207 ANALYTIX

Matching Requests to Real Doors

Why Location Precision Turns Shopper Interest Into a Buyer Conversation

Cross-Platform White Paper 4 of 5

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Executive Summary

A recurring theme across the Afferent model is location. Knowing that shoppers want a product in the abstract is far less useful to a new brand than knowing which specific stores show that demand. Every request in a Sprint names a store, and Afferent matches it to a real door in the Store Network. That is what lets a brand walk into a buyer conversation and say, in effect, "here is local demand near these exact stores."

From a Request to a Door

- **The shopper names a store.** From a list set up for the brand, the shopper picks where they frequently shop. They also pick the product and can add a reason and purchase frequency.
- **Afferent verifies the request.** Email confirmation, one request per email per product per store, rate limits, and a distance check between the shopper and the store.
- **The request is matched to a store record.** Each request is tied to a real door, with banner identity and trade-area context.

The Context Behind Each Door

LAYER	WHAT IT ADDS
The doors	Verified store locations, with open or closed status and a last-verified date.
Demographic fit	US Census ACS household income and population, matched to each trade area.
Public-program signals	SNAP and WIC authorization (subject to coverage limits), EV charging, traffic counts, food desert and Opportunity Zone designations, crime, and health prevalence.

These layers help a brand read its own demand. For example, a store with strong requests that also sits in a trade area matching the brand's shopper profile is a stronger first-wave target than a store with the same requests and a poor fit.

Whitespace Analysis

The whitespace view in a Sprint shows where shoppers asked for the brand and the brand is not yet on shelf, door by door. It supports three conversations: where to focus retailer outreach, which stores to propose in a first wave, and how demand is distributed across banners and metros. It reads from the brand's own requests; it does not present a general market map.

Why Precision Is the Common Thread

Aggregate, non-location-specific demand data is far less actionable than the same data tied to an exact store. A buyer's question is rarely "is there demand" but "where, specifically." The Sprint is built to answer that, from shoppers who declared the product they want and the store they use.

> Requests show declared local interest in specific stores. They do not guarantee purchases, a listing, or sales.

Coverage as of 24 October 2026. WIC authorization is evaluated in 20 states plus DC and the Wichita, KS metro only. The Store Network is internal infrastructure and is not sold.

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