
Asterop shows Bare essentials the way

Rapidly growing beauty products retailer Bare Escentuals has turned to Asterop, Inc. to receive guidance on their sales expansion strategy, announced Christophe Girardier, Asterop's CEO. Asterop worked with Bare Escentuals executives on a multi-part project to analyze Bare Escentuals sales channel performance and produce a prioritization of recommended markets and locations for new Bare Escentuals sales outlets.

Asterop used its innovative GeoIntelligence[®] technology throughout the project. To start, Asterop analyzed point-of-sale data to determine established buying patterns within each Bare Escentuals sales channel. Asterop was able to discern the key customer and location characteristics that were the best predictors of Bare Escentuals sales success. Using its technologies, Asterop built a predictive model that then was used to chart the premium markets, and locations within markets, that best aligned with Bare Escentuals sales strategy.

"Our GeoIntelligence products, combined with the expertise of our methodology and modeling consultants in Asterop Professional Services, have once again delivered a comprehensive solution to a dynamic retailer", says Girardier. Asterop provides GeoIntelligence solutions through its desktop, intranet, and online products, making next generation business intelligence for strategic marketing available to all consumer-oriented companies.

About Asterop

Founded in 1999, Asterop, creator of advanced GeoIntelligence technologies, enables companies to refine their development strategies and optimize their operational activities through an objective analytic approach. Asterop has established itself in the European and Japanese markets as a major proponent of applied analytical solutions for strategic marketing decisions, and currently occupies a leading position in its field. Asterop has raised 14 million euros to date from such benchmark investors as Accenture, Air Liquide Ventures and Turenne Capital. Asterop customers include leading European and US companies such as Galeries Lafayette Group, Monoprix, Intermarche, BNP Paribas, Apple, Ann Taylor, Bare Escentuals, Coach, Crate & Barrel, Big Boy

Restaurants, The Macerich Company, and Jones Lang LaSalle. For more information contact us at info@asterop.com, or call us at 415.227.0300.

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