



More revenue
£1.2m
re-invested

New store
Footfall



BLOG Alison Bowcott-McGrath
Pinpointer

THE UK's leading place agency has announced a huge leap in revenues at its managed venues.

PinPointer UK revealed a 28% increase in revenues in the last year at the 70 sites the company exclusively manages.

PinPointer UK puts it's success down to three key factors:

- The key relationship between the town centre manager and the account manager
- The generation of income

Revenue Jump For Pinpointer UK Managed Venues

- A good mix of promoters and brands

The company, based at Exchange Quay in Salford, works with a mix of locations across UK wide.

From seaside towns such as Blackpool, Eastbourne and Weston-Super-Mare, to inner city New Bailey in Manchester and market towns including Stockport and Morley.

Alison Bowcott-McGrath, the company's founder and managing director said that the insight the company had gained in the last twelve years since it started had proved crucial.

"We're passionate about helping brands reach the customers they need.

"The study of people's shopping habits is becoming increasingly scientific. Over those we have researched footfall

timelines to ensure that the promotions run at the most effective time to attract customers.

"Alongside that, we pro-actively market the location – attracting exciting brands, promote the venue on social media, remove the red tape by doing all the paperwork including the risk assessments, licensing and permits and obtaining payment. We generate a weekly and monthly revenue report along with data on promoter mix "

PinPointer UK has worked with major brands on recent promotions including, MacDonald's McFlurry ice cream, Coke Zero and Belvita Breakfast Biscuits.

For a free evaluation on your location please contact Alison Bowcott-McGrath on 07870 176949 or email alison@pinpointer.uk