

## FOOT TRAFFIC & MARKET ANALYTICS | PRICING OPTIONS

### PAID ANNUALLY

First Owned Location  
**\$499 / mo**

#### PACKAGE INCLUDES

Competitor Locations | **10**

Gain **Unlimited** Access To...

- ✓ Foot Traffic Insights
- ✓ Competitor Insights
- ✓ Consumer Insights

#### ADDITIONAL ADD-ONS

Additional Competitor(s) | **\$25**

Additional Owned Location(s) plus 10  
 Competitor Locations = **\$250**

### PAID QUARTERLY

First Owned Location  
**\$599 / mo**

#### PACKAGE INCLUDES

Competitor Locations | **10**

Gain **Unlimited** Access To...

- ✓ Foot Traffic Insights
- ✓ Competitor Insights
- ✓ Consumer Insights

#### ADDITIONAL ADD-ONS

Additional Competitor(s) | **\$30**

Additional Owned Location(s) plus 10  
 Competitor Locations = **\$300**

### PAID MONTHLY

First Owned Location  
**\$749 / mo**

#### PACKAGE INCLUDES

Competitor Locations | **10**

Gain **Unlimited** Access To...

- ✓ Foot Traffic Insights
- ✓ Competitor Insights
- ✓ Consumer Insights

#### ADDITIONAL ADD-ONS

Additional Competitor(s) | **\$37.50**

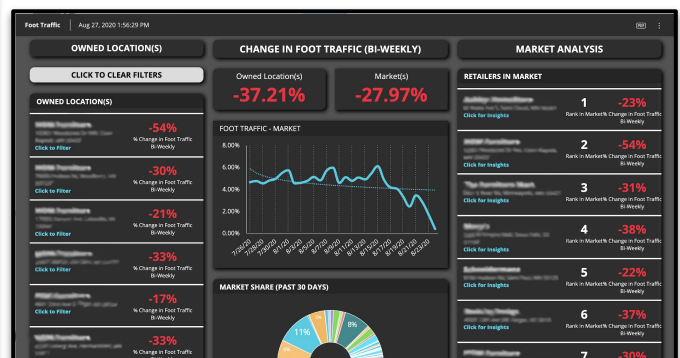
Additional Owned Location(s) plus 10  
 Competitor Locations = **\$375**

## STORES WITH 10 + LOCATIONS ~ CONTACT US FOR ENTERPRISE PRICING

**POWERING BUSINESS WITH THE WORLDS 1ST FOOT TRAFFIC & MARKET ANALYTICS PLATFORM**

Visit us online at [www.esquireadvertising.com](http://www.esquireadvertising.com) or email us at [hello@esquireadvertising.com](mailto:hello@esquireadvertising.com) for more information.

**Unlock your growth potential**  
*with insights into consumer cross-shopping behaviors, changes in foot traffic, competitor locations & so much more – now with ESQ.*



**SIGN UP TODAY & GET A FREE COVID MARKET ANALYSIS**

## ALL RETAILERS GET A FREE COVID MARKET ANALYSIS!

### ABOUT US

#### INSIGHT

In this unprecedented time, it is crucial to conserve & limit the overspending of your advertising ad dollars until we can thoroughly review & assess your unique store analysis.

#### STRATEGY

We recommend setting goals and campaign milestones as we continue to refine & optimize your campaign strategy.

#### SO LET'S GET STARTED

Contact Esquire Advertising today to get a **FREE** traffic analysis of your unique market today!

#### WHAT TO LEARN MORE?

Call or visit us at [www.esquireadvertising.com](http://www.esquireadvertising.com) to learn more about how you can optimize your audience reach & get the most out of your ad spending within your unique market!

### WHAT IS A COVID MARKET ANALYSIS?

By using our proprietary geo-framing technology, we're able to observe current market traffic patterns around your store. This allows us to supply you with insights and advertising recommendations based on what is happening in your unique market.

#### WHAT WE DO



Gather current geographical device data surrounding your retail location.



Use the device data to analyze and identify your current market traffic trends.



Supply recommendations based on specific criteria being met.



**200 m** Radius Around Your Store

**6 Months** Device Data Retrieved

**TARGET THESE DEVICES**

### WHAT IS INCLUDED IN A COVID MARKET ANALYSIS?

#### COVID RETAIL ANALYSIS

2021 WEEK 11 ANALYSIS: (3/13-3/19)

- The market is currently 20% above the average level of traffic observed over the past 5 months.
- Prior to the decline in week 1 (1/21-1/8) there were 4 consecutive weeks of growth.
- There is a moderate level of volatility with some sudden changes in the market.
- The graph on the right depicts a 5 month timeline showing a stabilizing market after a period of growth.

**VOLATILITY LEVEL: MODERATE**

**WHAT WE RECOMMEND:**  
 Strategic increases in level of budget and advertising while the market continues to grow.

Market Traffic by Week of Year

Week Over Week Increase of 10% in first 50% week over week.  
 Monthly increase of 10% from week 40 to week 50.  
 Sustained growth continues through week 20 of the last 5 weeks.

Condition Status:  
 Week Over Week: +20%  
 Min/Max: 10% to 100%  
 Sustained Growth: 10% to 100%

#### CUSTOM AUDIENCE & RECOMMENDATIONS

KNOW YOUR AUDIENCE

Demographic insights into the market traffic around your store.

Recommended Audiences:  
 In-Market Shoppers  
 Digital Neighbors  
 New Movers

ESQUIRE CUSTOM AUDIENCE

#### POST-COVID: CREATIVE DISPLAY, MESSAGING, & AUDIENCE TYPES

TOP CREATIVE MESSAGING:  
 NOW OPEN!  
 Items In-Stock  
 Locally Owned & Operated  
 Family Owned & Operated  
 Sanitation and Safety  
 Quick Delivery  
 SALE!

TOP AUDIENCES:  
 Remember to identify! We recommend targeting at least two of the following audiences:  
 In-Market Shoppers  
 Digital Neighbors  
 New Movers

YOUR LOGO LOCATION INFO

GRAND RE-OPENING

SAFE & CLEAN ENVIRONMENT

WE ARE OPEN!

**COVID RETAIL ANALYSIS** | Custom audience analysis provided with recommendations based on market traffic around your store.

**CUSTOM AUDIENCE & CUSTOM RECOMMENDATIONS** | Demographic insights into the market traffic around your store.

**POST-COVID: CREATIVE DISPLAY / MESSAGING** | Creative recommendations based on the location of your store.