



Outlet Index



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

What is Outlet Index?

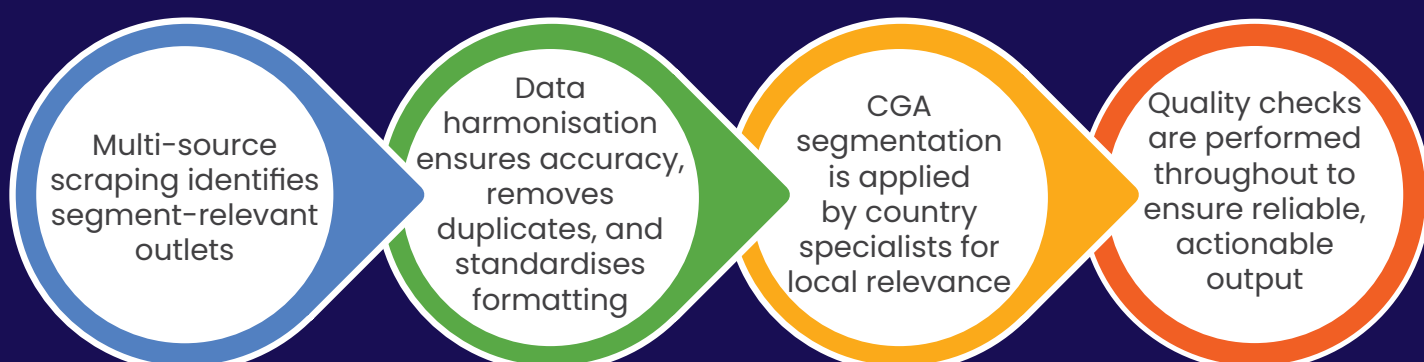
Outlet Index is a verified, bi-annually updated database of On Premise venues across mainland Spain and the Balearic Islands. It provides granular, outlet-level intelligence to help businesses refine sales targeting, optimize distribution, and expand market share in the On Premise market.

A comprehensive and robust database of all On Premise outlets, Outlet Index helps you to:

- **Improve sales targeting** by identifying high-potential venues for product placement
- **Drive listings** by uncovering distribution gaps and new opportunities
- **Enrich CRM systems** with accurate outlet data and segmentation
- **Optimize time in field** by focusing efforts on active and relevant outlets
- **Segment and map channels** at macro and micro-territorial levels
- **Understand market dynamics** with comprehensive coverage of Points of Consumption (PoC)
- **Prioritize prospects** based on attractiveness potential to maximize acquisition ROI
- **Maintain a current customer base** by cleansing and profiling outlet lists
- **Identify market penetration gaps** and uncover strategic growth opportunities

Our approach:

Our global Outlet Index coverage reflects our proven expertise in building robust market universe across geographies, empowering clients to make confident, data driven decisions.



Mapping the On Premise to your view: Customized segmentation

CGA BY NIIQ'S CUSTOMIZED 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

SEGMENTATION & ATTRIBUTES:

COVERAGE OF OVER 300,000 ON PREMISE OUTLETS ACROSS MAINLAND SPAIN AND THE BALEARIC ISLANDS. EACH OUTLET RECORD INCLUDES:

- | | | |
|--------------------|--|----------------------|
| + CGA segmentation | + Full address (street, town/city, region, postcode) | + Latitude/Longitude |
| + Outlet name | | + License indicator |
| + Telephone number | + NIIQ Region | + Chain/Independent |

BEYOND THE CORE OUTLET INDEX SERVICE, ADDITIONAL FEATURES CAN BE INTEGRATED WITH THE BASIC SEGMENTATION TO ENHANCE SALES TARGETING SUCH AS:

- | | | |
|---|--|--|
| + Food & Drink: Breakfast, Brunch, Lunch, Dinner, cocktails, cuisine type | + Services: Delivery, takeaway, hotel rating, outdoor seating, parking | + Digital Presence: Instagram, TikTok, Facebook, Twitter |
|---|--|--|

Outlet Index Spain On Premise Segmentation



EXPLORE HOW OUTLET INDEX SPAIN CAN DELIVER THE DATA-DRIVEN INSIGHTS YOUR BUSINESS NEEDS TO GROW SMARTER AND FASTER IN THE ON PREMISE CHANNEL.



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