

MARASA Consumer Intelligence Beta Package

MARASA helps you answer "Am I leaving value on the table", "Could we add value to this prospect retail acquisition" and "Who would be the perfect retail tenant"

Discover unmet demand in any neighborhood in your market by querying consumer spend data in plain language, returned as tables, charts, and answers. See what people in an area actually spend their money on, where demand is going unmet, and which tenants fit your spaces. You pay only for the queries you run, with no annual data license to commit to.

HOW TO JOIN THE BETA

The beta package gives you 5,000 query credits (\$500 value). The \$75 deposit holds your seat, and the remaining \$425 is charged 48 hours before launch (you can always opt out). If you're not satisfied at the end of the pilot, 50% of your unused credits are refunded.

No expensive yearly lock-up. Pay as you go. If you go over your credits during the beta, you can always add more.

Example Query

For postal code H2T, which retail categories have the highest spend leaking out to other neighborhoods, where residents are travelling more than 5 km to spend?






ANNUAL SPEND LEAVING H2T, BY CATEGORY

| | |
|-------------------|----------------|
| Specialty Grocery | \$4.2M · 7.1km |
| Home Furnishing | \$3.3M · 9.4km |
| Family Clothing | \$2.6M · 6.2km |
| Sporting Goods | \$1.8M · 8.0km |

H2T residents spend \$4.2M/year on specialty grocery but travel 7.1 km to do it, the clearest unmet-demand signal in the trade area.

Dates: targeting the start of the beta for late July, the 15th of August at the latest. The beta runs 4 to 6 weeks from the start date.

FEATURES

- Access to billions of transactions across the country
- Query consumer insights in available geographies, per week, per FSA (neighborhood by postal codes)
- On every query you get the source data
- Export data as CSV, graphs, and diagrams
- Map navigation
- Pay-as-you-go model. You only pay for what you need. No expensive yearly license lock-up
- Excel integration for easy data import into your underwriting models 
- Connection through MCP server
 -  Claude
 -  Gemini
 -  ChatGPT
 -  Perplexity

INSIGHTS AVAILABLE

- Who spends in this area, in real dollars, by category (net amount, transactions, cards)
- Where those customers live (origin FSA)
- Demographic and income profile of the catchment (population, age mix, income)
- Which categories are rising or falling, week over week and YoY
- Real-dollar spend captured in the area vs. leakage to other regions
- Distance customers travel for a category, a signal of unmet local demand

DATA COVERAGE

2019–2026

Continuous transaction coverage

All FSAs

Every neighbourhood & region across Canada

350,000

Merchant locations tracked across Canada

3.5 billion

Transactions processed annually

~800/sec

Transactions processed per second

454

Categories of data

| | |
|-------------------------------|--|
| Spending Trends Fields | Week, Year, Category (industry & group), Region, Indexed volume, Year-over-year growth, Average transaction size and its growth |
| Location Data Fields | Month, Origin FSA, Destination, Category, Transaction count, Unique card count, Net dollar amount, Distance travelled, Population, Age bands, Average and total annual income |
| Categories | 454 categories of transactions. Examples: <ul style="list-style-type: none">· Groceries & Food: Dairy stores, Bakeries, Candy stores· Restaurant: Fast food, Sit-down, Bars, Specialty food stores· Clothing: Family clothing, Women, Sports· Entertainment: Movie theatres, Live entertainment, Bowling alleys |
| Geographies | GTA and Greater Montreal for the beta, expanding to the rest of Canada after. Specific regions on request. |
| Period | Mid 2023 to mid 2026 |
| Granularity | Per week, per FSA |

PRICING

| | |
|-----------------------------|--|
| Minimum Entry Price | 5,000 credits for \$500 CAD |
| Query Pricing | Starting at 50 credits (\$5) up to 500 credits (\$50) per query. Query pricing increases with the volume of data requested and its complexity. |
| Enterprise | Custom credit volume and pricing. Contact us at david.latortue@marasa.ai for details. |
| Reimbursement Policy | If you are not satisfied at the end of the pilot, 50% of your remaining (unused) credits are reimbursed. |

CONDITIONS & PROCESS

- Limited seats available
- We'll send you an email 48 hours before with your access instructions
- Beta runs for 4 to 6 weeks

NEXT STEP

Ready to claim a beta seat, or have questions? Reach me directly.

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