



PTV Points of Sale (PoS) // Locations in Germany Chains & Franchises

PoS (point of sale) refers to the location a sale takes place; from the consumer's perspective it is where the item was purchased and from the provider's perspective it is where the item was sold.

PoS data records can be used both in marketing and in location planning applications.

PTV Points of Sale (PoS)

- Integral part of numerous applications in marketing and location planning
- Analysis of a location's surrounding area
- The data set contains name, address and coordinates

PTV Points of Sale // Location database

- About 500 brands with around 300,000 PoS locations in 16 PoS categories
- The standard delivery package includes information about brands, addresses and geographical coordinates
- Opening hours, communication data and individual characteristics as far as available
- Update interval: biannually
- Available formats: CSV, XLS/X, MapInfo TAB, ESRI shapefiles and much more
- Coverage: Germany, further countries on request

PTV Points of Sale // Categories

- Stores selling DIY & leisure products
- Consumer goods & everyday items
- Chemists, personal care and cosmetics
- Furniture
- Electronics & communication
- Financial & insurance services
- Food outlets
- Healthcare
- Hotels
- Motor vehicles
- Clothing & shoes
- Food
- Discount food retailers
- Travel
- Sports & leisure
- Petrol stations