

CHAINLOCATIONS RELEASE NOTES

DATA VINTAGE

2022

UPDATE FREQUENCY

Quarterly

RECORDS

Over 186,000

WHAT IT IS

ChainLocations provides curated location data for retail, restaurant and services chains across Canada and the U.S. This comprehensive database, produced by ChainXY, offers geocoded location data for approximately 1,400 chains in Canada, from single storefronts to companies with hundreds of locations. In addition to providing geographic coordinates for each location, the database offers the name and North American Industry Classification System (NAICS) code for each chain. Location data are collected directly from retailer websites, which undergo a multi-step, rules-based geocoding

and verification process to ensure their accuracy. ChainLocations is updated regularly to provide you with the most up-to-date resource.

WHAT'S NEW

Since the 2021Q4 release, ChainLocations includes over 44,000 distributor chain records. Distributors are chains that are not brick-and-mortar locations of a particular brand but sell a particular brand or offer a particular service. (E.g. ATMs, Provincial Colleges of Pharmacists, Retail Distributors (E.g. Under Armour, Fossil, Pandora))

HOW IT'S USED



Chain retailers can use the ChainLocations database to monitor expansion and location strategy of their competition.



The geo-coded locations can allow advertisers to target chains by company, trade area or industry, based on NAICS or SIC codes.



B2B companies can improve their logistics operations by finding the optimal location for their distribution hubs relative to stores in their chain network.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located relative to my stores?
- Where should my warehouse be located to efficiently supply my quick service restaurants (QSRs)?
- Can I acquire my competitors' chain latitude/longitudes for a digital ad campaign?
- How does the market penetration of my stores compare to the presence of competitive chains operating within the same industry or NAICS code?