LEMONADE

NORTHGATE RETAIL INTELLIGENCE

RETAIL DECISION SOFTWARE PENNSYLVANIA NORTHGATE-RI.COM AS OF 2026-11

PRELIMINARY VIEW

ABSENT FROM PAID WHILE COMPETITORS ARE PRESENT

No visible paid presence while competitors reach the same retail buyers on Google and LinkedIn; the public proof is strong; the enquiry route is built for buyers who already know the name.

EXECUTIVE READ

The public record shows Northgate Retail Intelligence absent from every paid channel we can check, while a larger competitor runs 96 Google ads in the US and 671 LinkedIn ads to the same merchandising, planning and pricing buyers. Northgate Retail Intelligence's website carries better customer proof for this decision than that competitor does, and every call to action on it leads to a 7-field form.

WHAT THE PUBLIC RECORD SHOWS

- 0 ads for northgate-ri.com on Google, none on Meta, none on LinkedIn, all checked 2 Nov 2026.
- Of 3 competitors checked, 2 are visible on Google and 2 on LinkedIn. None use Meta.
- A named 12% sell-through result at a UK department store and 2 published reports sit on the site.
- Primary buttons lead to a 7-field form. A self-booking calendar exists as a text link near the foot of the page.

WHAT COULD CHANGE THE READ

- Paid may have been run before. The site carries a Google Ads tag and a LinkedIn Insight tag.
- Northgate Retail Intelligence may already sell to most of the retailers that fit. The size of the reachable list is unknown from outside.
- Customer names on the site may not be cleared for use in advertising.

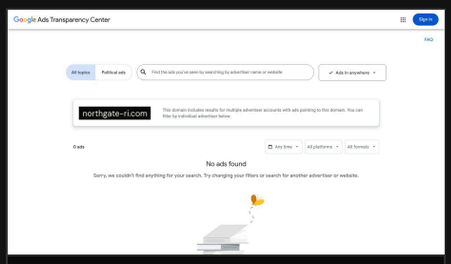
WHAT WOULD SETTLE THE READ

Three answers only the business holds: whether paid has been run before and what happened, where enquiries come from today, and which customer results can be used in advertising.

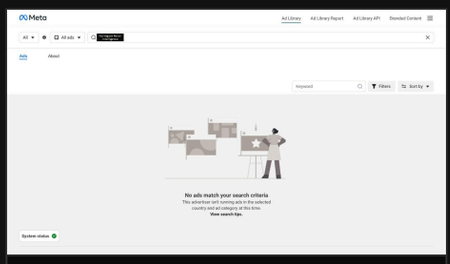
VISIBLE PAID ACTIVITY

Public ad libraries show whether ads are running and how many. They do not show spend, delivery, efficiency or business results.

GOOGLE VISIBLE ADS	META PRESENCE	LINKEDIN PRESENCE	AD TAGS ON THE SITE
0	**none**	**none**	**2**
northgate-ri.com, all regions, 2 Nov 2026	Northgate Retail Intelligence page, all countries, 2 Nov 2026	Advertiser search, 2 Nov 2026. Only an unrelated Northgate Retail Intelligence Corporation appears	Google Ads tag and LinkedIn Insight tag present



Google: 0 ads 2 NOV



Meta: no ads 2 NOV

LINKEDIN AD LIBRARY
NO ADS UNDER NORTHGATE RETAIL INTELLIGENCE, INC.
CHECKED 29 OCT AND 2 NOV 2026

LinkedIn: none 2 NOV

SIDE BY SIDE

COMPANY	GOOGLE	LINKEDIN	META	WHERE A CLICK LANDS
Northgate Retail Intelligence Target	0	NONE	NONE	No ads, so nowhere. Site buttons lead to a 7-field form
Centric Software PLM and retail planning	**96** US · video	**671** · 4 formats	none	Homepage with proof, then an 11-field demo form
Trendalytics Fashion market analytics	**5** · search text	0	none	Homepage, then a 6-field demo form with no proof
MakerSights Consumer testing	0	**1** · video post	none	No button on the ad. Site leads to a 4-field contact form

THE TAGS ON THE SITE

A Google Ads conversion tag and a LinkedIn Insight tag both load on northgate-ri.com, and no Meta pixel does. Those tags only exist if the accounts were set up at some point. They do not say whether a campaign ever ran, what it cost, or why it stopped.

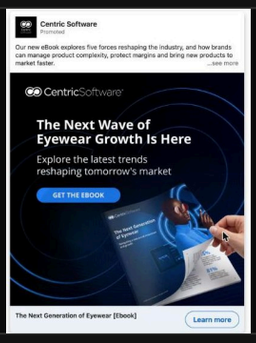
OBSERVED CONCLUSION

Northgate Retail Intelligence is the only one of the 4 with nothing visible on any channel. The two companies that are visible use Google search and LinkedIn; nobody uses Meta, which fits an enterprise retail buyer. The accounts to run paid from appear to exist already.

CENTRIC SOFTWARE

Product lifecycle management and retail planning software. The only one of the 3 running on both LinkedIn and Google, in several formats at once.

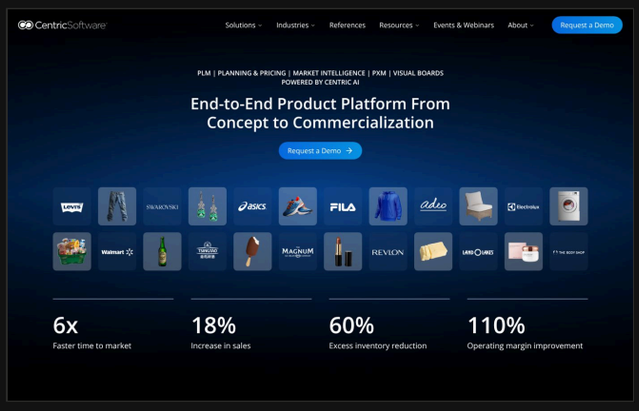
LINKEDIN ADS	GOOGLE ADS, US	FORMATS SEEN	DEMO FORM FIELDS
671	**96**	**4**	**11**
Advertiser search, 2 Nov 2026	Video, 2 Nov 2026	Image, document, message, event	9 marked required



1 · THE AD

Ebook ad, “Get the ebook”

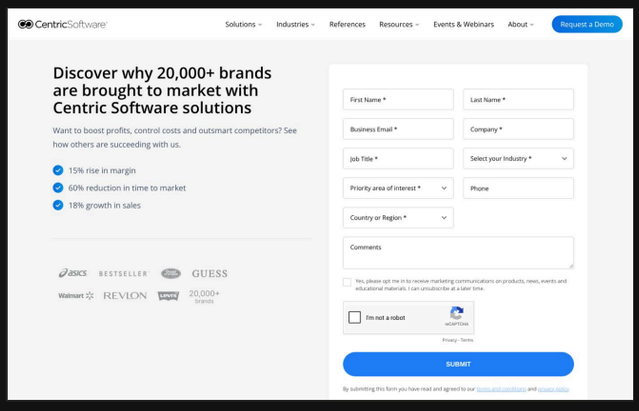
Single image ad, ran 29 Oct to 2 Nov, 5k to 10k impressions, targeted by company and job. Also in the account: in-feed document ads, message ads from named reps (“Book call”) and event ads for Centric Connect.



2 · LANDING PAGE

centricsoftware.com

The library preview resolves to the homepage: a logo wall, 6x faster to market, 18% sales increase, 110% margin improvement, and one button, Request a Demo. The ebook page itself is not exposed by the library.



3 · FORM

Request a demo: 11 fields

First name, last name, business email, company, job title, industry, priority area, phone, country, state, comments, plus consent and a captcha. Proof beside the form: 20,000+ brands, 15% margin, 60% time to market, 5 named customers.

WHAT THE FUNNEL SHOWS

A full-funnel account. Top of funnel is content (ebooks and in-feed documents) aimed at job titles, the middle is named reps messaging the same people, and the bottom is a demo form that asks for 11 things but surrounds them with proof. This is what a continuous programme to retail buyers looks like from outside.

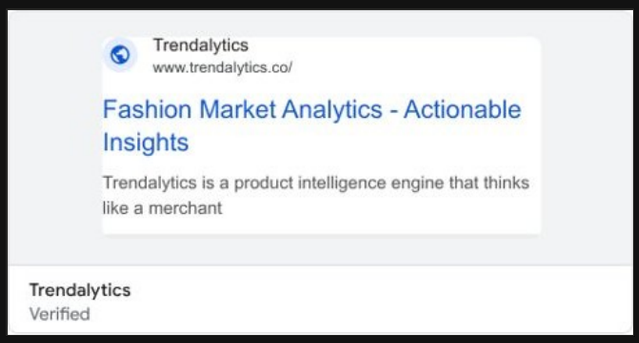
USE THIS EVIDENCE FOR

Channel presence, format mix and the shape of the enquiry route. Do not infer budget, results or market share. Centric sells a broader product than Northgate Retail Intelligence; the overlap is the buyer.

TRENDALYTICS

Fashion market analytics for merchandising and buying teams. A small search-only presence that catches buyers already looking for the category.

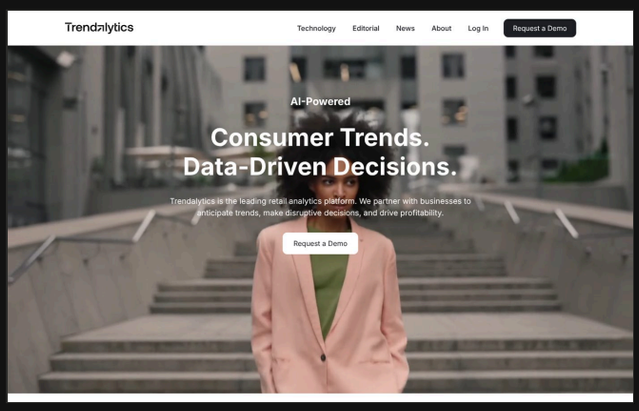
GOOGLE SEARCH ADS	LINKEDIN ADS	META	DEMO FORM FIELDS
5	**0**	**none**	**6**
Text, all regions, 2 Nov 2026	Advertiser search, 2 Nov 2026	2 Nov 2026	5 required



1 · THE AD

Search ad, 1 of 5 variations

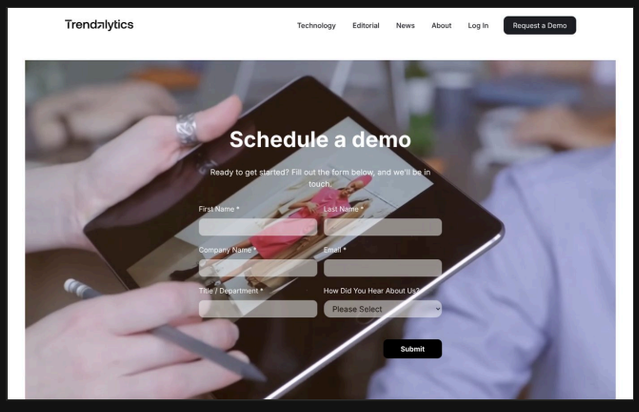
"Fashion Market Analytics, Actionable Insights", "Surface what consumers want today and tomorrow", sitelinks to Product, About, Press and Request a Demo. One variation headed "Merchandise Intelligence". All 5 are in the linked capture.



2 · LANDING PAGE

trendalytics.co

"Consumer Trends. Data-Driven Decisions." Every button on the page, Request a Demo, Get in Touch, Get Started, leads to the same demo form. No customer proof above the fold.



3 · FORM

Schedule a demo: 6 fields

First name, last name, company, email, job title, all required, and "How did you hear about us". No proof on the page. "Fill out the form below, and we'll be in touch."

WHAT THE FUNNEL SHOWS

A capture net, not a campaign. The search ads only reach a buyer who is already typing the category into Google, and the form asks less than Centric's with no proof around it. Nothing here creates demand; it collects what already exists.

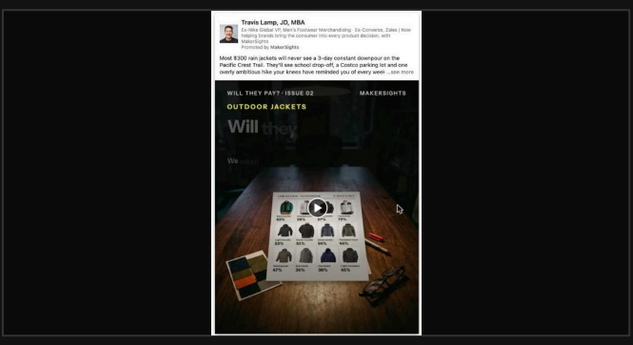
USE THIS EVIDENCE FOR

Evidence that the category is bought on search terms a merchandiser uses, and what a minimal enquiry route looks like. Do not infer volume or cost from 5 ads.

MAKERSIGHTS

Consumer testing for product and assortment decisions. The closest product comparison to Northgate Retail Intelligence of the 3, and the quietest.

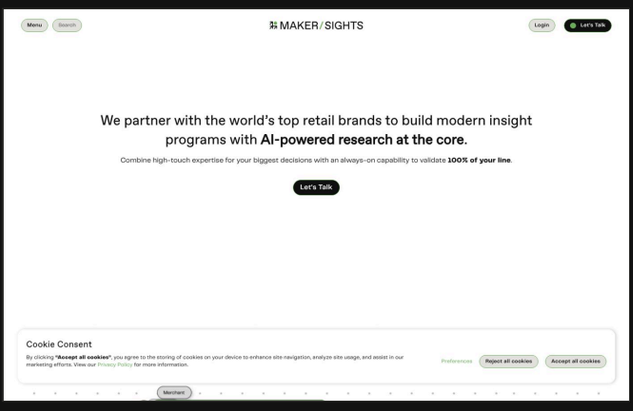
LINKEDIN ADS	GOOGLE ADS	META	CONTACT FORM FIELDS
1	**0**	**none**	**4**
Thought-leader video, 2 Nov 2026	All regions, 2 Nov 2026	2 Nov 2026	All required



1 · THE AD

Sponsored post from a named person

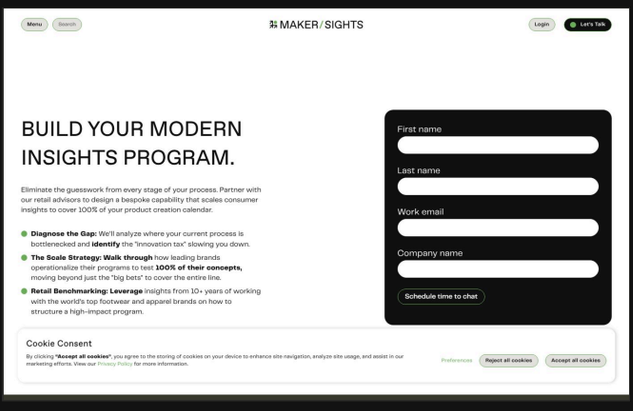
A video from an ex-Nike merchandising VP now at MakerSights: “Will They Pay? Issue 02, Outdoor Jackets”, a consumer test of 12 jackets with the results in the post. No button. The full report is “link in the first comment”, which the library does not show.



2 · LANDING PAGE

makersights.com

“We partner with the world’s top retail brands to build modern insight programs with AI-powered research at the core.” One ask, Let’s Talk, repeated 5 times, all to the contact page.



3 · FORM

Contact: 4 fields

First name, last name, work email, company, and a button that says “Schedule time to chat”. The page says what the first conversation covers: diagnose, scale, benchmark.

WHAT THE FUNNEL SHOWS

Proof-led but barely distributed. The one ad is the strongest piece of creative in this set, a named expert showing real test results, and it is a single sponsored post with no button. The site then asks for 4 things and names the conversation. Northgate Retail Intelligence’s position is close to this: good proof, almost no paid reach.

USE THIS EVIDENCE FOR

A like-for-like reference for what proof-led creative looks like in this category, and the shortest enquiry route of the 3. One ad is not a programme; do not read scale into it.

WHERE THE COMPETITORS LEAVE ROOM

Read across the three funnels, these are the things nobody in the set is doing well, or doing at all. Each is an observation of the public record, not a plan.

01 NOBODY LEADS WITH A NAMED CUSTOMER RESULT

What the competitors do: Centric leads with category claims and ebooks ("concept to shelf in weeks", 6x, 18%); Trendalytics with a tagline; MakerSights with its own test data. Customer names appear as logo walls, not as results.

What Northgate Retail Intelligence has: a named 12% sell-through increase at a UK department store, in the customer's own words, on the homepage. None of the 3 shows anything equivalent in an ad.

02 CONTENT OFFERS TO JOB TITLES ARE PROVEN IN THIS MARKET, AND ONLY ONE COMPANY RUNS THEM

What the competitors do: Centric's LinkedIn account is built on ebooks and in-feed documents targeted by company and job, running continuously. Trendalytics and MakerSights offer nothing to download from an ad.

What Northgate Retail Intelligence has: 2 published reports on the buyer's own problems, already written and already gated on the site.

03 THE CATEGORY SEARCH TERMS ARE THINLY COVERED

What the competitors do: one advertiser, Trendalytics, with 5 text ads and a bare demo form. Centric's Google activity is video, not search. MakerSights has nothing on Google.

What Northgate Retail Intelligence has: 0 search ads, and a product that answers the same merchandising and pricing questions those searches ask.

04 EVERY COMPETITOR'S ASK IS A FORM, AND THE FORMS ARE GETTING LONGER

What the competitors do: 11 fields at Centric, 6 at Trendalytics with no proof beside them, 4 at MakerSights with a named conversation. None offers a calendar.

What Northgate Retail Intelligence has: a 30-minute self-booking calendar with a named host, already live, currently a text link near the foot of the homepage.

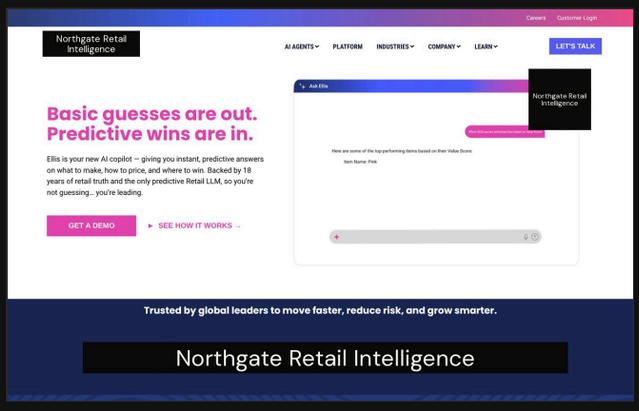
READ WITH CARE

These are openings visible from outside. Whether any of them is worth taking depends on economics, pipeline and capacity that this report has not seen and does not estimate.

EXISTING CUSTOMER JOURNEY

We followed every call to action on the homepage to where an enquiry ends up. This is the journey a new buyer takes today, laid out the same way as the competitor funnels.

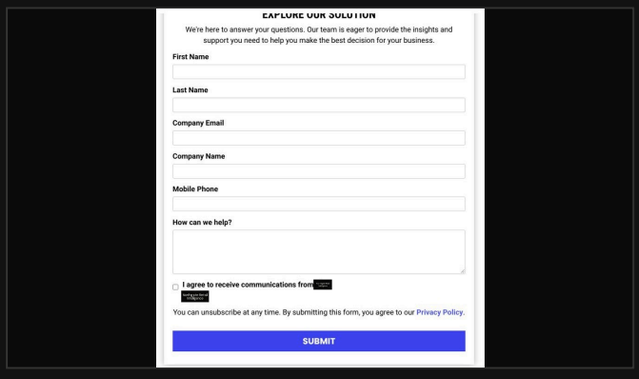
REQUIRED FORM FIELDS	ROUTES TO A CONVERSATION	SELF-BOOKING CALENDAR	SMALLER ASKS THAN A DEMO
7	**3**	**1**	**0**
Name, company email, company, mobile phone, free text, consent	Let's Talk form, Buying Hub, HubSpot calendar	30 minutes, named host, text link near the foot	Every button on the homepage leads to sales



1 · HOMEPAGE

northgate-ri.com

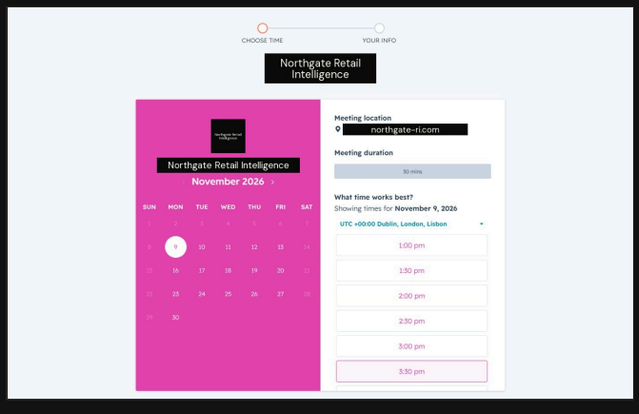
Where a new buyer lands. A named 12% sell-through result at a UK department store, retail logos and 2 gated reports. Every primary button, Let's Talk and Request a Demo, leads to the same form. The Buying Hub (demo videos) and the calendar are secondary links.



2 · FORM

Let's Talk: 7 required fields

Name, company email, company, mobile phone, free text and consent. No smaller ask than a sales conversation, and no proof beside the form. This is where every button on the homepage ends up.



3 · CALENDAR

Self-booking calendar: 30 minutes, named host

The easiest route to a conversation on the site, already live. It is reached from a text link near the foot of the homepage, not from any button.

WHAT THE JOURNEY SHOWS

A new buyer is sent to the hardest of the 3 routes and never shown the easiest. The journey works for someone who already knows the name and is built for warm traffic.

NOT ASSESSED HERE

Site speed, technical SEO, usability and conversion benchmarks. How many enquiries the form produces today, or where they come from. Anything that needs account access or economics to answer.

WHERE NORTHGATE RETAIL INTELLIGENCE IS TODAY

Three findings from the public record. Each says what we saw and why it would matter to any paid activity, now or later. None of them is a recommendation to spend.

01 NOT VISIBLE ON ANY PAID CHANNEL, WHILE COMPETITORS ARE

What we saw: 0 ads on Google, none on Meta, none on LinkedIn. Centric Software with 96 live Google ads in the US and 671 LinkedIn ads to the same buyers.

Why it matters: a merchandising or planning leader who is looking today meets a competitor's message first. Northgate Retail Intelligence's proof is not part of that conversation unless the buyer finds the site on their own.

What we cannot see: whether paid has been run before, and whether Northgate Retail Intelligence already sells to most of the retailers that fit.

02 THE ENQUIRY ROUTE IS BUILT FOR WARM TRAFFIC

What we saw: every primary button leads to a 7-field form; the self-booking calendar is a text link near the foot of the homepage; there is no smaller step than a sales conversation.

Why it matters: a buyer who already knows the name will fill the form in. A cold buyer will not. Any paid activity, now or later, would inherit this route.

What we cannot see: how many enquiries the form produces today, or where they come from.

03 THE PROOF IS ALREADY ON THE SITE

What we saw: a named 12% sell-through result at a UK department store, recognisable retail logos and 2 published reports about the buyer's own problems.

Why it matters: this is the raw material any paid activity would be built on, and it is stronger than what the loudest competitor is running. Today it only reaches buyers who already searched for the name.

What we cannot see: which customers have agreed to be named in advertising.

SOURCES AND METHOD LIMITS

Everything in this report was taken from sources anyone can open. Blocked sources are recorded as unavailable, not guessed.

EVIDENCE LANES	EVIDENCE DATES	COMPETITORS CHECKED	ACCOUNT ACCESS
4	**2**	**3**	**none**
Google, Meta, LinkedIn, websites	29 Oct and 2 Nov 2026	Chosen from positioning	Nothing inside Northgate Retail Intelligence's systems was reviewed

SOURCE LEDGER

EVIDENCE LANE	SOURCE	LIMIT
Google public ads	Google Ads Transparency Center, 2 Nov 2026	Shows ads running, not spend or performance.
Meta public ads	Meta Ad Library, 2 Nov 2026	Competitor keyword searches returned unrelated advertisers only.
LinkedIn public ads	LinkedIn Ad Library, advertiser search, 29 Oct and 2 Nov 2026	Shows ads running and formats. Landing pages are shown as the advertiser's domain, not the exact campaign page.
Websites	northgate-ri.com and linked pages; centricsoftware.com, trendalytics.co, makersights.com, 2 Nov 2026	One desktop visit each. A Northgate Retail Intelligence report pop-up seen on 29 Oct did not appear on 2 Nov.

METHOD LIMITS

- This outside-in read does not prove spend, leads, conversions, cost of acquisition, profit or investment quality.
- Visible ad counts show presence and scale in a public library, never budget or share.
- The customer journey was read once, on desktop, as a first-time visitor.

WHAT ONLY THE BUSINESS CAN ANSWER

- Whether paid has been run before, and what happened.
- Where enquiries come from today.
- Which customers can be named in advertising.

PAID CUSTOMER ACQUISITION FOR PE-BACKED BUSINESSES
LEMONADE.IO