



Citizen & Location Insight

Reporting, Analytics and
Mapping with Experian's
Geospatial services



Location Analyst

Analyse local markets, forecast new locations and profile customers online

Location Analyst gives you immediate access to accurate information presented in high quality maps and reports that are easy to understand and simple to use. These reports help you identify what makes your customers or outlets unique and provides you with a detailed understanding of the key socio-economic trends at work within your market. This insight can be used to understand current performance and forecast future potential.

Use Location Analyst to:

Identify the potential of local markets

Use Experian's detailed understanding of consumers combined with our analysis of local markets to help your organisation identify and understand the true potential of your products and services at a very local level

Benchmark performance

Access the latest information on the size and value of local markets in terms of their demographics, consumer expenditure, and media and product consumption to benchmark performance at the lowest level of geography

Identify the attractiveness of sales or trade areas

Use the location of your stores, customers and competitors to identify the attractiveness of an outlet and its potential for sales

Understand your customers and grow

Experian's powerful combination of demographic, lifestyle and behavioural data helps you understand more about your customers. Analyse why customers interact with you to identify their key characteristics. Anticipating behaviour enables you to target your services more precisely and identify new customers

Visualise your data

Use our pre-formatted maps, graphs and reports to illustrate your data, ease interpretation and improve the quality of your analysis



**Define and describe
an area**



**Compare and
rank areas**



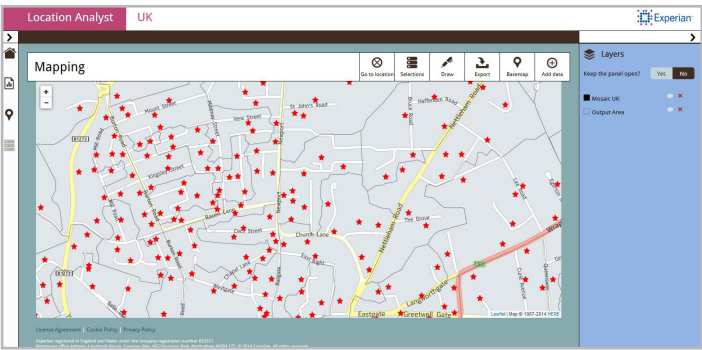
**Profile your
customers**



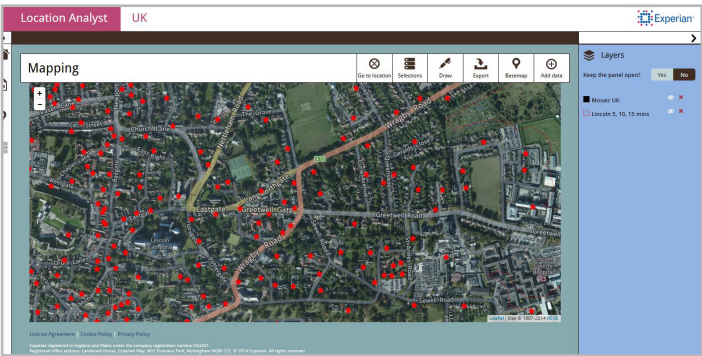
**Map and report
on coverage**

Product sheet

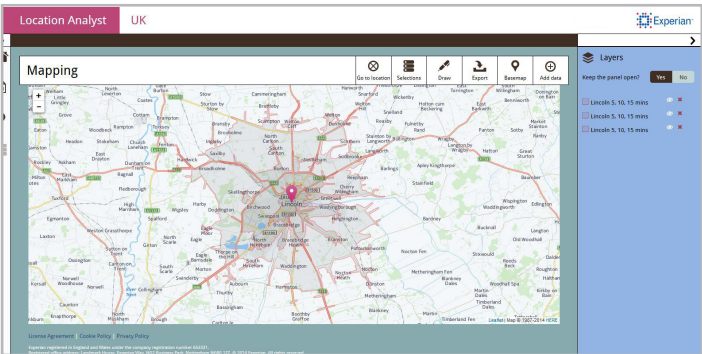
Location Analyst



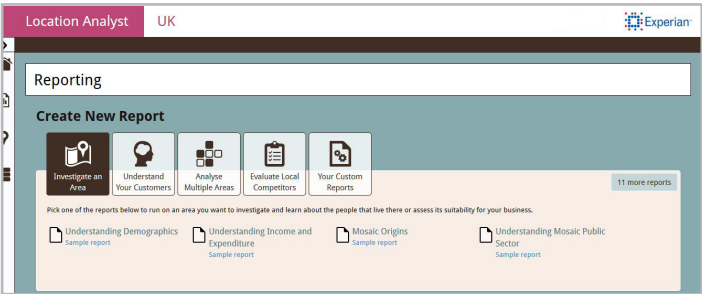
Map of customer locations showing boundaries so you can understand how many customers you have in each postcode or territory



Map showing customers or locations and their surroundings for a real world view



Map drive times so you can define catchments and territories for locations



Easy to use reporting capabilities

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Experian App Library

Powerful geographic and demographic analysis from Experian

App Library, Experian's geographic analysis tool, gives you the ability to carry out customer profiling, catchment definition, sales territory analysis, data modelling, mapping, and visualisation in one powerful software application.

What is App Library?

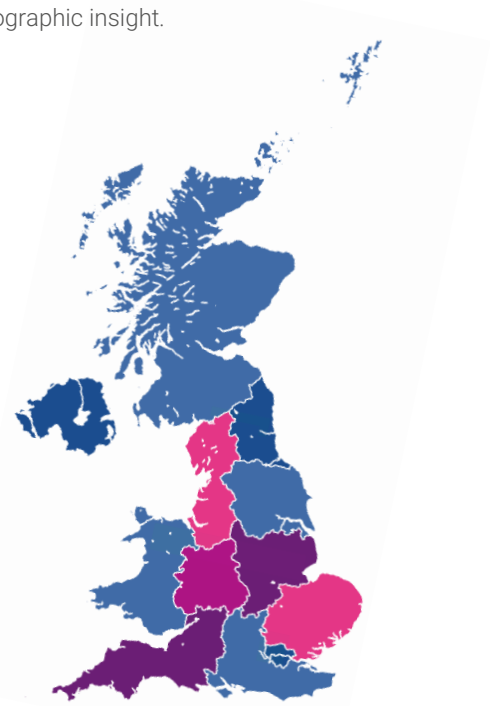
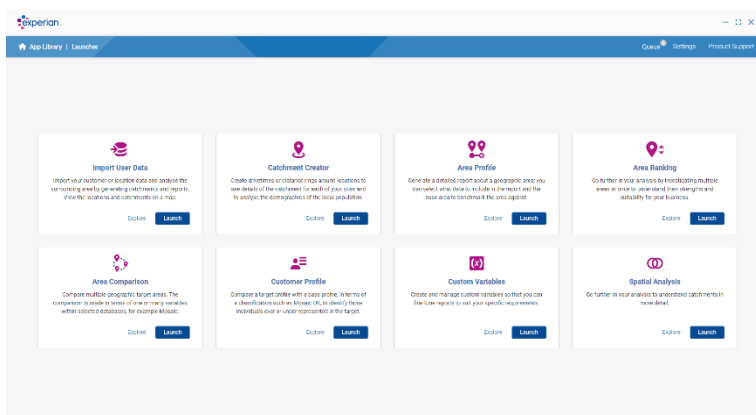
App Library combines the best of our Local Area Data, Location and Consumer analytical applications and best in class mapping tools to help you make effective and informed decisions.

It allows you to understand your customers, your market, and your physical locations in more detail than ever before, using our Local Area Data sources and Segmentation data, such as Mosaic UK and Mosaic Financial, to further understand the demographics around your sites, understand the areas where your consumers live and enable you to understand how to reach more of them.

How can App Library help you?

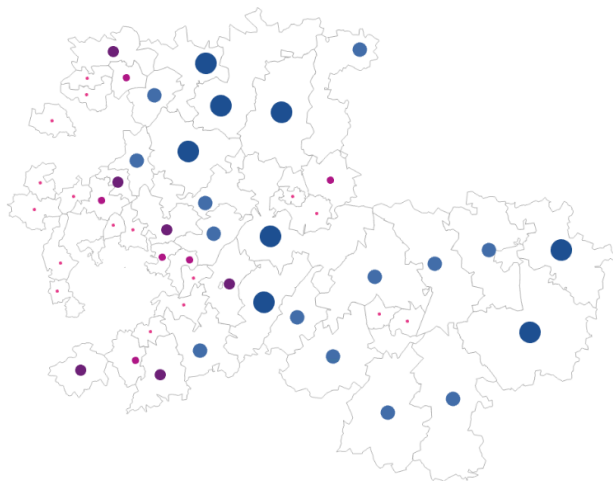
With over 25 years of experience of developing and delivering customer and local market analysis systems, Experian understands the problems faced by many organisations.

Many struggle to maximise the return on their marketing budgets, connect with their customers through deeper understanding, evaluate local areas to understand the potential and make informed strategic decisions on location investment using segmentation and socio-demographic insight.



App Library allows you to:

- Build an accurate picture of your existing customer base using Experian Mosaic UK or Mosaic Financial; understand their social situation, income levels, buying habits and family lifestage, to better serve their changing needs
- Identify your physical sites or stores and understand the demographics around the location and reach of marketing. Identify similar areas to high performing locations and use the insights to support your growth planning
- Visualise your customers and locations using ArcGIS Pro
- Develop effective marketing strategies, understanding who to reach and where to find them
- Analyse catchments using our data assets to grow your understanding of real-world catchments
- Upgrade to access our App Library – iCoder app – providing with you the capability to understand more about your customers through Experian ConsumerView.



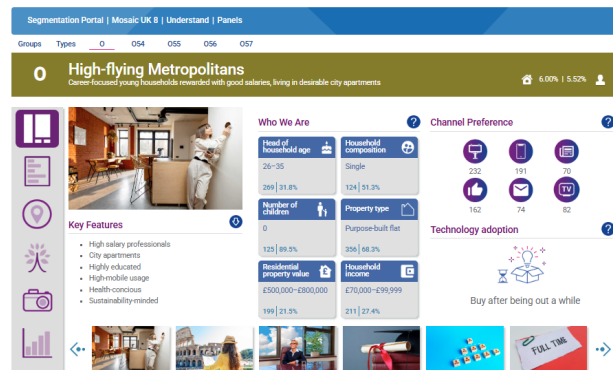
Identify hotspots and areas with high demand

World Class Data

App Library is available inclusive of Experian's portfolio of consumer classifications and local area demographics and datasets. These include:

- Mosaic UK 8
- Mosaic Financial
- Local Area Demographics, including total households, population, and adults aged 15+
- Census based Current Year Estimates, Backcasts and Projections
- Retail & Leisure Data

Data can be viewed, analysed, and reported on at a range of geographic levels, including, but not limited to, Government and Administrative boundaries, print and broadcast media geographies, which all come as standard with App Library.



Experian's Segmentation Portal – Mosaic UK 8

Through Import & Enrich, Mapping and Customer Profile reporting, you can link straight through to our Segmentation Portal, where you can access a wealth of insights to understand your customers using a consistent classification systems, Mosaic UK or Mosaic Financial.

Why Experian App Library?

- Experian have provided location analytics and market planning support to global brands for over 25 years
- App Library brings together the best of Experian's data & capability within a single, self-service product
- Seamless connectivity to our Segmentation Portal to access a wealth of insights
- Ability to add on additional services, such as iCoder consumer enrichment through UK ConsumerView in a single product

Features Available

Import & Enrich User Data – Import your customer data and enrich with Mosaic UK or Mosaic Financial; import your site data to create real-world catchments and import sales / marketing territories to generate insight on demand for areas that matter to you and your customers

Area Profiling, Ranking and Comparisons – Easy to use and intuitive Area profiling wizards to profile the local make-up of any area or catchment using Experian's proprietary data assets; build up a story of the areas you are looking into to assess suitability

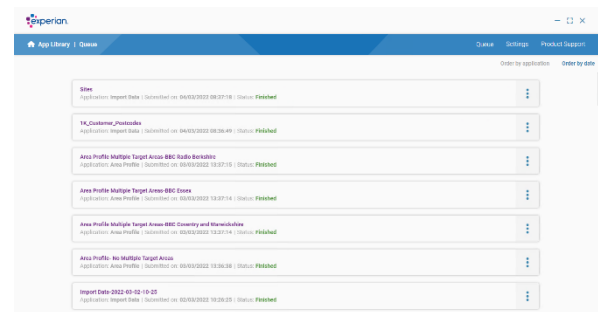
Distance Analysis – Use the distance analysis tools to understand the journeys your customers are making to your sites and understand where there are areas of unmet demand.

Spatial Analysis – Go one step further in your understanding of real-world catchments; identify the customers who live within your target catchment, understand more about them through Profiling and learn how to communicate consistent messages to

them across all channels. Use alongside our POI data to identify competitors within your catchments and understand how close they are to you.

App Library - iCoder – iCoder provides you with the ability to gain access quickly and easily to insights which allow you to better understand your customers through the lens of ConsumerView.

And many more...



App Library Queue

Want to know more?

If you would like any further information about Experian App Library or our data assets or would like to arrange a demo of the product, reach out to our Marketing Services team at businessuk@experian.com and we'll be in touch.