

## **Comoto Holdings, Parent of Cycle Gear, RevZilla, J&P Cycles, and REVER Chooses SiteSeer Pro for Customer Analytics**

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BOISE, Idaho ([PRWEB](#)) November 19, 2020 -- SiteSeer Technologies, creator of [SiteSeer Professional](#) site selection software and [Void Analysis](#)Pro announced this week that the company has been engaged by Philadelphia-based [Comoto Holdings](#), America's largest powersports aftermarket retailer serving motorcycle enthusiasts everywhere. Comoto will use SiteSeer's mapping, trade areas and reporting tools, as well as its customer analytics, site scorecards, hotspot, analog modeling and machine learning modeling tools.

The Comoto family of brands includes Cycle Gear, seller of motorcycle gear, parts and accessories with 148 stores in 37 states and online shopping; RevZilla, an online motorcycle-gear retailer; J&P Cycles, the industry's largest omni-channel retailer of aftermarket products for the American V-Twin rider; and REVER, the world's largest motorcycle, off-road, sports car and adventure GPS app and community.

Sam Woods, chief retail officer of Comoto Holdings, says that the company is excited to use SiteSeer to make smarter site selection decisions. "In today's challenging climate, SiteSeer will help us more clearly identify where we can put stores to be most convenient to the most riders. By better understanding the attributes of our store base and a customer base, we can use a data-driven approach to pinpoint those retail site opportunities that will help us best serve the riding community."

Sam Lowder, vice president of business development at SiteSeer Technologies, says that the company is looking forward to helping Comoto expand its online and brick-and-mortar presence intelligently. "We're looking forward to helping Comoto's brands each reach their customers wherever they are shopping and provide them the best shopping experience," he says. "SiteSeer's suite of tools will allow Comoto to open locations in the right places and fulfill its mission of providing best-in-class retail experiences."

Learn more about Comoto Holdings at <https://ridecomoto.com/>.

Learn more about SiteSeer's tools for retailers at [www.siteseer.com](http://www.siteseer.com).

### **ABOUT SITESEER TECHNOLOGIES**

SiteSeer Technologies, LLC, provides a suite of software, professional services, consulting and support for site selection and market analysis. Its flagship Software-as-a-Service, SiteSeer Professional, is a web-based analytics platform that helps businesses make data-driven location decisions with features and tools that include mapping, trade area analysis, demographics, customer analytics, custom reporting, analytics, model building, hot spots, site scorecards and predictive modeling tools. The SiteSeer Professional product suite also includes a real estate analytics tool (Void Analysis Pro with Retail match and Match Score) and a territory management tool (Automated Territory Optimization Model (ATOM)). Learn more at [www.siteseer.com](http://www.siteseer.com).



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**Online Web 2.0 Version**

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