

Products

Buxton Analytics Platform

Buxton's solutions are deployed via the Buxton Analytics Platform, our proprietary web-based suite of analytics applications. The banner application in the platform is SCOUT, a geospatial analytics tool that allows users to quickly analyze and visualize information from their market planning models with just a few clicks. Accessible via any computer, tablet, or mobile device, SCOUT is used both in the office and in the field for rapid analysis and decisions.

SCOUT features:

- Score performance at existing and potential locations, minimize cannibalization, open homerun locations and avoid opening expensive mistakes.
- Examine the trade area and visualize the density of core customers.
- Access specialized reports and analyses on customers or location performance.
- Store data, images, and other relevant decision-making aids in one convenient place.

Market Planning

Buxton offers a full suite of analytics for market planning and helps organizations to identify the best markets and specific sites for growth. Market planning clients receive a custom site scoring model, which is deployed to SCOUT and can be used to conduct studies to determine long-term growth potential or an existing location network assessment.

Marketing Services

Buxton's marketing services help organizations maximize their marketing campaign budgets. Clients receive a custom predictive marketing model, which is used to identify the best consumers to target in a campaign. Buxton provides licensing for targeted campaign lists, digital campaign deployment, and campaign performance measurement.

Economic Development

City governments work with Buxton to study their trade area and identify the specific retail and restaurant concepts that are likely to thrive in their community. The third-party validation provides the basis for economic development outreach. Buxton also helps cities to understand the profile of their visitor base to assist with tourism marketing and development.

Investor Due Diligence

Private equity firms turn to Buxton for due diligence research on the long-term growth potential of an organization prior to an investment or acquisition. Buxton provides quick turnaround for time-sensitive deals and the third-party, data-backed validation investors seek.

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About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on market planning and marketing strategies based on extensive internal databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where more potential customers are located, and the value of each customer. More than 4,000 clients in the retail, restaurant, healthcare, private equity and city government sectors have relied on Buxton's insights to guide their growth strategies.

The company is privately held and offers its full suite of analytics solutions in the United States, with a subset of services available in Canada and other select counties.

To access a list of Buxton clients by industry, click the button below.

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History

Founded in 1994 by CEO & President, Tom Buxton and CFO, David Glover

Industry

Customer Analytics

Size

Approx. 130 Employees

Official Name

Buxton Company ("Buxton" is acceptable on second reference.)

Management Team

Tom Buxton
Chief Executive Officer & President

David Glover
Chief Financial Officer

Todd Walls
Chief Innovations Officer