



## Tetrad Full Agenda For Day 2, March 24<sup>th</sup>

7:00am – 8:30am Breakfast & Check-In

8:30am – 9:00am **Welcome to the Sitewise User Forum**  
Michael Simon | President | Tetrad

Opening address and review of the day's agenda.

9:00am – 9:30am **Lightning Talk #1**  
Speaker TBA

Restaurant speaker to be announced.

9:30am – 10:00am **Lightning Talk #2**  
Nick Ison | Director of Operations | ChainXY

Retail store location data is an essential input to your mapping platform. It powers your competitive assessments, sales forecasts and target trade area site selection. But how much do you know about the collection and validation process for this vital data? Nick Ison of ChainXY will host an educational session explaining the technology and methodology required to keep location data current and accurate. Joined by Tetrad's Stephane Bowen, they will present several innovative applications of ChainXY data in Sitewise that could accelerate your real estate pipeline!

10:00am – 10:30am Morning Break

10:30am – 11:30am **Full Presentation**  
Lyden Foust | CEO | Spatial.ai

As the retail landscape has evolved, the data we use to make decisions has evolved too. Ethnographic researcher Lyden Foust will share a brief history of geodemographic segmentation and tell the origin story of the next step in customer segmentation, Geosocial data: a behavioral dataset built on billions of social media data points, with a sample



size of over 91 million users across platforms such as Instagram, twitter, and Facebook. Joined by the Tetrad team, Lyden and Tetrad will walk through several use cases on the Sitewise platform.

11:30am – 1:00pm Lunch & Networking

1:00pm – 1:45pm **Sitewise Technology Roadmap & Vision**

Alfred Jim | CTO | Tetrad

Alfred Jim, CTO will be presenting Tetrad's 2020 technology roadmap and discussing plans for powerful new data integrations, UI enhancements and feature innovations of the Sitewise platform. Throughout the day, attendees will have the opportunity to submit feedback and ideas for future enhancements that are important to their businesses. Tetrad's goal is to incorporate your feedback into our plans to ensure that what we develop is both relevant to make a positive impact on your organization.

1:45pm – 2:30pm **Sitewise Case Studies**

Stephane Bowen | Director, Client Services | Tetrad  
Chris Awram | Client Solutions Analyst | Tetrad

This presentation will focus on stretching your imagination by highlighting several innovative Sitewise applications which proved successful in 2019. Case study topic areas will include:

- Leveraging Sitewise Mobile Insights data to identify QSR store trade areas and assess cannibalization impacts.
- Delineating accurate retail trade areas using a blended approach of algorithms and Analyst guidance/editing tools in Sitewise.
- Integrating eCommerce data feeds into Sitewise to monitor the causal omni-channel relationship of opening brick-and-mortar stores on online sales.
- Beyond Real Estate: Exploring Sitewise applications that bring actionable insights to your retail/restaurant Marketing Departments.

2:30pm – 3:00pm **Lightning Talk #3**

Brian Quinn | Director, Real Estate Research | Tractor Supply Company



In Retail Real Estate Research, there is always a constant questioning coming from the field and from senior leadership – “how many locations can we open?” – “what level of transfer is reasonable?” – “how does any competitor impact us?” These are not just one-off questions, but ones that are constantly being asked throughout the year. Brian’s presentation will take you through a recent alternative method to evaluate in-fill opportunities for TSC’s National Store Expansion plan. He will also talk about opportunity rankings, and how the process has evolved for setting realistic strategies and expectations.

3:00pm – 3:30pm Afternoon Break

3:30pm – 4:30pm **Workshop & Roundtable Sessions**

Industry experts will host a series of rotating roundtables facilitating educational, thought-provoking workshop sessions.

1. Geosocial Segmentation Workshop led by Lyden Foust, CEO | Spatial.ai
2. Blending New Approaches in Predictive Analytics with Traditional Methods led by Jonathan Wilson, PhD, Chief Data Scientist & Shawn Hanna, Managing Partner | Retail Scientifics
3. Discuss New Sitewise Ideas, Features and Functionality with Alfred Jim, CTO | Tetrad
4. Cross Shopping Analysis Techniques using UberMedia Mobility Data led by Andy Moncla, President | B.I. Spatial
5. Consult with the Sitewise Client Solutions Team to "Ask the Expert" and receive hands-on support and advice.

4:30pm – 5:00pm Final Announcements and break for the evening

6:00pm - **Tetrad Cocktail Evening** - venue tba

Join the Tetrad team and your industry peers for an evening of good food, cocktails and socializing out on the town in downtown Austin, TX!

