



Goad Portal

Product Sheet Functions Guide

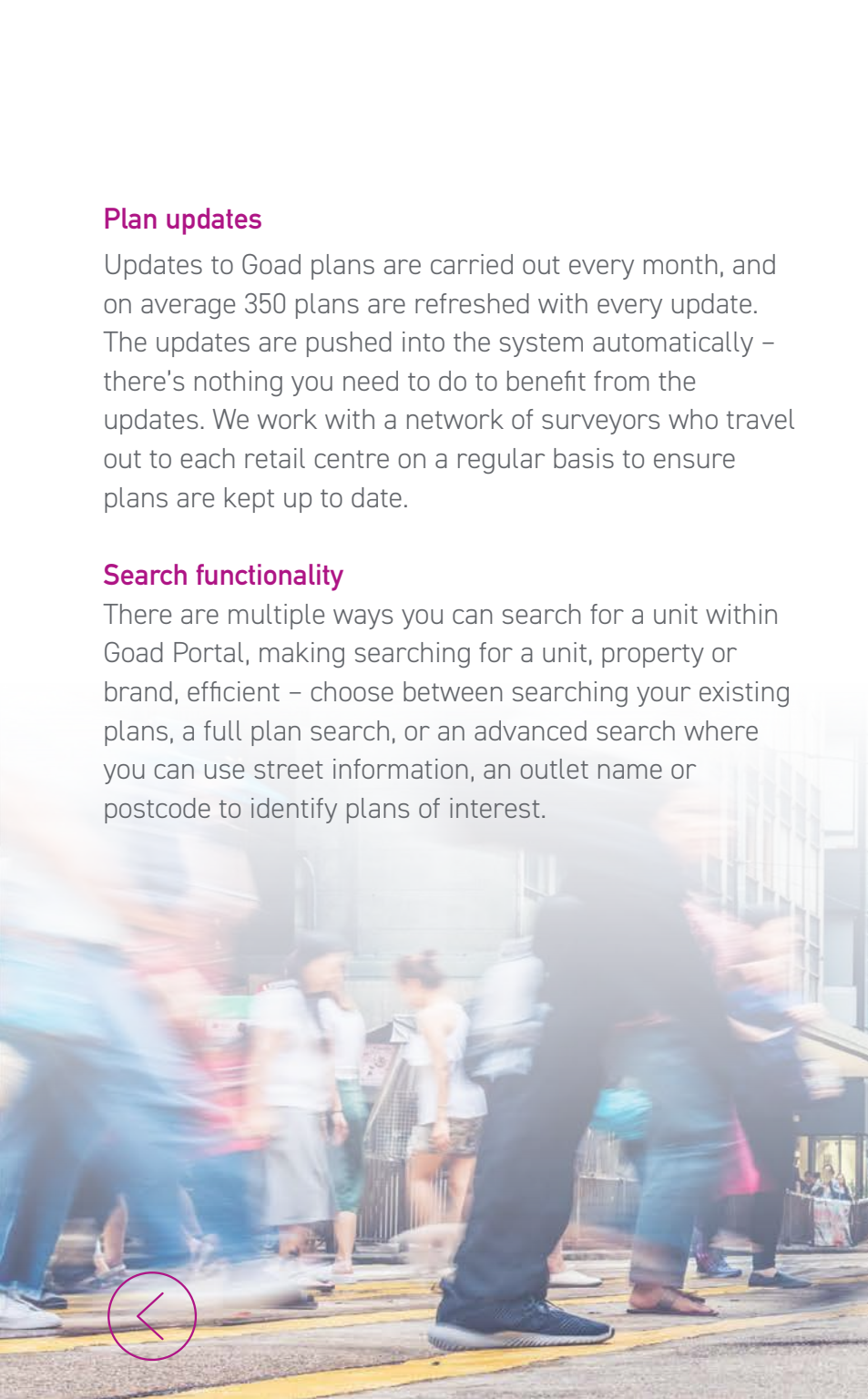


Experian's Goad Portal is a property intelligence system that helps retail developers, property investors, planning professionals and commercial agents to identify profitable locations for retail property development and investment projects.

It offers comprehensive retail location plans and reports, covering over 3,000 individual retail areas and shopping centers across the UK and Ireland. Goad Portal is an interactive, cloud-based system which brings Goad property data to life for you and your organisation.

Through Goad Portal, you can subscribe to Goad plans in areas you are interested in, and access to insightful demographic reports and property data. It includes a range of tools allowing you to understand, analyse and personalise plan extracts which bring value to your business.



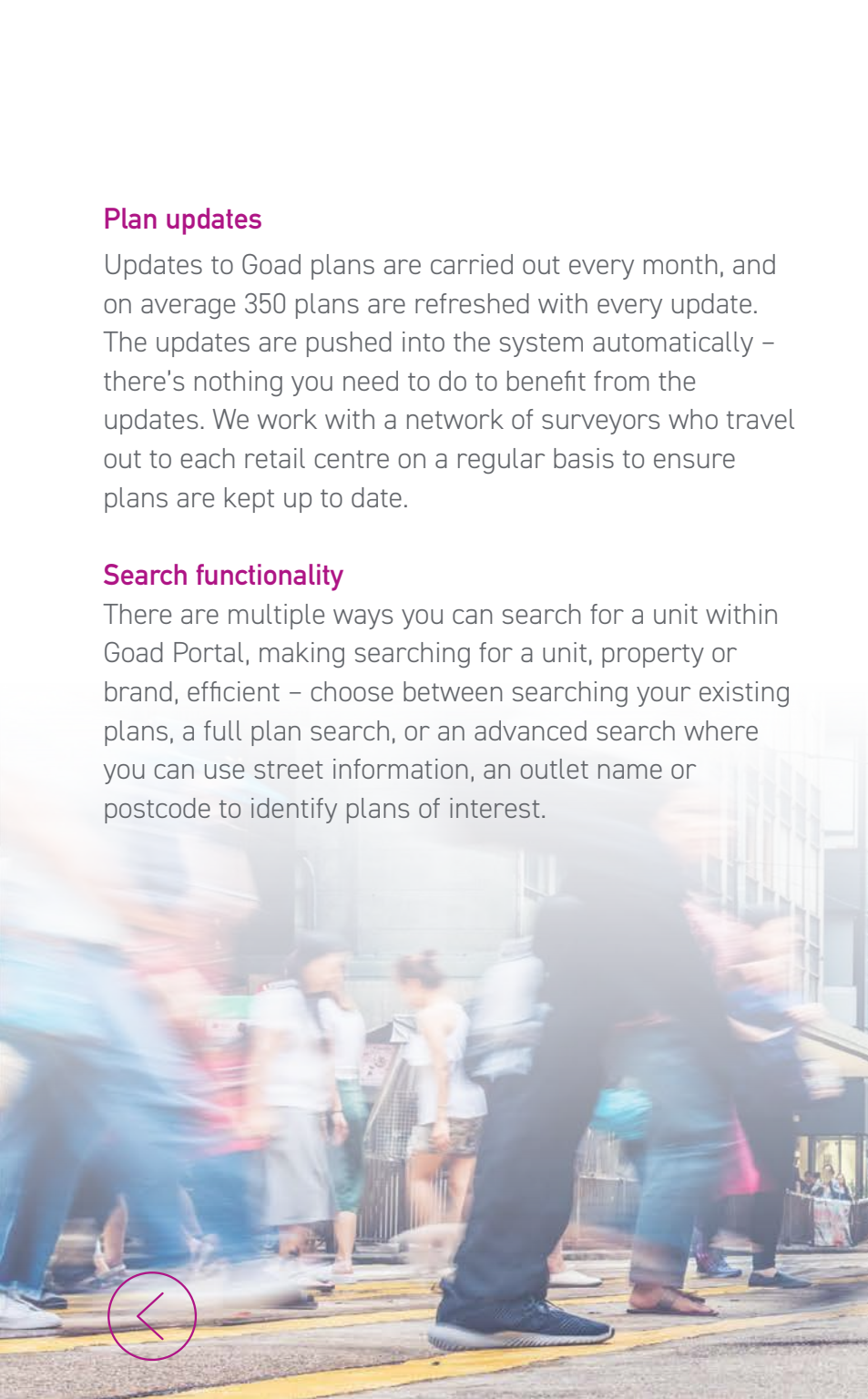


Plan updates

Updates to Goad plans are carried out every month, and on average 350 plans are refreshed with every update. The updates are pushed into the system automatically – there's nothing you need to do to benefit from the updates. We work with a network of surveyors who travel out to each retail centre on a regular basis to ensure plans are kept up to date.

Search functionality

There are multiple ways you can search for a unit within Goad Portal, making searching for a unit, property or brand, efficient – choose between searching your existing plans, a full plan search, or an advanced search where you can use street information, an outlet name or postcode to identify plans of interest.

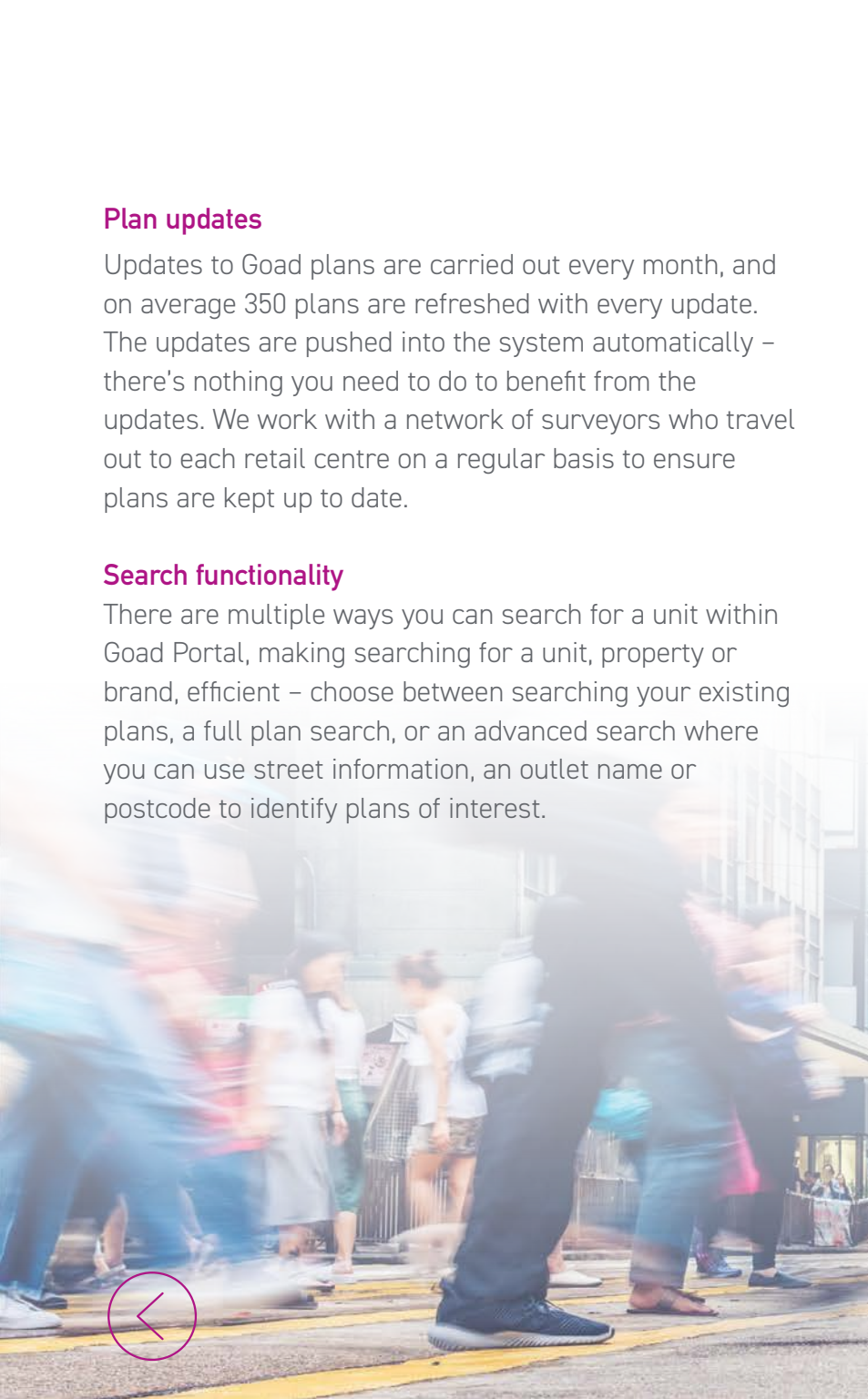


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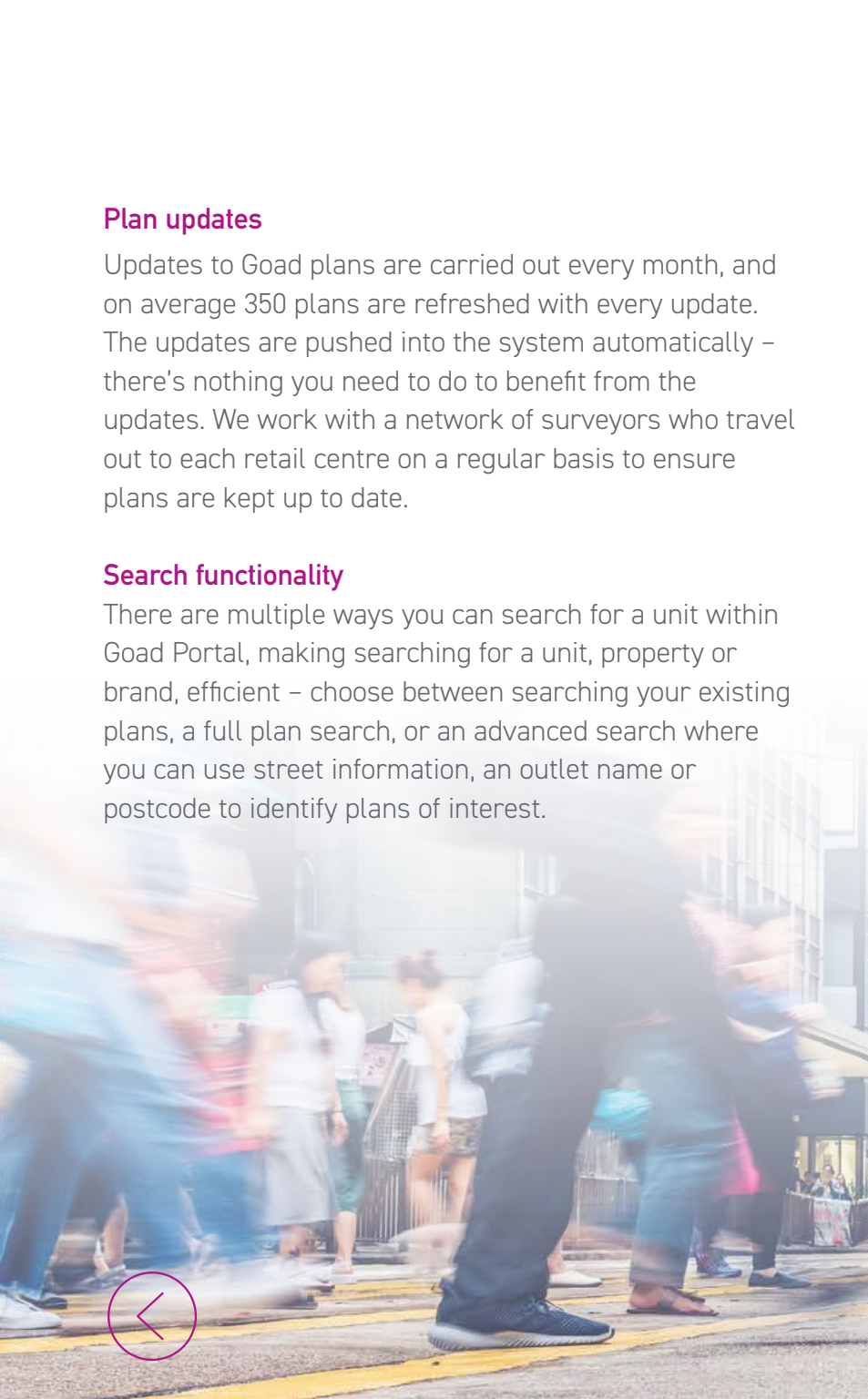


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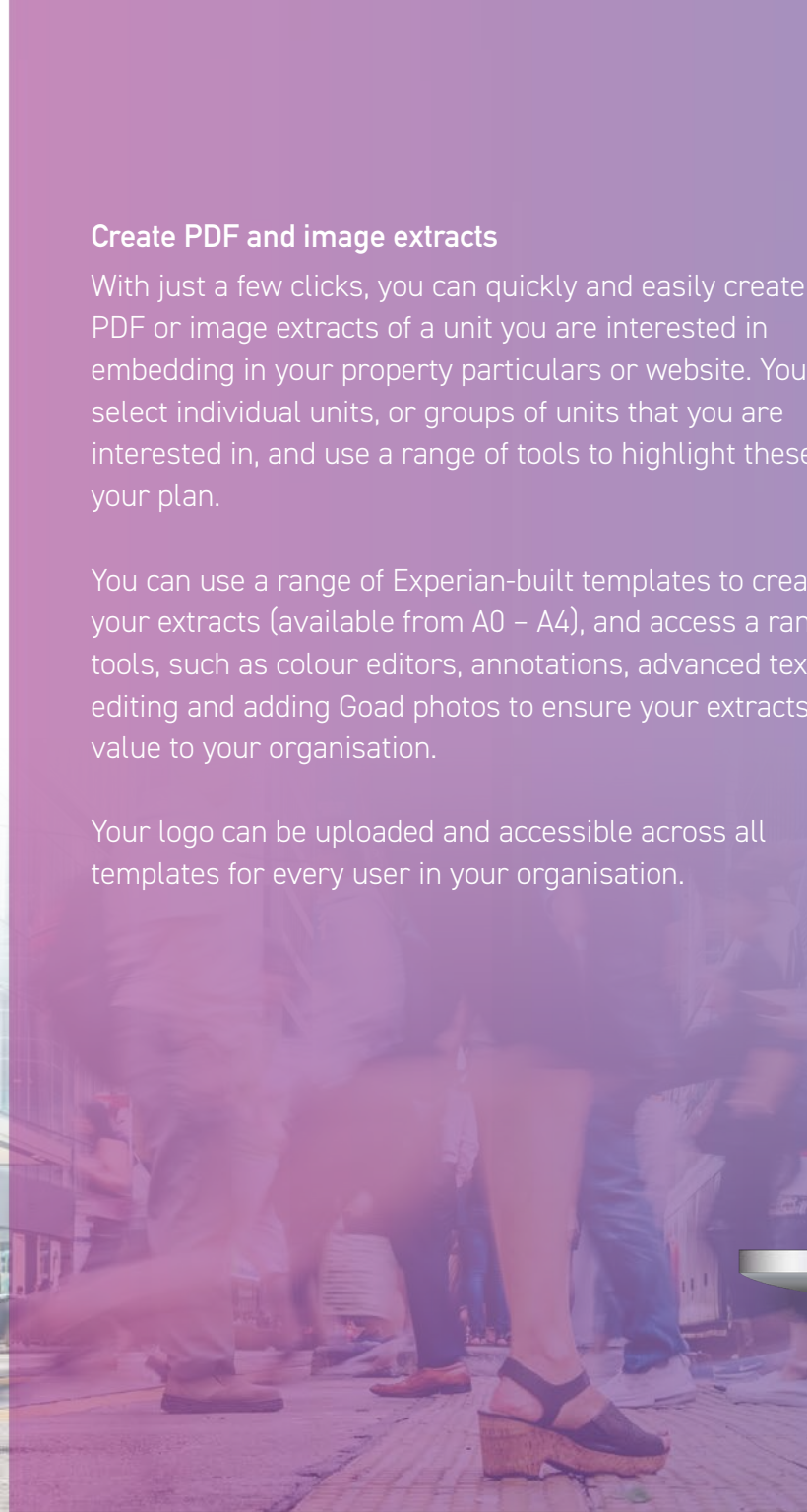


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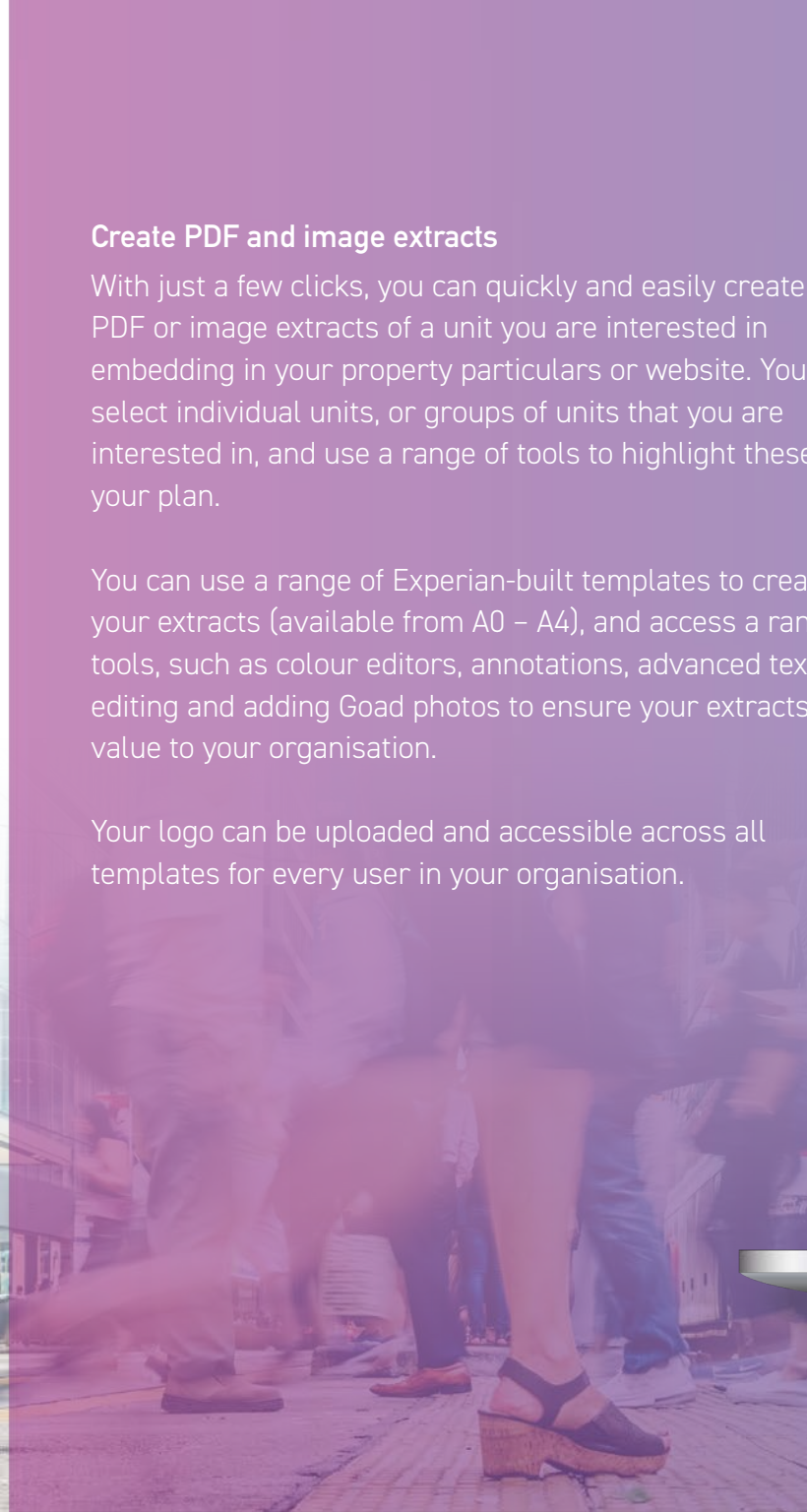


Create PDF and image extracts

With just a few clicks, you can quickly and easily create PDF or image extracts of a unit you are interested in embedding in your property particulars or website. You select individual units, or groups of units that you are interested in, and use a range of tools to highlight these your plan.

You can use a range of Experian-built templates to create your extracts (available from A0 – A4), and access a range of tools, such as colour editors, annotations, advanced text editing and adding Goad photos to ensure your extracts value to your organisation.

Your logo can be uploaded and accessible across all templates for every user in your organisation.

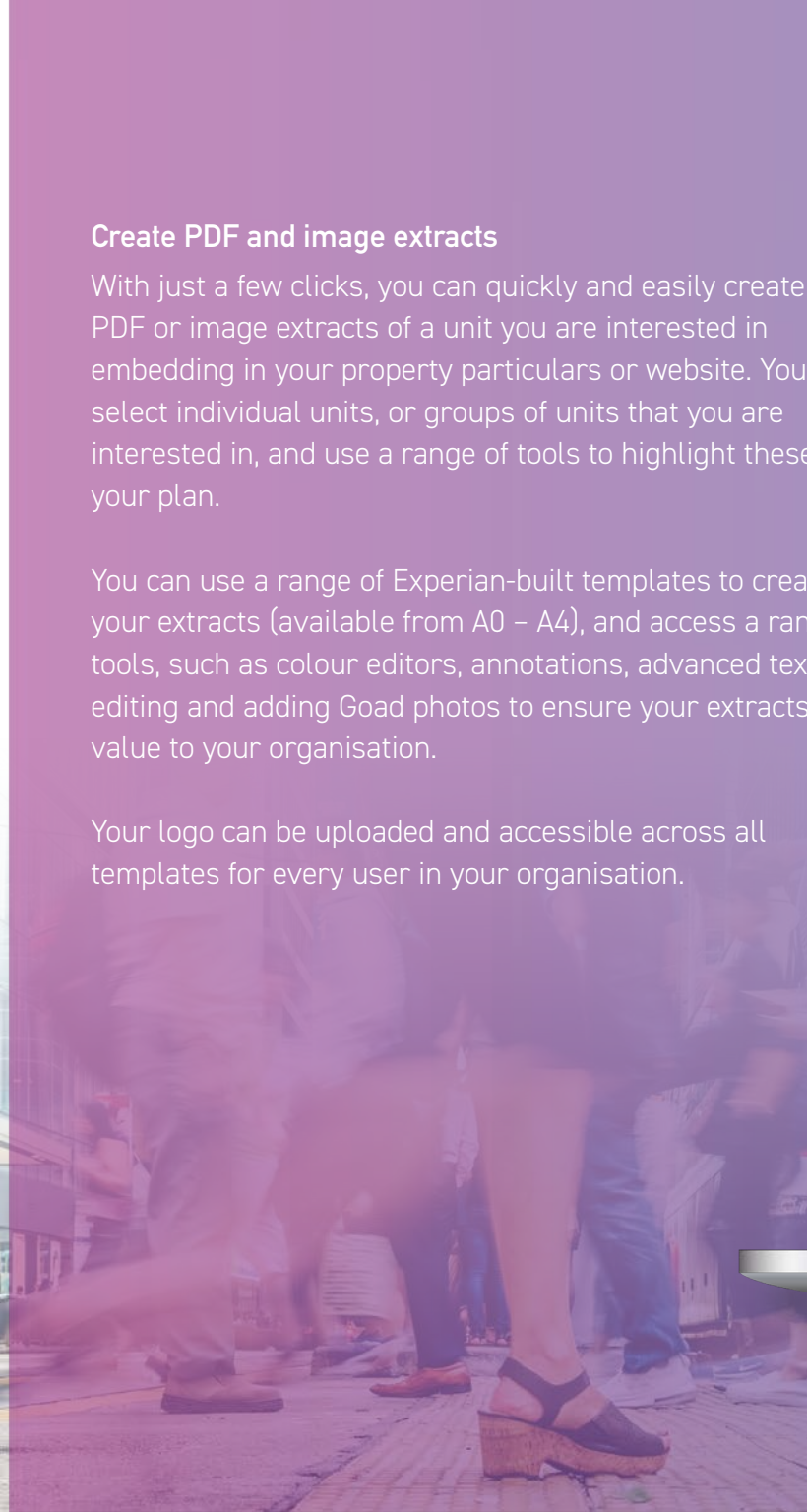


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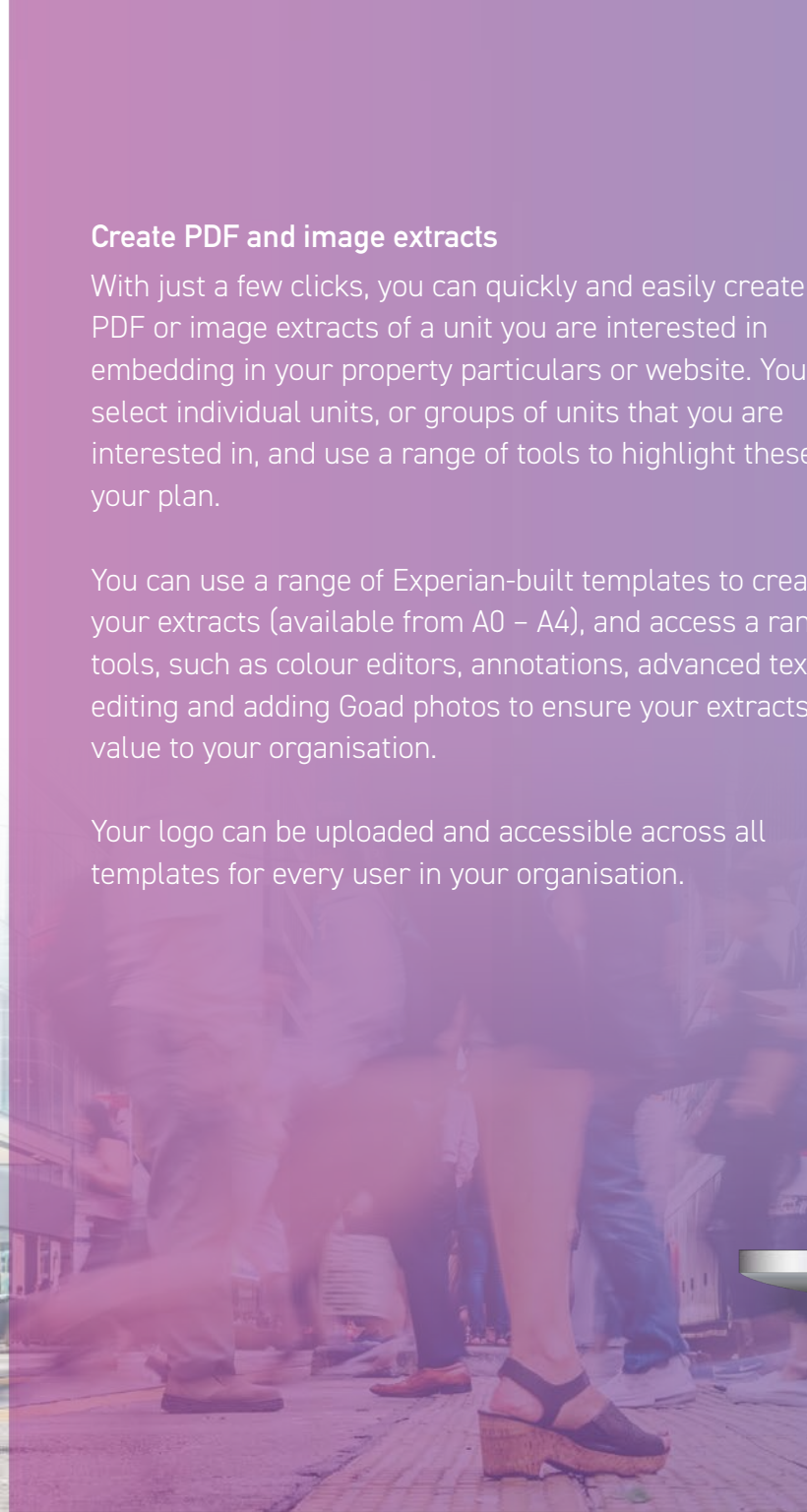


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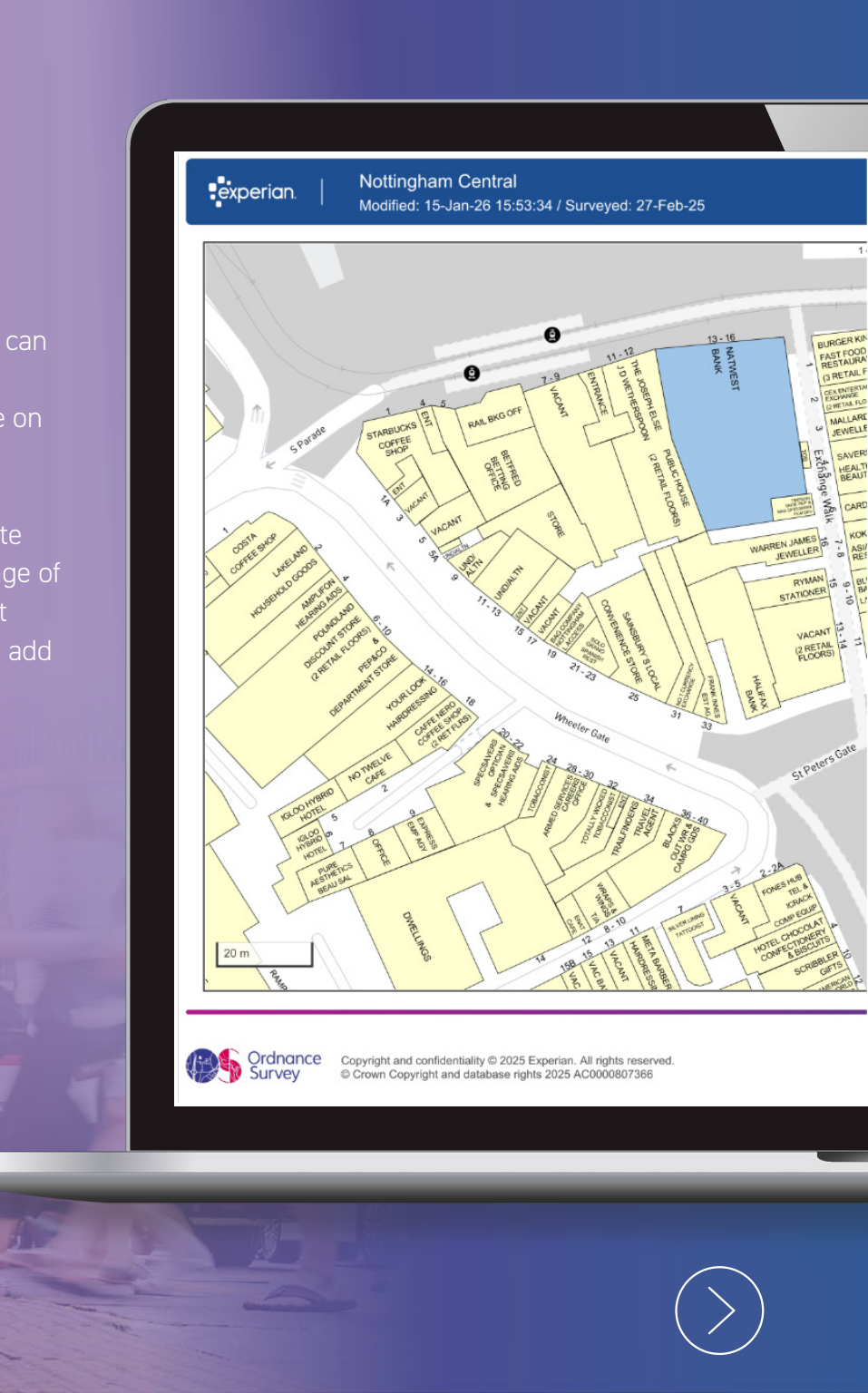


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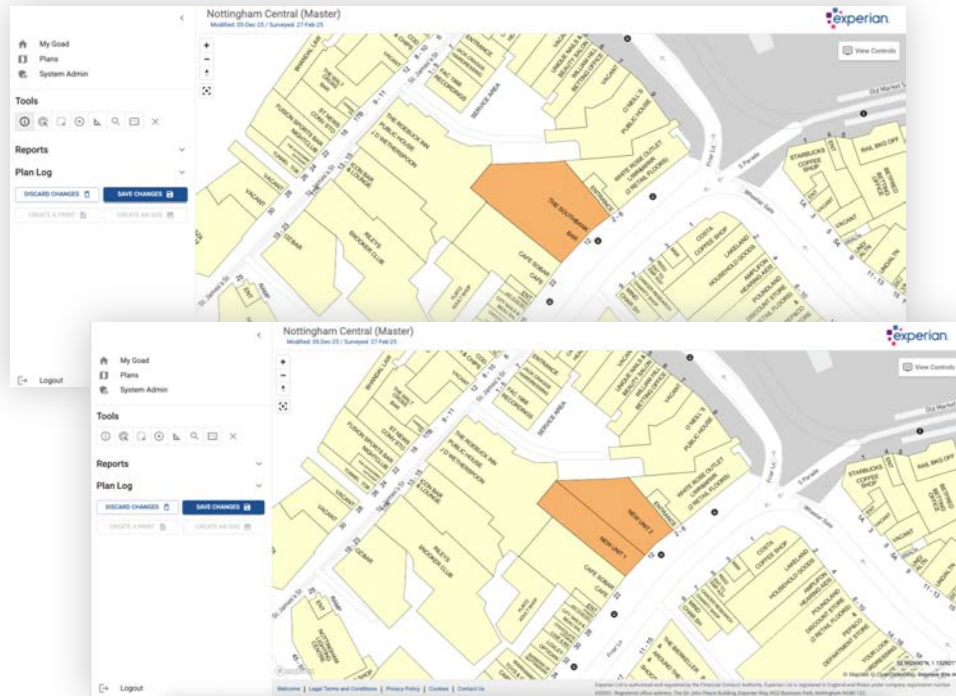
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Split and Merge Units

Goad Portal's innovative 'Split/Merge' functionality allows you to amend units to mirror the real world – if you know a unit has the potential to be split into two, or know that two adjacent units may be brought together to be marketed as a single unit, you can mirror that within Goad Portal to create plans and extracts that match reality.



You can also use our advanced text editing functionality to ensure split/merged units can be represented accurately in the extracts you create.

Advanced Text Editing

There are several ways to personalise a Goad extract, including using our Advanced Text Editing to ensure the text you want to show is visible within your Goad plans and extracts.

Within the advanced text editor, you can amend the text size, angle, alignment, and position of text 'nodes' – in addition to updating the text to include any information you want to show. Each node visible can be edited, and this is done via a simple and straightforward interface.



Want to find out more?

If you would like any further information about Experian Goad portal 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.



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