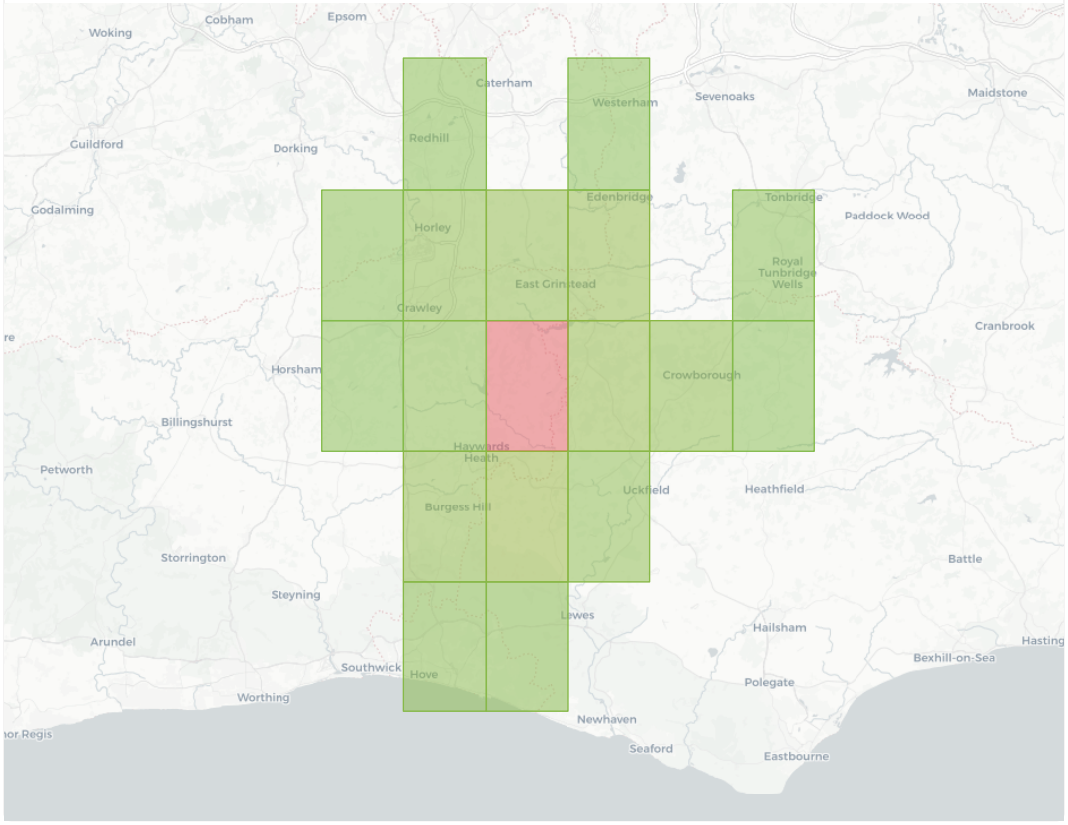
Zoom: Local | Target audience: All

Visitor heatmap



Average distance

6.1 mile...

50% of your visitors are from

8.2 mil...

75% of your visitors are from

Local visitors

37.2%

of visitors are within 5 miles

85.9%

of visitors are within 10 miles

Postcode targeting

Postcode	Distance	Visitors	Target population	Category	Performance	Score
RH16	3.4 miles	668	33,916	Core	Excellent	1.97
RH18	4.6 miles	2	4,674	Emerging	Poor	0.04
RH17	4.7 miles	198	19,975	Growth	Excellent	0.99
RH19	5.1 miles	79	34,690	Emerging	Average	0.23
BN8	5.3 miles	73	16,627	Growth	Good	0.44
RH10	5.7 miles	72	68,478	Emerging	Average	0.11
RH15	7.1 miles	394	32,430	Growth	Excellent	1.21
TN22	7.3 miles	67	27,128	Emerging	Good	0.25
RH11	7.4 miles	26	59,641	Emerging	Poor	0.04
TN7	7.4 miles	0	2,225	Emerging	Poor	0
TN6	8.2 miles	21	24,656	Emerging	Average	0.09

11 rows

Core postcodes

Postcode	Distance	Visitors	Target population
RH16	3.4 miles	668	33,916

Focus on **loyalty and upselling** - these visitors are already engaged. Use memberships, upsells, and

Core postcodes map