

# How Curia Leverages Enigma to Drive Smarter Real Estate Decisions

8

## Background

Curia is a leading platform that provides in-depth analysis and insights into the business intelligence sector, helping businesses make data-driven expansion decisions. By combining geospatial and economic data, Curia identifies optimal business strategies and opportunity zones for retail growth. However, before integrating Enigma, Curia lacked a direct source of economic activity data, relying on indirect indicators such as sentiment analysis, weather patterns, and seasonality.

Curia operates on a **subscription-based model**. Their customers include:

- Restaurants, hospitality providers, and storefronts
- Retailers seeking to understand customer behavior and site performance
- Researchers and academics analyzing economic trends

While competitors offer broad business intelligence solutions, Curia differentiates itself with **insights derived from actual business revenue performance**, a higher standard of data integrity, and direct economic insights powered by Enigma.

## The Challenge

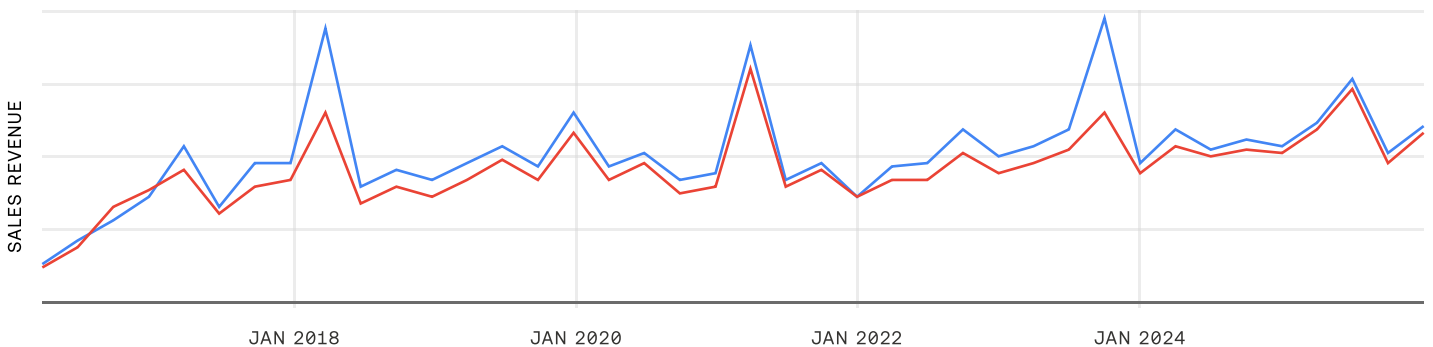
In order for Curia's platform to deliver in-depth, micro-level location insights, they required a data partner that offers granular business and location intelligence to complement its sentiment, local and economic analysis. Traditional methods provided only broad, regionalized insights, leaving a gap in precise revenue data that could significantly impact site selection and expansion strategies. Without an accurate measure of economic performance, Curia's ability to guide clients was limited.

## The Enigma Solution

Enigma provides Curia with the most accurate, timely source of economic activity with the highest coverage, offering detailed revenue insights that help identify high-performing locations and trends. Enigma's data enhances Curia's ability to predict business viability by delivering:

- Highly accurate revenue estimates, not just at the overarching business level, but also the individual store location-level
- A clear picture of business performance over time for better strategic decision-making
- A foundation for business intelligence tailored to retail research and expansion

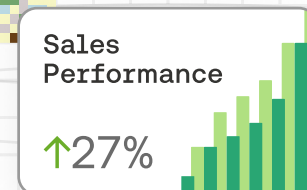
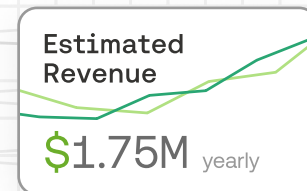
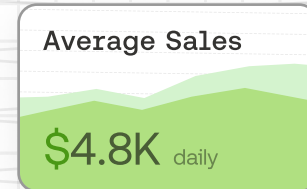
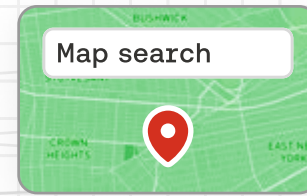
## Verified Sales against Enigma Data



## Impact of Enigma Data

- Curia's platform is built on Enigma's data, which serves as its backbone and most trusted, comprehensive source of business performance.
- **Product direction and business strategy** are now shaped by reliable economic performance insights.
- **More than 2 out of 3 times, Enigma has proven to have highly accurate business performance insights** when compared to ground truth data sets, all while maintaining the utmost precision and granularity.
- **Unparalleled business value**, as micro-level business location insights were previously unavailable in the industry.
- **Risk mitigation**, ensuring that serious financial decisions are based on reliable, real-time data rather than broad, sentiment-based estimates.
- **Improved customer confidence**, as decisions are backed by real revenue data rather than assumptions.
- **Enhanced operational efficiency**, eliminating data gaps that previously hindered strategic expansion.

Curia continues to push the boundaries of business intelligence, with Enigma playing a crucial role in delivering industry-leading insights.



## Data-Driven Decisions Start Here

Looking for reliable and accurate revenue insights to power your business? Enigma's data solutions adapt to your needs—whether it's reducing risk, finding new opportunities, or making smarter decisions. Get in touch to see how we can help.