



## STUDIES IN SUCCESS

Leveraging Geospatial Data to Strengthen Franchise Sales & Power Franchisee Success

### CLIENT

The Dog Stop

### OBJECTIVE

- 1) Identify optimal markets for expansion
- 2) Increase new unit/territory sales,
- 3) Drive local business to franchisees

### ABOUT THE DOG STOP

The Dog Stop opened its doors in 2009 after owners Jesse Coslov and Chris Kane spent several years researching the pet care industry. Their goal was to create a fun and safe environment where dogs would love to come and play, and pet owners would feel 100% confident in the superior care that their dogs were receiving.

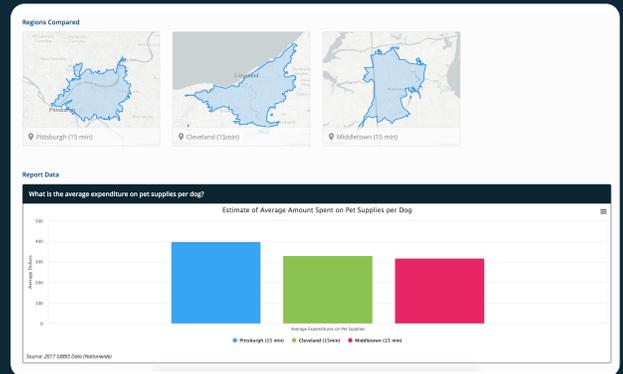
Learn more: <https://thedogstop.com/>



# 5 to 55

**INCREASE IN  
FRANCHISE UNIT SALES  
with BlastPoint**

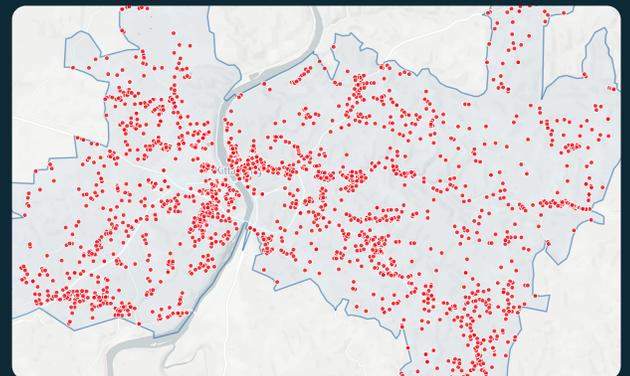
## HIGHLIGHTS



## ANSWER ANY QUESTION IN REAL TIME



## COMBINE FACTORS INTO DYNAMIC CUSTOMER PROFILES TO FIND MARKETS THAT MATCH THEM



## GENERATE LEADS IN ANY TERRITORY FOR TARGETED MARKETING



See the results →

# THE OPPORTUNITY

## THE DOG STOP

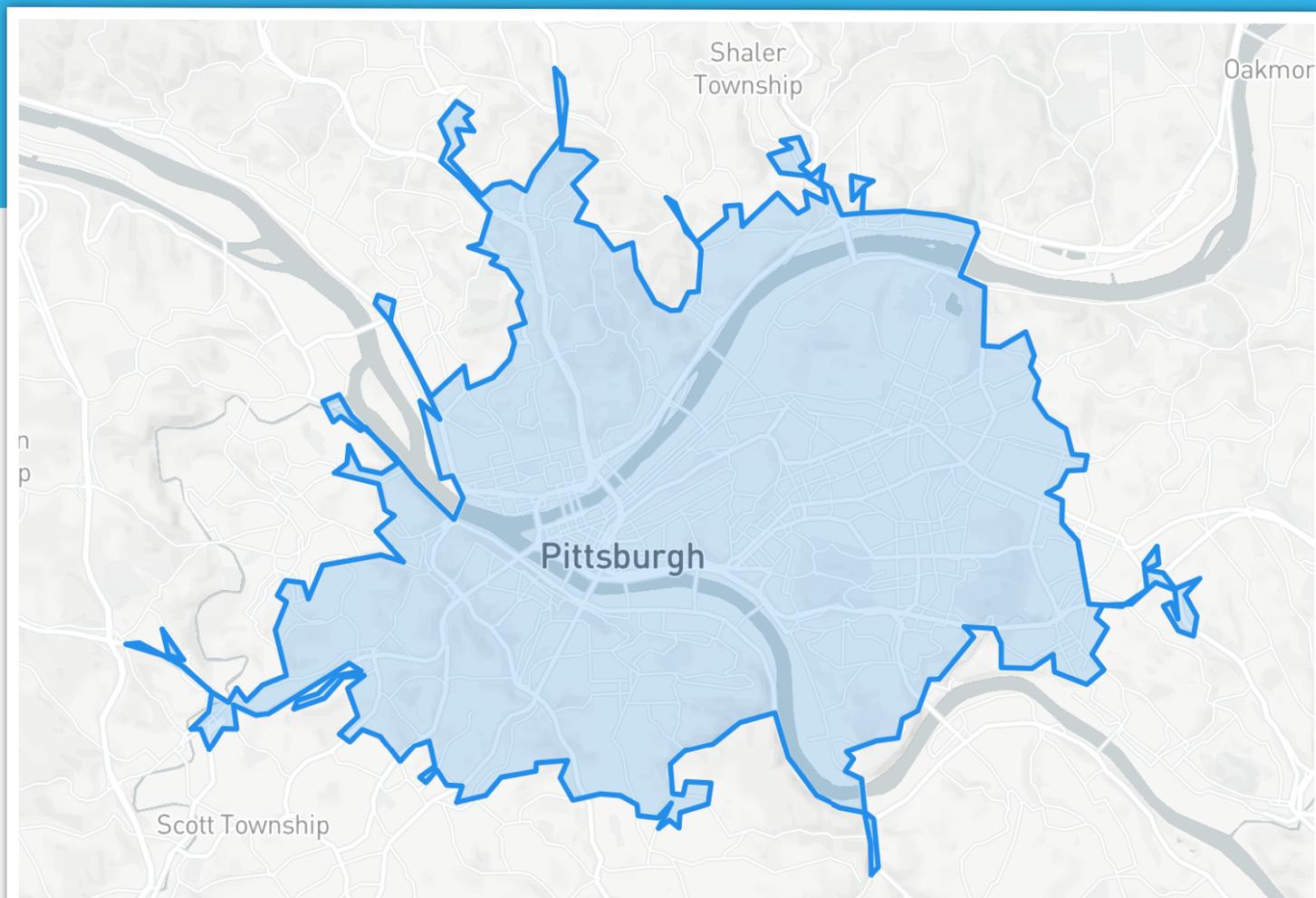
The Dog Stop is a successful chain offering a full range of daycare, boarding, and grooming services for dogs. They have recently started franchising and now offer locations in several U.S. States.

Using BlastPoint's reporting feature, The Dog Stop can answer any question a prospective buyer might have about a territory in real time. The ability to compare and contrast different markets helps them stand out from the competition and close more deals.

BlastPoint's proprietary scoring algorithms also help The Dog Stop to make smarter site selection decisions by finding areas in new markets that have a high concentration of people and businesses that match their ideal customer profile.

Lastly, BlastPoint helps raise revenue from royalties by allowing The Dog Stop to generate sales and marketing leads, both residential and commercial, for every unit's service area resulting in healthier franchisees.

# Create custom service footprints



## ONE

Using BlastPoint's territory creation tools we can define any custom service area. Here is a drivetime zone covering a 15-minutes car drive. BlastPoint's proprietary Geographic Aggregation algorithms enable us to query data for territories of any shape, even if they do not follow conventional administrative boundaries, such as zip codes.

# Identify the best markets for growth



## TWO

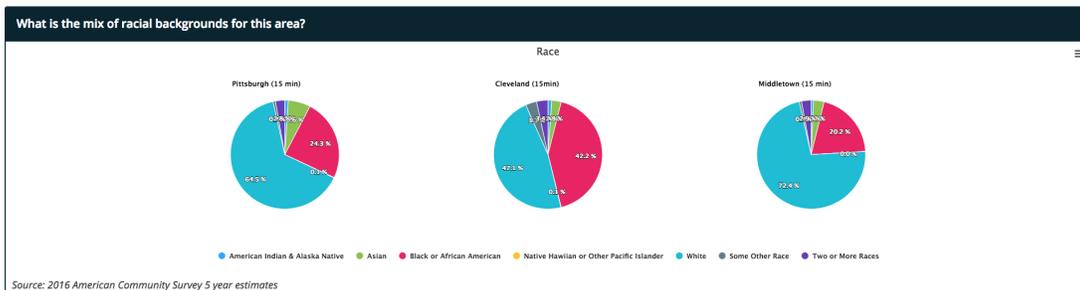
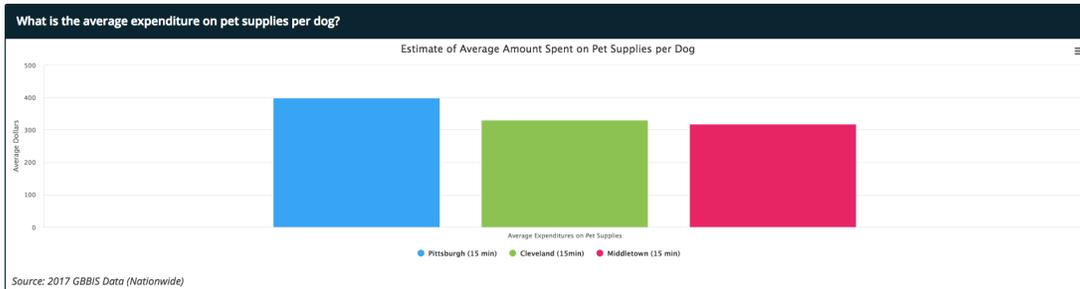
BlastPoint’s proprietary scoring algorithms allow us to combine any number of factors into a data profile and find areas in new markets that match it. In The Dog Stop’s case, we can pinpoint areas with high concentrations of their ideal customer (typically college educated women in the age range of 25-45 who spend a significant amount of money on pet services). Together, BlastPoint’s scoring and reporting capabilities allow us to quantify the number of franchises a metro area will support.

# Sell more units faster

## Regions Compared



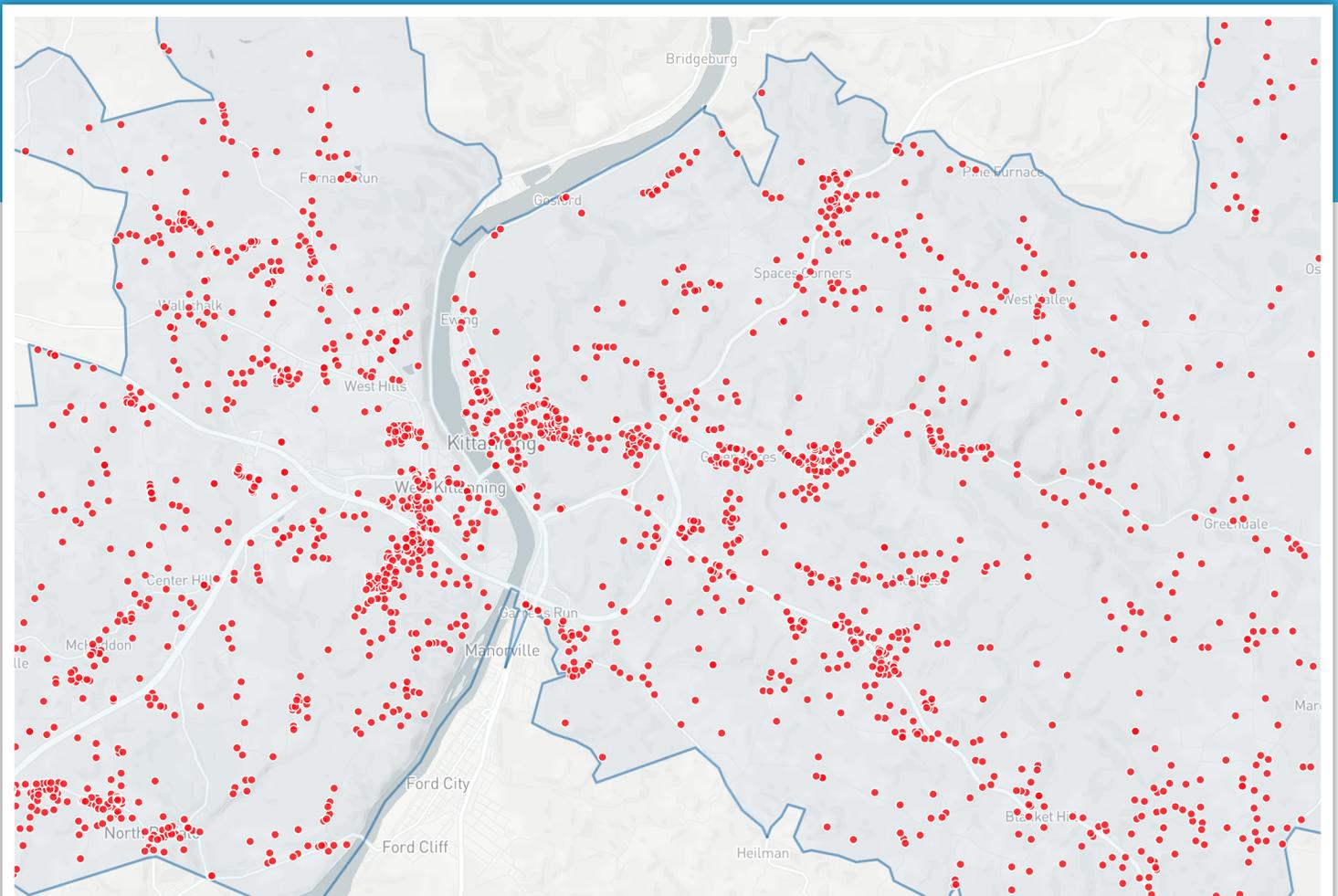
## Report Data



## THREE

Using BlastPoint's reporting feature we can pull up comparative data for any number of territories and answer prospective buyers' questions in real time, rather than in days. In this way, standing out from the competition helps close more sales.

# Help franchisees acquire more customers



## FOUR

We can use BlastPoint's geospatial lead generation technology to get residential and commercial leads of potential customers within our service area, and target marketing to areas with high concentrations of ideal customers.



## BLASTPOINT TESTIMONIAL

### Grew Franchise Unit Sales by x10 with BlastPoint

Blastpoint enabled us to rapidly expand into new and unfamiliar markets, growing from 5 locations to over 50 in less than a year. Our franchise contract close rate increased after we deployed BlastPoint Site Selection tools in our franchise sales meetings to instantaneously help our prospects locate areas most dense with their ideal customers across the U.S. We applied BlastPoint Lead Generation and Targeted Marketing tools to increase revenue for franchises already in operation. BlastPoint's ease-of-use means that we no longer need to consult with data scientists to generate the information we need to grow. BlastPoint has been one of the highest return on investment decisions we've made in the 9 years we've been in business.

*Jesse Cosolov, CEO & Co-Founder, The Dog Stop*

**Get a free consultation**

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