



STUDIES IN SUCCESS

BlastPoint Answered The Most Expensive Question In Local Commerce

CLIENT

Charleston Area Alliance

OBJECTIVE

The CAA was out to win a luxury grocer's new location, and sought to answer the timeless local business question in comparison to other bidding cities: **does our region have better access to profitability?**

BUILDING A SIMPLE ANSWER

BlastPoint empowered the CAA to solve a compound research problem in minutes from a desktop, rather than days of a dedicated researcher's time. Here's how the answer was built:

1. Draw 60-minute drive time boundaries for bid cities
2. Define audiences by asking questions based on:
 - Education Level
 - Income
 - Rent as % of Income

In the end, the Drive Time boundary illuminated just how accessible Charleston's educated, disposable income is for a new luxury grocer.

REGIONS COMPARED BY 60-MINUTE DRIVE TIME

