Pine59 and RetailNext Connect What Happens Inside and Outside the Store

Pine59 brings aggregated location intelligence into RetailNext, giving retailers one view of customer behavior inside stores and across the surrounding market



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NYC, NY, UNITED STATES, October 5, 2026 /EINPresswire.com/ -- Pine59 (formerly part of Unacast), a location intelligence leader, today announced an integration with RetailNext, the retail analytics platform used by more than 600 retail brands in over 100 countries, bringing Pine59 aggregated location intelligence directly into the RetailNext platform. The integration gives retailers a connected view of what happens beyond their four walls alongside the in-store performance data they already track, helping teams tell a store-level problem apart from a market-wide shift.

> Pine59's aggregated location intelligence in RetailNext gives retailers one place to see the whole customer journey: what pulls someone toward a store and what happens once they're inside”
>
> *Thomas Walle, Partner and Co-Founder, Pine59*

Years ago, RetailNext CEO Alexei Agratchev invited Pine59 co-founder Thomas Walle, then building what would become Pine59, to share his vision for location intelligence at a RetailNext Executive Forum. That early collaboration grew into a partnership between the two companies, and now, a joint product for their shared customers.

RetailNext has spent nearly two decades helping retailers understand what happens inside their stores: which areas draw traffic, how long shoppers dwell, and where conversion breaks down. Pine59 brings the rest of that story: who is in a retailer's trade area, where they're choosing to shop instead, and what a new competitor down the street means for a location's traffic. Together, retailers get a single view of the customer journey, from the market surrounding a store to the register inside it.

"Great retail has never been about data for its own sake," said Alexei Agratchev, CEO of RetailNext. "It's about giving people the truth, so they can act on it. Store teams have always known how to read what's right in front of them. Pine59 empowers them with the other half: what's happening outside the door. Now retailers can act on the whole story, not half of it."

The integration is built into the RetailNext platform retailers already use. It surfaces Pine59's core aggregated location intelligence metrics, including visitor demographics, trade area profiles, and competitive traffic share, alongside existing in-store KPIs.

For teams that need the full dataset, the integration also includes access to the Pine59 platform and an API for feeding data into a retailer's own reporting, BI tools, or internal models. Customers can also choose to share their RetailNext sensor data with Pine59, on an opt-in basis, to improve the accuracy of aggregated location intelligence estimates.

"Alexei and I have been talking about this problem since Pine59 was still an idea on a slide," said Thomas Walle, Pine59 Partner and Co-Founder. "Retailers have always had to guess at what's happening beyond their four walls. Now they don't have to. Bringing our aggregated location intelligence into RetailNext gives retailers one place to see the whole customer journey: what pulls someone toward a store, and what happens once they're inside it."

Marketing teams can use the integration to understand who visits their stores versus competitors. Real estate teams can rank potential markets against actual shopper profiles. Operations teams can distinguish store-level execution problems from broader market shifts.

The integration is available now to RetailNext customers with stores in the United States. Pine59 aggregated location intelligence coverage in the United Kingdom is planned for early 2027.

ABOUT PINE59

Pine59 (formerly part of Unacast) provides aggregated location intelligence on how places and populations change and perform. Retailers, real estate companies, consulting firms, telecommunications companies, cities, and technology platforms use Pine59 to understand the physical world, make better decisions, and build data-driven products and AI.

Learn more at pine59.com

ABOUT RETAILNEXT

Founded in 2007, RetailNext is a retail analytics platform used by more than 600 retail brands in over 100 countries. Its real-time analytics draw from nearly 100,000 sensors installed in stores worldwide to measure more than one billion shopping trips a year.

Learn more at retailnext.net

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