

# Operator IQ

Data • Insights • Innovation

## Top Differentiating Feature



Lead Scoring

### INCREASE CONVERSION RATE

How **likely** is an outlet to buy your product?

- ✓ Profile your ideal restaurant typology
- ✓ Analyze millions of consumers reviews
- ✓ Predict your potential gain per outlet

## Leading Features

### TARGET THE MOST PROFITABLE

What is your **potential gain** in every outlet?



Purchase Potential

**WHAT?** Your potential gain in every outlets

**WHY?** Prospect based on opportunities size

### INCREASE YOUR SALES

How to **grow** your volumes?



Annual Sales

**WHAT?** Annual turnover by operators

**WHY?** Hunt operators to boost your volumes



Market Segment

**WHAT?** Type of establishments

**WHY?** Support the strategy with a strong analysis



Menu Type

**WHAT?** Detailed segmentation of cuisine type

**WHY?** Target outlets that need your product

### GAIN MARKET SHARE

Who are your **main competitor**?



Competitive Intel.

**WHAT?** Competitors operating in your space

**WHY?** Put the right strategy for the right outlet

### MONITOR BRANDS EVOLUTION

What **consumers think** about your product?



Traffic Evolution

**WHAT?** Number of reviews per outlets

**WHY?** Identify outlets in rapid expansion