



# Geo-Targeting With Retail Locations With Trade Areas or Radius

## Understanding trade areas

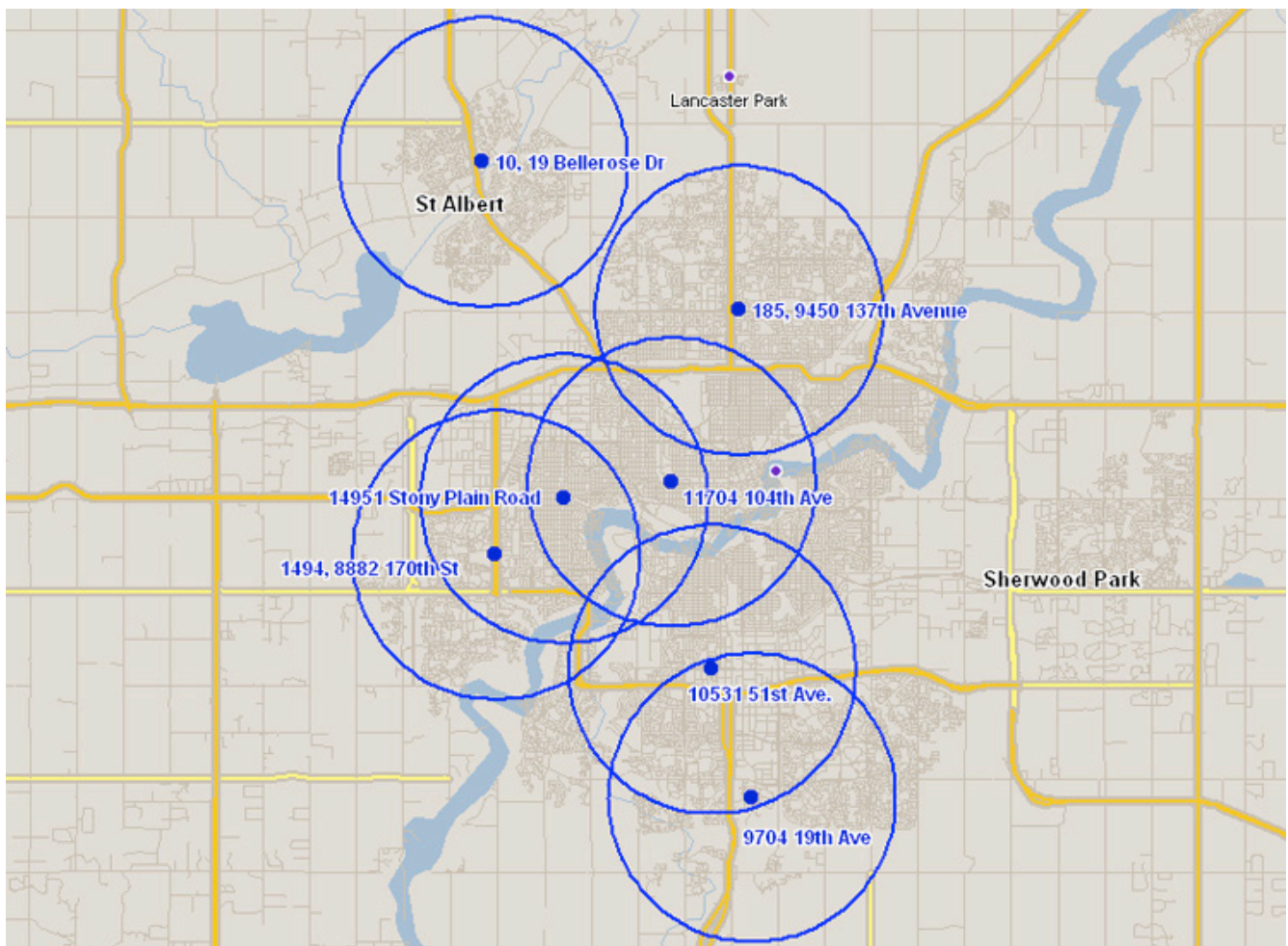
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The agency for a retail client was primarily concerned with determining whether or not their target radius made sense. They'd been led to believe the target radius around each store encompassed rural areas outside the city.

Clearly the target radius was in fact, wholly contained within the city which changed the planning strategy.

Maps with concentric circles can be used to learn many things about target geography and don't always need to include coverage areas.

**Figure 1**



***For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)***