



## DECISION MAKING TOOLS FOR TYRE PROFESSIONALS

FOUNDED IN 2009 BY XAVIER GIGNOUX, LAURENT LAFAYE, FABRICE TOCCO AND MARCO CANDELO, LIZEO ONLINE MEDIA GROUP HAS QUICKLY ESTABLISHED ITSELF AS A BIG DATA SPECIALIST IN THE WORLD OF TYRES. PRESENT IN EUROPE AND NORTH AND SOUTH AMERICA, THE COMPANY WILL SOON BE EXPANDING TO ASIA. IT OFFERS TYRE PROFESSIONALS UNIQUE TRADE AND MARKET DATABASES. THESE SOLUTIONS ARE AIMED AT DIRECTORS, SALES AND MARKETING DEPARTMENTS AND EXPERTS IN THE SECTOR. THEY PROVIDE A BETTER UNDERSTANDING OF THE MARKET AND ITS TRENDS, AND ENABLE THEM TO SEIZE NEW BUSINESS OPPORTUNITIES WITH MAXIMUM RESPONSIVENESS.



## 1. TYRE DATABASE

EVERY DAY, LIZEO ONLINE MEDIA GROUP COMPILES HUGE AMOUNTS OF DATA FROM THE TYRE SECTOR IN MORE THAN THIRTY COUNTRIES. THIS DATA COMPRISES INFORMATION ON TYRE CHARACTERISTICS AND PERFORMANCE, DIMENSIONS SUITABLE FOR VEHICLES ON THE MARKET AND PRICES CHARGED BY RETAILERS ON THEIR WEBSITE OR AT THEIR SALES OUTLET.

## 2. POWERFUL ANALYSIS TOOLS

TO PROCESS THE HIGH VOLUME OF INFORMATION, LIZEO ONLINE MEDIA GROUP HAS DEVELOPED SPECIFIC TOOLS USING THE MOST ADVANCED TECHNOLOGIES IN THE FIELD OF DATA MINING. THE USE OF SEVERAL TYPES OF DATABASES (PUBLIC, PRIVATE AND PROPRIETARY) ENABLES LOMG EXPERTS TO PROVIDE TYRE PROFESSIONALS WITH AN IN-DEPTH ANALYSIS OF ALL MARKET SEGMENTS.

## 3. ADVICE AND MARKET STUDIES

ITS SURVEILLANCE OF THE TYRE SECTOR, AND ITS DEEP UNDERSTANDING OF DATA, GIVES LIZEO ONLINE MEDIA GROUP DETAILED MARKET KNOWLEDGE IN TERMS OF PRODUCTS, PRICES, DISTRIBUTION AND PURCHASING BEHAVIOUR. THIS EXPERTISE ALLOWS LIZEO ONLINE MEDIA GROUP TO ACCOMPANY ITS CLIENTS IN THEIR MARKETING STRATEGY.

#### 4. MARKET INTELLIGENCE SOLUTIONS



##### **THE PRODUCT DATA SHEETS CATALOGUE**

TYREDOC IS AN INFORMATION DATABASE FOR THE MAIN PRODUCT LINES SOLD IN EUROPE.



##### **THE REFERENCE GUIDE FOR TYRE DIMENSIONS AND PRESSURES BY VEHICLE**

TYRESELECTOR IS A DATABASE USED TO IDENTIFY COMPATIBLE CAR DIMENSIONS FOR A GIVEN VEHICLE.

<http://www.lizeo-online-media-group.com/solutions/tyreselector/>



##### **MONITORING PRICES IN EUROPE AND NORTH AMERICA**

TYREFOX IS A TOOL USED TO MONITOR THE PRICES LISTED BY MAIN ONLINE TYRE RETAILERS IN EUROPE, RUSSIA AND NORTH AMERICA, ON A DAILY BASIS.



##### **THE KNOWLEDGE OF EUROPEAN DISTRIBUTION NETWORKS**

TYREDEALER IS A KNOWLEDGE BASE OF THE MAIN TYRE DISTRIBUTION NETWORKS IN THE EUROPEAN MARKET.



##### **THE SOLUTION THAT MONITORS FORUMS, BLOGS AND SOCIAL NETWORKS**

TYREWATCH IS A SOLUTION THAT COLLECTS AND ANALYSES THREADS POSTED ON COMMUNITIES INFLUENCING THE TYRE INDUSTRY AND MARKET.



##### **A GLOBAL DATA ANALYSIS SOLUTION FOR THE TYRE INDUSTRY**

TYRE BUSINESS INTELLIGENCE IS AN INNOVATIVE BUSINESS TOOL DEDICATED TO THE TYRE MARKET.