**Tanger Insights and Analytics Capabilities**

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**Overview:**

The Insights and Analytics team aims to help to drive actionable insights to both our internal and external customers. Currently our capabilities adapt and grow organically as we receive new questions, but currently we have been focused on understanding the intersection of our customers and the brands.

**Current Capabilities:**

Below is a non-exhaustive list of the current analytics solutions we currently provide. Please note that this list continues to grow as the needs of our customers change over time.

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| **Theme** | **Examples** |
| Understanding our Shoppers | * Customer demographics based on mobile signals/ geofenced *(TruTrade)* * Market segmentation * Voice of Consumer * Customer Spend Projections/Demand *(ESRI)* * Within center customer heatmap *(TruTrade)* |
| Characterize Brands | * Compare brand performance within centers/ across centers *(Sales data)* * Customer/brand affinity *(Digital Audiences)* * Market saturation *(TruTrade)* |
| Center Performance | * Center traffic trends *(Traffic)* * Market capture compared to competition *(TruTrade)* |
| Understand Market Shifts | * Market migration *(WTWN)* * Trade Area KPIs by market * Characterize labor availability by region *(BLS)* |

**Marketing Capabilities:**

Ways to help drive traffic to your brand:

* App pushes to subscribers
  + Pass geofence, within 5 miles, at a specific time
* Marketing partnerships within the center
  + Lots of options for DTC facing programming.