207 ANALYTIX

The Store Network and Data Operations

How the Registry Behind Every Sprint Stays Current

Cross-Platform White Paper 3 of 5

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Executive Summary

Every Retail Sell-In Sprint rests on the Store Network, Afferent's internal registry of real retail doors. It grounds each verified shopper request in a specific store, and it powers the whitespace analysis and Merchant Pitch Deck. The Store Network is internal infrastructure. It is not sold as a list, a database, or a data product. This paper describes how it is kept current, because the reliability of the registry determines how defensible a brand's evidence is in front of a buyer.

What the Store Network Is

MEASURE	AS OF 24 OCTOBER 2026
Active retail doors	193,816
Banners	210
Holding companies	101
Jurisdictions	53 (the 50 states, DC, Guam, and the US Virgin Islands)

Each record carries coordinates, a geocoded address, banner identity, Census trade-area demographics, and public-program overlays, subject to the coverage limits below. The Store Network was formerly named Afferent Synapse, a retired product name.

How It Stays Current

CADENCE	WHAT REFRESHES
Weekly	Store crawl and geocoding; SNAP authorization refresh. Openings, closures, and relocations are reconciled weekly.
Quarterly	Census demographics, EV charging data, and crime data.
Semi-annual	WIC authorization, where states publish it.
Annual	The remaining public datasets.

Every store carries a last-verified timestamp. Updates run through automated, version-controlled code rather than manual data entry, which keeps the registry current without manual labor on each refresh.

Coverage Limits

- **WIC authorization is partial.** It is evaluated in 20 states plus DC and the Wichita, KS metro. Every other state is "not yet evaluated," never "not authorized."
- **New stores can lag.** Authorization and publication delays in public sources can reach about 90 days, and closures depend on third-party reporting.
- **Newer fields are still backfilling,** including food desert, Opportunity Zone, daytime population, and health prevalence.

Why It Matters to a Brand

A Sprint can run for 21 days or longer. The registry has to match each request to the right store throughout that window, with the right banner and trade-area context, without gaps or manual errors. Because the registry is current, a buyer can check that a store named in a Merchant Pitch Deck is real, open, and in the banner the brand is pitching.

> The registry is how Afferent shows a buyer real doors. It is not something a customer buys.

Prepared for internal and prospective-client review by 207 Analytix. Afferent Signal is operated by 207 Analytix LLC. Prices, coverage and figures are as of 1 November 2026 (store coverage as of 24 October 2026) and may change. Revenue-at-risk figures are modeled estimates built on stated assumptions, not forecasts or guarantees. Declared shopper interest is not a completed purchase and does not guarantee a retail listing or sales.