

# Evolution of Marketview Reporting

## Background

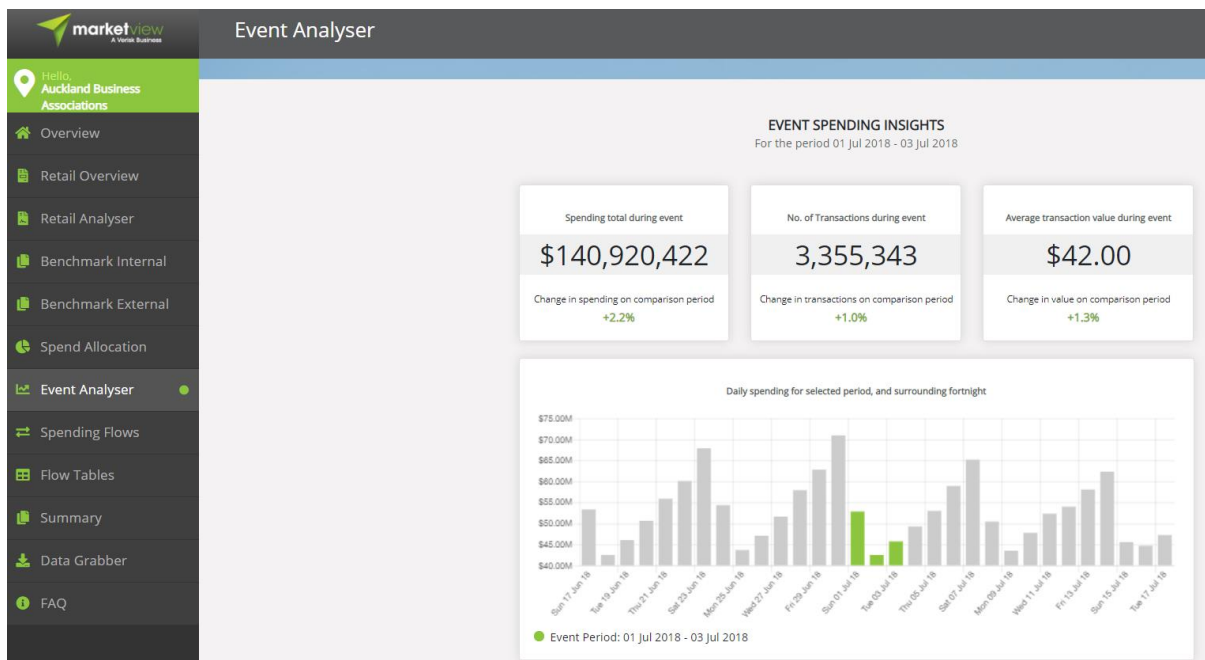
Auckland Business Associations have had a long history of using Marketview reports to monitor the level of retail activity in their business improvement districts (BIDs). The Marketview reports were designed to be a 'one-size fits all' so that reporting is consistent and affordable for all Business Associations. However over time, we have found that there was always something different each Business Association wants.

## What are we proposing?

Today, we live in a data-powered world, and Marketview has designed several online reporting dashboards to allow our clients to maximise the use of data.

One of our online reporting dashboards was designed with our local government clients in mind. This same tool is suitable for the needs of Business Associations.

## What's in it?



Named Marketview's Council Tool, this dashboard will allow Business Associations to:

- Understand all combinations of spending variables for each of your BID – by time, customer origin and storetype.
- Measure and analyse consumer spending over any selected date range. Ideal for measuring the impact of events, planned or unplanned.
- Compare and contrast performance with other BIDs.
- Enjoy more up-to-date data with a monthly refresh.
- See trend over the last 5 years.
- Extract underlying data into a csv format, allowing for further analysis or reformatting into your brand colours.
- Access new developments as they are incorporated into the tool, and more.

## How do I find out more?

Email [Raewyn.Tan@verisk.com](mailto:Raewyn.Tan@verisk.com) to book in an obligation-free demo.