



Planning a National Retail Expansion with Location Based Audience Intelligence

Customer Success Story



ABOUT HELLY HANSEN

Website: www.hellyhansen.com

Industry: Retail Apparel and Fashion

Headquarters: Frognar, Oslo, Norway

PROFILE

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Founded in Norway in 1877, Helly Hansen strives to develop professional grade gear that helps people stay and feel alive. Trusted by over 60,000 professionals worldwide, the company has developed a long list of first-to-market innovations.



ABOUT PLACE INTELLIGENCE

Website: www.placeintelligence.ai

Industry: Software Development

Headquarters: Melbourne, Victoria, Australia

PROFILE

Place Intelligence helps create people centric places through big data, locational insights, and predictive intelligence. They help clients better understand their communities and local audiences, uncover commercial potential, highlight spatial activity, and reveal the magnetism of communities. Operating in the smart cities space, Place Intelligence focuses on understanding People, Place, and Planet to help create better outcomes for citizens and communities.

OVERVIEW

To support retail expansion across the United States, Helly Hansen partnered with Place Intelligence, powered by Quadrant's mobile location data.

The objective was to identify high value customer markets by analyzing movement patterns across ski resorts, hiking trails, marinas, and surrounding commercial districts. Rather than relying solely on demographic assumptions, the project used observed mobility behavior to uncover where outdoor enthusiasts originated, where they shopped, and which markets presented the strongest retail opportunities.

CHALLENGES AND GOALS

As Helly Hansen planned its U.S. retail expansion, the company needed a clearer understanding of where its core customers lived, how they traveled, and where they spent time beyond outdoor destinations. Traditional market selection methods could identify population centers, but they could not pinpoint areas with a high concentration of outdoor consumers or reveal how those audiences interacted with surrounding commercial districts.

To support expansion planning, Place Intelligence set out to build a nationwide audience mobility model by analyzing visitation patterns across more than 12,500 ski resorts, hiking trails, and marinas. The objective was to identify the geographic origins of outdoor enthusiasts, understand their movement between recreation and retail destinations, and uncover markets where customer demand already existed.

The analysis was designed to answer several key business questions:

- Where do outdoor enthusiasts live?
- Which metropolitan areas have the highest concentration of outdoor enthusiasts?



- Which commercial districts do these audiences visit before and after outdoor activities?
- Which markets present the strongest opportunities for future retail locations?

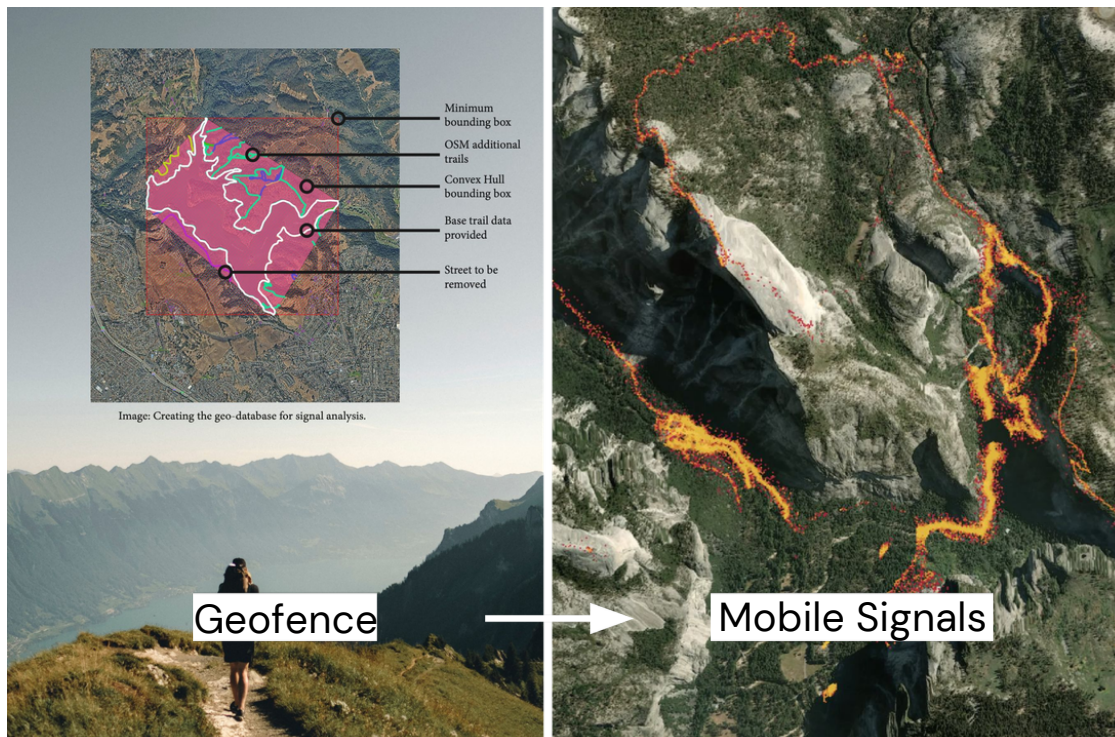
By connecting outdoor recreation with observed retail visitation, the project created a data driven framework for evaluating retail expansion opportunities across the United States.

SOLUTIONS

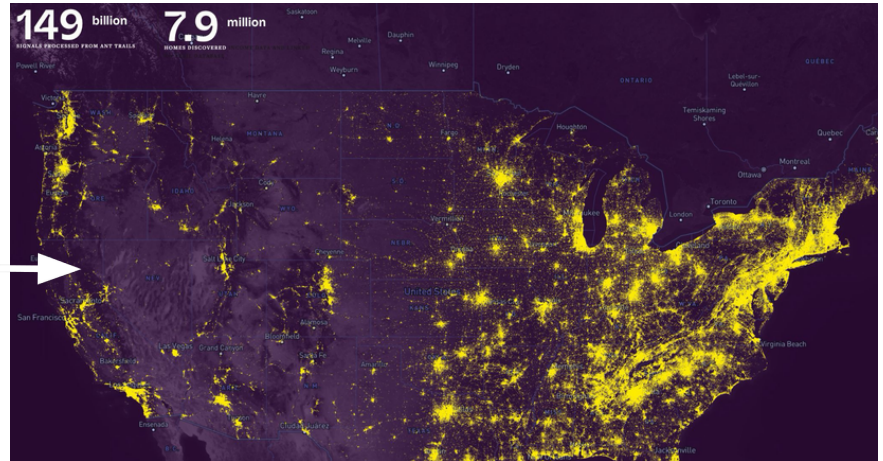
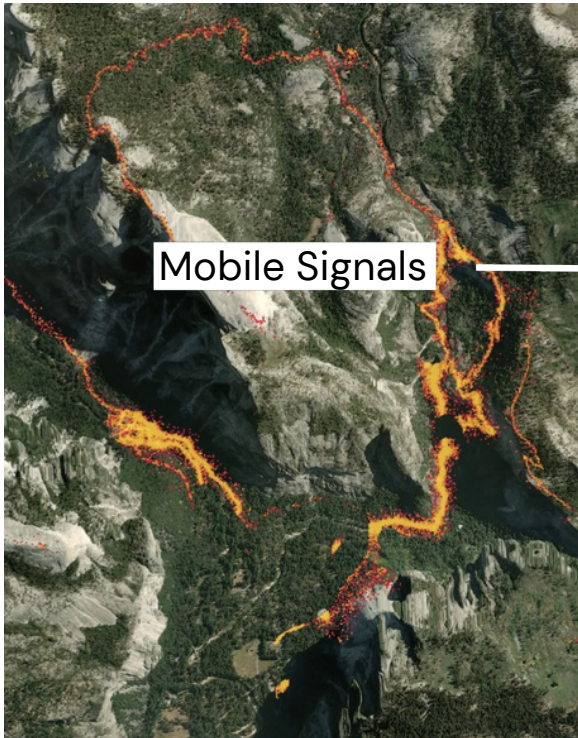
Place Intelligence combined Quadrant's mobile location data with custom geofences across more than 12,500 ski resorts, hiking trails, and marinas throughout the United States to build a nationwide audience model of outdoor enthusiasts. Rather than evaluating individual locations in isolation, the analysis captured real world visitation patterns across millions of users over multiple years, creating a comprehensive view of outdoor consumer behavior.

The project then identified where these audiences lived by mapping their home locations and enriching them with demographic attributes such as household income. By connecting home locations with outdoor activity, Place Intelligence was able to identify metropolitan areas with the highest concentration of Helly Hansen's target customers and understand how they moved between recreation destinations and urban centers.

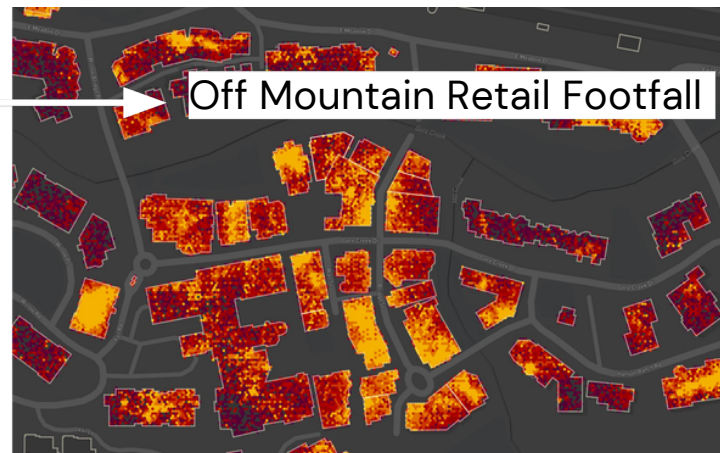
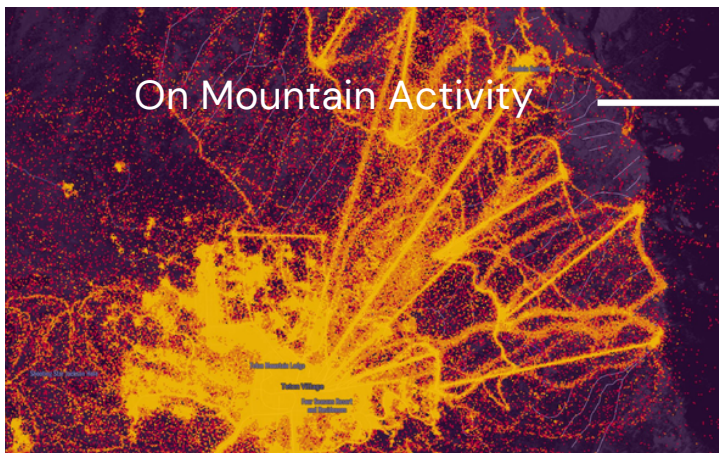
The analysis extended beyond outdoor destinations to examine retail visitation patterns, revealing the commercial districts and shopping areas most frequently visited by these audiences. This provided Helly Hansen with a data driven framework for prioritizing markets and evaluating future retail locations based on observed customer behavior rather than demographic assumptions alone.



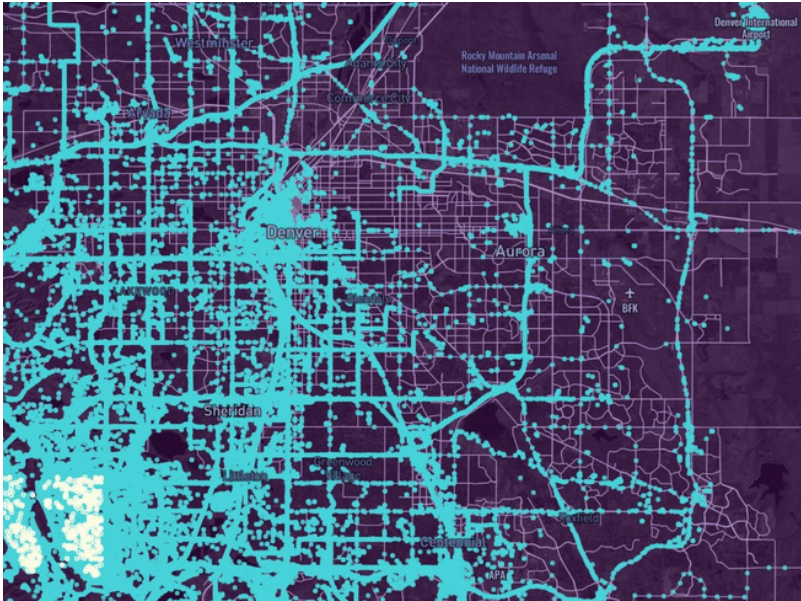
A nationwide audience mobility model was built by analyzing visitation across more than 12,500 ski resorts, hiking trails, and marinas throughout the United States. The dataset spans millions of users, multiple years of observed movement, and nationwide coverage, including Alaska and Hawaii.



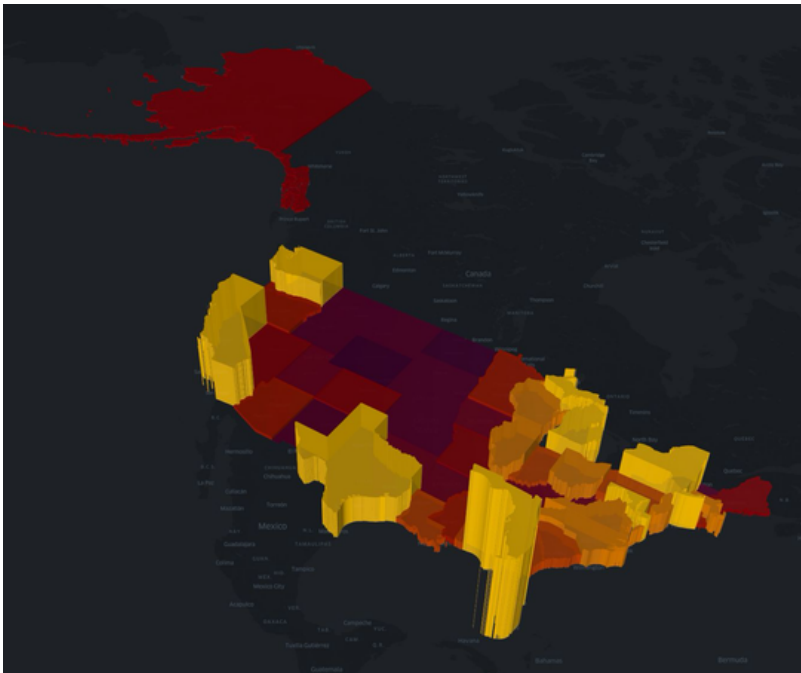
The analysis identifies the geographic distribution of outdoor audiences, their demographic characteristics, and travel patterns to outdoor destinations. These insights help identify high potential markets for advertising and future retail expansion.



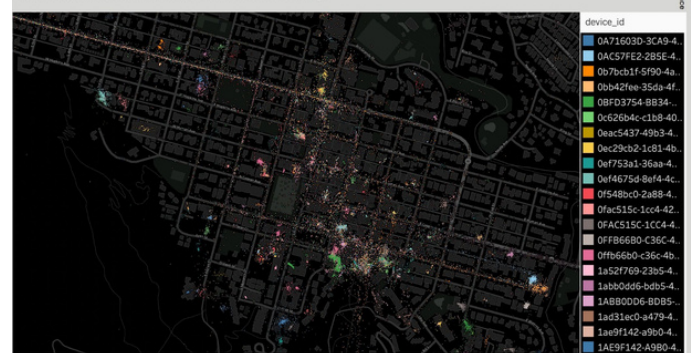
Audience mobility analysis identifies the retail districts and commercial areas most frequently visited by outdoor consumers. These insights help prioritize high potential markets and narrow site selection to locations with the strongest audience presence.



City scale mobility visualization showing movement patterns of outdoor audiences across Denver. Audience movement patterns can be visualized at the city level, revealing how outdoor consumers move between destinations and commercial areas. These insights help identify high potential retail markets and refine site selection decisions.



Areas the skiers uses in the city



Audience origin and visitation patterns reveal where outdoor consumers are concentrated and when they engage with recreation destinations. These insights help identify high potential markets and understand seasonal demand.



COMBINING DATA SETS - AUDIENCE ORIGINS AND FREQUENCY

19 ●

Helly Hansen

Off Piste Users: Areas
with no lifts are often
advanced skiers.

Audience Origins +
Destinations
From Texas to Colorado.

Audience Origins +
Destinations
From California to
Utah.

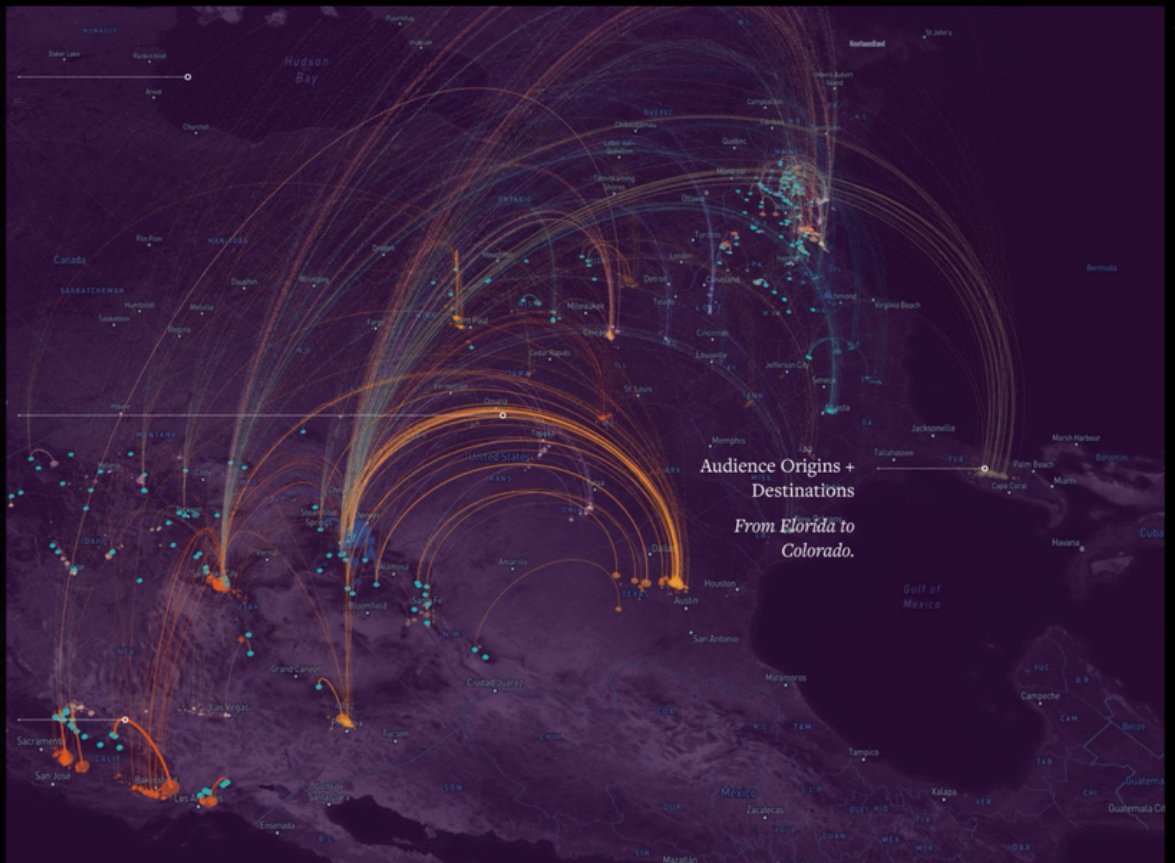


Image: Audience origins linked to destination resorts allow for visual analysis of where people come from who visit each resort and when. Observe the hierarchy of connections based on the number of arcs in the map.

BENEFITS AND RESULTS

The audience models enabled Helly Hansen to evaluate retail opportunities using observed customer behavior rather than traditional demographic assumptions. By combining outdoor activity with retail visitation, the project identified markets where customer demand already existed and highlighted commercial districts frequented by Helly Hansen's target audience.

The analysis also provided a scalable framework for evaluating future markets using consistent mobility based criteria. Key outcomes included:

- Nationwide visibility into outdoor customer origins
- Identification of high value retail markets
- Improved prioritization of future store locations
- Audience movement analysis across cities and regions
- Customer home location and market enrichment
- Retail visitation insights surrounding outdoor destinations



“

By combining Quadrant's mobile location data with our audience intelligence models, we were able to build a nationwide view of outdoor consumer behavior. This gave us a clear understanding of where target audiences originated, how they moved between recreation and retail destinations, and which markets offered the strongest potential for future retail expansion.”

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~John Draper – Director of Data Analytics, Place Intelligence

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point-of-Interest (POI) data. With coverage across 200+ countries, Quadrant delivers trusted, high quality geospatial datasets that help organizations build location powered products, applications, and solutions.

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