Demographic Fit		30%
	Income	10.00%
	Education	10.00%
	Ethnicity	10.00%
Demand Markers		20%
	Access to direct competitors	15.00%
	Dental Health Facilities per person	5.00%
Readiness Markers		40%
	Competitor's booking slot availability	30.00%
	Competitor's studio capacity	10.00%

Rank	MSA	Overall Score (out of 100)	Market size score	Demographic fit score	Demand Markers score	Readiness Markers score
1	San Francisco-Oakland-Hayward, CA Metro Area	78	81	76	72	72
2	Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	73	82	80	71	48
3	New York-Newark-Jersey City, NY-NJ-PA Metro Area	70	89	61	54	47
4	Portland-Vancouver-Hillsboro, OR-WA Metro Area	65	75	71	63	53
5	San Jose-Sunnyvale-Santa Clara, CA Metro Area	65	62	67	75	86
6	Miami-Fort Lauderdale-West Palm Beach, FL Metro Area	65	82	56	67	38
7	Austin-Round Rock, TX Metro Area	65	68	70	59	82
8	Dallas-Fort Worth-Arlington, TX Metro Area	64	77	57	60	50
9	Kansas City, MO-KS Metro Area	62	69	66	64	50
10	Boston-Cambridge-Newton, MA-NH Metro Area	60	70	66	49	52
11	Atlanta-Sandy Springs-Roswell, GA Metro Area	60	79	63	58	43
12	Charlotte-Concord-Gastonia, NC-SC Metro Area	59	73	62	51	35
13	Richmond, VA Metro Area	56	67	66	55	47
14	Detroit-Warren-Dearborn, MI Metro Area	56	72	53	61	14
15	New Orleans-Metairie, LA Metro Area	55	67	54	56	66

DEMAND TRENDS EXHIBITS

ILLUSTRATIVE

Select MSA	San Diego-Carlsbad, CA Metro Area
Select Studio	All

Identified trends in demand in over 100 MSAs by tracking and analyzing booking slot availability at competitor studios.

Demand mapping by day of the week and time of the day											
Time fo the day Day of the week	9AM - 10AM	10AM - 11AM	11AM - 12PM	12PM - 1PM	1PM - 2PM	2PM - 3PM	3PM - 4PM	4PM - 5PM	5PM - 6PM	6PM - 7PM	7PM - 8PM
Monday	Low	Low	Low	Low	Medium	Low	Low	Medium	Low	N/A	N/A
Tuesday	Medium	Low	Low	Low	Low	Low	Low	Medium	High	N/A	N/A
Wednesday	Low	Medium	Low	High	High	Low	Medium	High	Low	N/A	N/A
Thursday	Low	Low	Low	Low	Low	Low	Low	Low	Low	N/A	N/A
Friday	Medium	Low	Low	Low	Medium	Low	Low	High	High	N/A	N/A
Saturday	Low	Medium	High	High	Low	Medium	High	High	Medium	High	Low
Sunday	Low	Low	Medium	High	High	High	High	High	Medium	Low	Low