

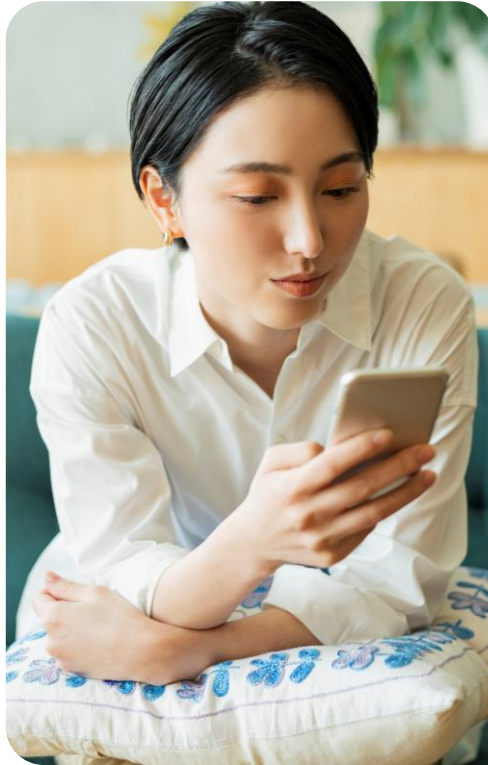
Unlocking an Interconnected Retail Ecosystem: The TDLinx Relationship Table



In today's dynamic retail and on-premise landscape, understanding the intricate connections between store locations is essential for driving growth, optimizing operations, and out maneuvering competitors. NIQ's TDLinx, the industry standard for tracking and managing location information across retail and on-premise marketplaces, now introduces the Relationship Table—an enhancement that reveals interconnections between stores, venues, and services. This new enhancement enables FMCG, CPG, beverage alcohol (BevAl) brands, retailers, brokers, and marketers to analyze complex ecosystems like airports with multiple dining options, casinos with lodging and dining options, hotels with integrated bars, or grocery stores with attached liquor outlets.

By mapping these relationships, organizations can unlock new opportunities for cross promotions, targeted cross-selling, strategic positioning, enhanced sales execution, optimized routing, and identifying white space. The Relationship Table empowers data-driven decisions that boost revenue, efficiency, and competitive edge in a fragmented market.

The Evolution of Retail Intelligence: Introducing the TDLinx Relationship Table



TDLinx has long been the gold standard for location-based insights, providing universal coverage of both retail and on-premise outlets across the U.S. It tracks everything from store attributes and trade channels to geographic and ownership details, helping stakeholders navigate the complexities of supply chains, consumer behavior, and market dynamics.

The new Relationship Table builds on this foundation by illuminating the relational context between seemingly separate entities. For instance, it captures scenarios where a department store houses a beauty specialty counter, an airport integrates diverse restaurants and bars, or a grocery anchors a convenience store with gas services. This interconnected view addresses a critical gap: traditional datasets often treat locations in isolation, missing the shared traffic, operational synergies, and cross-channel influences that define modern retail.

Key Features Include

Relationship Mapping:

Clear visibility into how stores connect across trade classes (e.g., grocery to liquor) and formats (e.g., supermarkets to fast-casual dining).

Multi-Format Analysis:

Insights into complex operations, such as lodging venues with embedded dining or recreation sites with nightlife options.

Strategic Context:

Full ecosystem understanding to inform decisions on placement, partnerships, and promotions.

This enhancement is particularly helpful for industries like FMCG/CPG and BevAl, where consumer journeys span multiple touchpoints, and for retailers, brokers, and marketers seeking to maximize footprint and engagement.

Driving Value Across Stakeholders

The Relationship Table's power lies in its ability to turn interconnected data into actionable strategies. Below, we explore high-impact use cases, drawing from real-world ecosystem complexities to illustrate potential value.

Strategic Placement and Partnerships for FMCG/CPG and BevAl Brands

In a market where consumer paths are nonlinear, identifying high-value partnerships is key to expanding reach. The Relationship Table reveals networks like airports or resorts where a single anchor (e.g., a transportation hub) connects dozens of related stores across multiple trade classes and formats—such as dining, bars, and retail outlets.



Cross-Selling and Positioning: BevAl brands can pinpoint grocery stores linked to liquor outlets or convenience stores, enabling targeted cross-promotions. For example, a spirits company could position products in a supermarket's main aisle while coordinating displays in an attached wine and spirits section, capitalizing on shared shopper traffic to increase basket size.



Site Selection and White Space Identification: CPG manufacturers can analyze lodging or recreation venues with integrated services to spot untapped opportunities. Identify hotels with high-traffic bars and restaurants that lack certain snack or beverage categories allowing brands to negotiate exclusive partnerships and fill white space for incremental sales.



Vendor Collaboration: By sharing relationship insights, brands can align with retailers on ecosystem-wide strategies, such as bundling promotions across connected formats (e.g., a drug store inside a mass merchandiser), fostering stronger ties and mutual growth.

Data shows that complex networks, like major airports, can involve up to four trade classes and nine formats with dozens of connections, highlighting vast potential for optimized brand presence.



Operational Excellence for Retailers and Brokers

Retailers and brokers can grapple with fragmented operations, but the Relationship Table provides a unified view to streamline processes and enhance execution.



Sales Execution and Routing Optimization: Brokers can redesign sales routes based on interconnected locations, reducing travel time and increasing coverage. For instance, a route covering a casino might include its embedded dining, bars, and convenience stores, allowing reps to execute multi-format activations in one visit boosting efficiency in dense ecosystems.



Demand Planning and Supply Chain Efficiency: Retailers gain visibility into connected dynamics, such as a supercenter linked to gas kiosks or pharmacies, to forecast demand more accurately. This minimizes stockouts in high-traffic nodes and optimizes inventory across related venues, particularly for perishable FMCG items or BevAl products sensitive to seasonal flows.



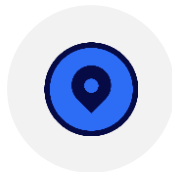
Cross-Promotion Coordination: For BevAl-focused retailers, the table enables on/off premise strategies, like promoting a brand in a grocery's liquor section while tying it to nearby bars or nightclubs. In lodging-heavy networks, where anchors connect to diverse formats like dining and nightlife, retailers can coordinate service mixes to maximize revenue from shared consumer flows. This interconnected approach can drive coordinated campaigns that lift overall category sales.

Competitive Intelligence and Marketing Insights for Marketers

Marketers thrive on understanding consumer ecosystems, and the Relationship Table delivers granular insights to refine targeting and outpace rivals.



Competitor Landscape Analysis: Track how competitors leverage relationships, such as a rival CPG brand dominating store-in-store setups in mass merchandisers with embedded drug sections. This intelligence helps identify formats driving the highest cross-service utilization, informing counterstrategies.



Targeted Campaigns and Consumer Journey Mapping: Marketers can design promotions that span ecosystems, like digital ads geo-targeted to airports with multiple dining options, encouraging cross-visits. For BevAl, this means aligning marketing with venues where grocery, liquor, and on-premise overlap, enhancing relevance and ROI.



White Space and Growth Opportunities: Uncover underserved connections, such as recreation sites with untapped dining or bar potential, to launch innovative campaigns. Data reveals that certain trade class pairs (e.g., lodging to dining) involve hundreds of relationships across varied formats, offering rich veins for personalized marketing.

Overall, these use cases demonstrate how TDLinX's store level data and the Relationship Table transform location data into a dynamic tool for growth, with networks spanning thousands of stores across diverse trade classes TDLinX helps reveal untapped interconnectivity.

Lead with Precision and stay ahead with TDLinx

The retail and on-premise world is no longer a collection of isolated points, it's a web of interconnected ecosystems. NIQ's TDLinx Relationship Table equips FMCG/CPG, BevAl brands, retailers, brokers, and marketers with the intelligence to navigate this complexity, driving cross-promotions, efficient execution, and strategic advantages that translate to real business outcomes.

Don't miss the opportunity to gain a clearer view of hidden relationships and unlock new growth. Empower your team to see the full picture and act on it.

