

PRODUCT SHEET:

POI Data

Targomo's Points of Interest data provides a detailed view of the places that shape an area—from supermarkets and restaurants to schools and public transport stops. It helps businesses understand local environments, assess competition and services, and compare locations across markets.

GLOBAL POI COVERAGE

- Access more than 82 million points of interest sourced from OpenStreetMap.
- Explore categories including retail, hospitality, leisure, education, healthcare, public transport and more.
- Compare POI density across locations, networks and countries.
- Analyse individual POIs or broader sectors using Targomo's category and subcategory hierarchy.

BRAND MATCHING

- Identify more than 16,000 brands worldwide.
- Map competitor locations across different cities and countries.
- Analyse brand presence within individual locations or travel-time catchments.
- Find areas with strong competitive activity or potential gaps in the market.

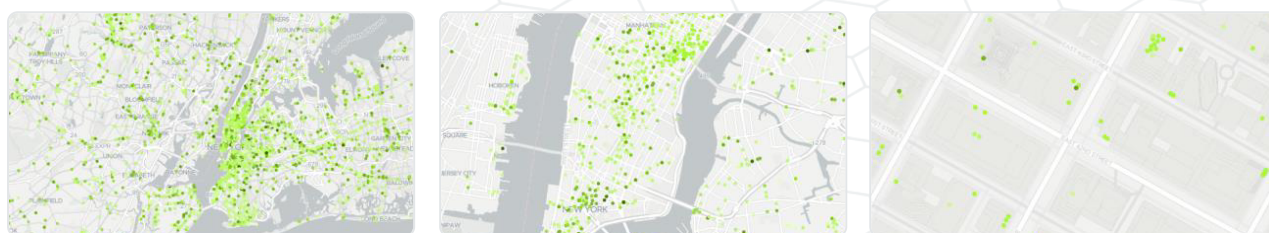
Select by Category

- > ☐  Accommodation
- > ☐  Cars-vehicles
- ✓ ☐  Gastronomy
 - > ☐  Fast food
 - ☐  Food court
 - > ☐  Restaurant
- > ☐  Land Use
- > ☐  Landmarks
- > ☐  Leisure
- > ☐  Offices
- > ☐  Public Transport
- > ☐  Religion
- > ☐  Schools in France
- > ☐  Services
- ✓ ☐  Shopping
 - ✓ ☐  Clothing-accessories
 - > ☐  Bag shop
 - ☐  Boutique
 - > ☐  Clothing shop
 - > ☐  Fabric shop

The POI hierarchy, from broad sectors down to single shop types

DENSITY VISUALISATION

- Visualise large volumes of POIs on a fast, interactive map.
- Display locations as individual points or aggregated hexagons.
- Keep maps readable at every zoom level, from individual streets to entire regions.
- Identify commercial hotspots, concentrations of amenities and gaps in service coverage.
- See which categories dominate a street, district or city.



The same POI layer at regional, city and street level

COMBINE POIs WITH REACHABILITY

Combine POI data with Targomo's travel-time analysis to identify places based on real-world reachability rather than straight-line distance.

- See which amenities or competitors can be reached within a defined walking, cycling, driving or public transport time.
- Assess competitor proximity and service coverage more accurately.
- Count and compare POIs within consistent travel-time catchments.

CUSTOM AND CURATED DATA

- Import your own stores, customers and KPIs to analyse them alongside standard POI layers.
- Add selected validated third-party datasets, e.g. official school data, where available.
- Enrich your analysis with curated data on direct competitors and complementary POIs, including established industry datasets such as our fitness databases.
- Aggregate custom values within travel-time catchments using counts, sums, averages or weighted scores.
- Turn proprietary data into comparable location insights.

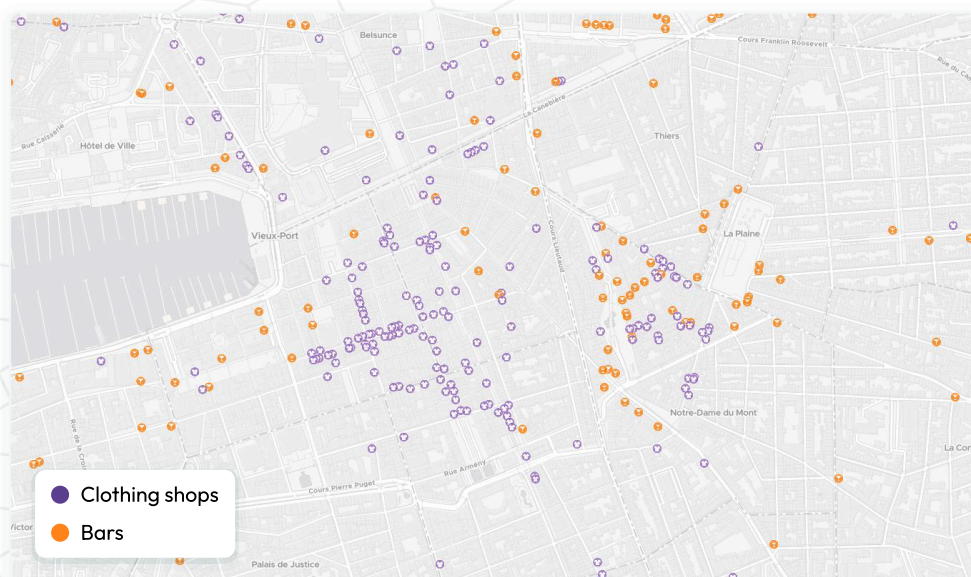
WHY CHOOSE TARGOMO'S POI DATA?

 Global Coverage More than 82 million POIs across markets and categories.	 Continuously Updated Data drawn from the continuously evolving OpenStreetMap community.	 Travel-Time Analysis Analyse what can actually be reached within a selected travel time.	 Custom Data Integration Enrich location analyses with proprietary and curated datasets.
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USAGE EXAMPLE: UNDERSTAND A NEIGHBOURHOOD

When evaluating a location, POI patterns help reveal the commercial and service profile of the surrounding area. Compare categories to identify retail clusters, leisure destinations, and gaps in local provision.

In central Marseille, clothing shops form a dense cluster around Noailles and Rue Haxo. Bars are distributed across several smaller hubs, including Thiers, Cours Julien, La Plaine, Belsunce and Saint-Victor. The map reveals a concentrated fashion district alongside a more dispersed nightlife offer.



Clothing shops and bars in central Marseille

USAGE EXAMPLE: IDENTIFY COMPETITIVE WHITE SPACE

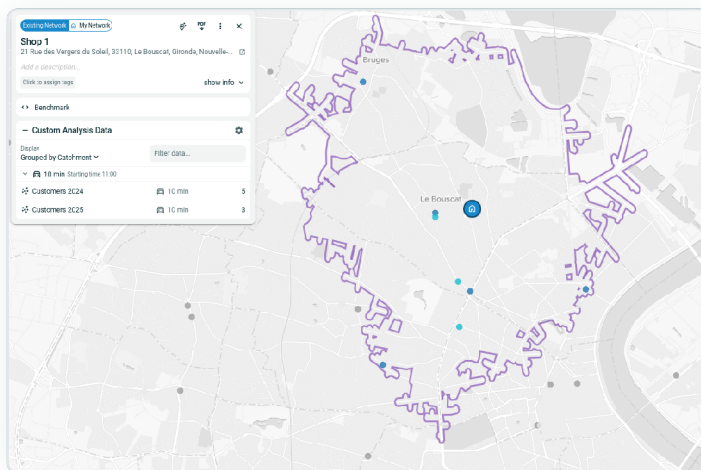
Combine Brand Matching with travel-time analysis to see where coverage gaps remain.

Instead of measuring proximity with a simple radius, site-selection teams can identify areas where no competitor can be reached within a selected travel time. This helps reveal potential white spaces for further evaluation.



Brand Matching identifies competitor locations and makes their presence visible across the market.

USAGE EXAMPLE: ANALYSE YOUR OWN CUSTOMER DATA



Customer counts aggregated within a 10-minute drive-time catchment

Integrate customer, store or transaction data to understand how existing and potential locations relate to your customer base.

Aggregate customer counts and other KPIs within travel-time catchments to compare locations consistently, evaluate market coverage and identify areas with untapped potential.

Make better location decisions with Targomo's POI data.

GET IN TOUCH
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