Newgrove

Dynamic Footfall

Visualise and strategically place your brand where your customers are located

# Understanding Your Brand's Reach

Dynamic Footfall is our cutting-edge, geolocation solution using Google Maps with Street View.

Ideal for measuring pedestrian and non-pedestrian activity using visitor analysis, Dynamic Footfall enables you to visualise and strategically place your brand where your potential customers are, and where they have come from.

This innovative tool allows businesses to understand how visitors interact with a location, including the places they frequent and where they have been beforehand. This deep insight into origination, destination and visitation helps reduce the time and cost associated with accessing in-depth visitor behaviour.

Designed to to drive commercial success, Dynamic Footfall allows you to analyse current trends and build predictive models to support your strategy. The dataset covers over 20 million monthly active users (MAU) smartphones, aggregating the GPS locations into different times of the day.

The insights gained from this in-depth data provide you with a strategic understanding of your brand's reach, enabling your business to find and match customer demographics with the most popular location activity levels.
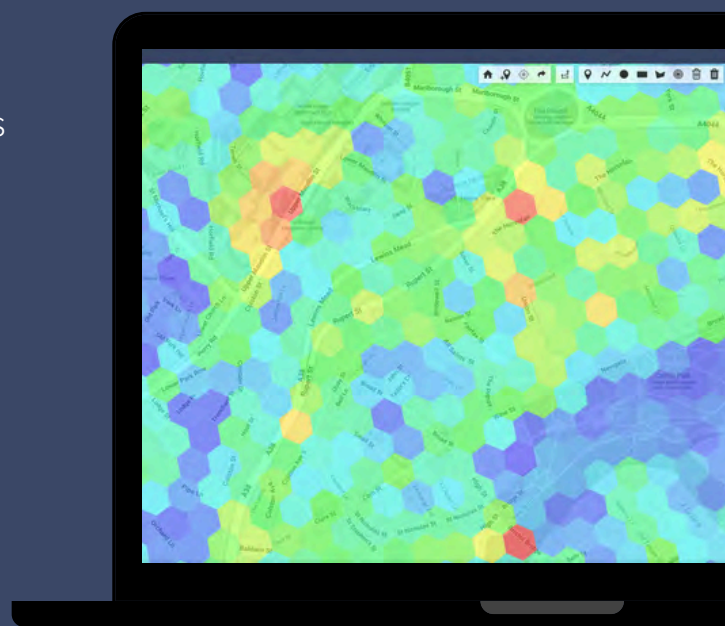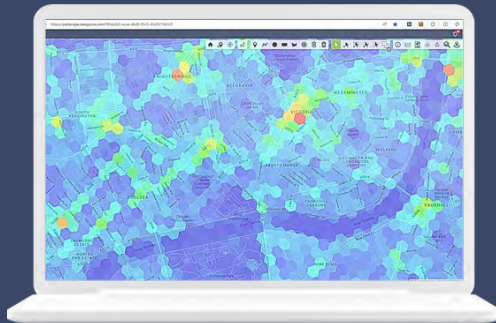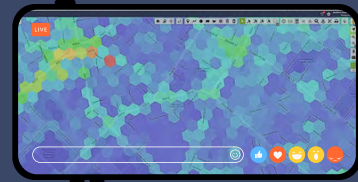
Visualise National View to Street View
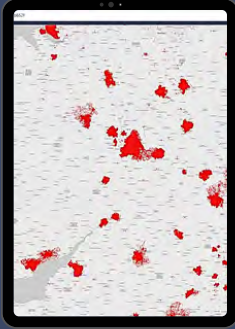
Country View
A high-level view:
Footfall data across the
country, revealing broad
patterns of activity.

Hex 7 at 1200m radius
Drilling down into regions:
Understand foot traffic at a
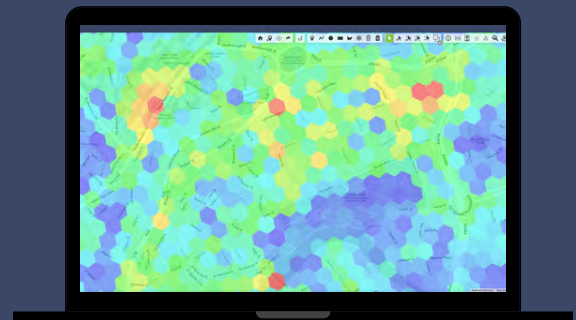more local level at for strategic
decision-making.

Hex 9 at 180m radius
Neighbourhood insights:
Discover where activity is
concentrated within specific
districts or boroughs.

Hex 11 at 25m radius
The final detail: Street-level
analysis to optimise site
selection, marketing efforts, and
customer engagement.

Applications

Dynamic Footfall delivers the data you need to perform data analysis, build attribution and predictive models, and develop applications for your industry.

Retail
By analysing pedestrian patterns, retailers can not only pinpoint areas for new store openings but also optimise existing locations for higher foot traffic. Additionally, comparing sales performance with Dynamic Footfall data across multiple sites allows retailers to adjust strategies in real time, ensuring promotions are directed where they'll have the greatest impact.

Marketing
Understanding consumer movement within specific locations is crucial for effective campaign targeting. Dynamic Footfall provides detailed foot traffic data, including movements within a 25-meter radius, enabling marketers to tailor online campaigns based on high foot traffic areas and the best locations for maximum out-of-home (OOH) exposure.

Franchises
For franchises, location is everything. Dynamic Footfall offers valuable insights into customer movement patterns that help franchise owners select the most promising areas for new outlets. By analysing foot traffic trends and understanding customer demographics, owners can strategically position their franchise locations where they'll attract the highest number of potential customers.

Property
Developers and investors need to evaluate sites with high demand and significant commercial potential. Dynamic Footfall insights help assess the surrounding infrastructure, determine the optimal site for investment, and ensure that developments are situated in locations that will thrive due to high foot traffic and visibility.
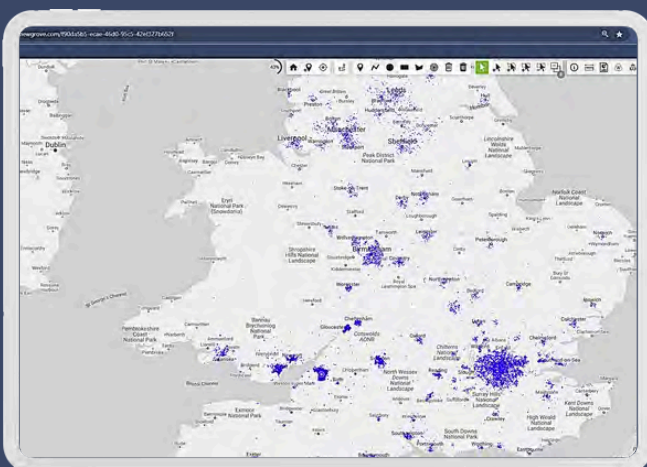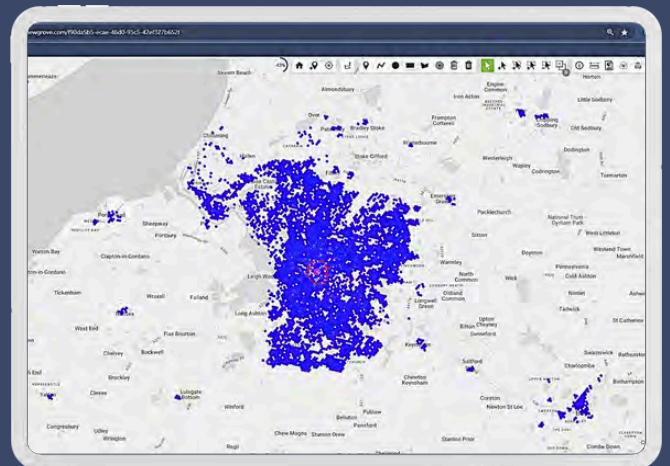
Understand Where Visitors Originate
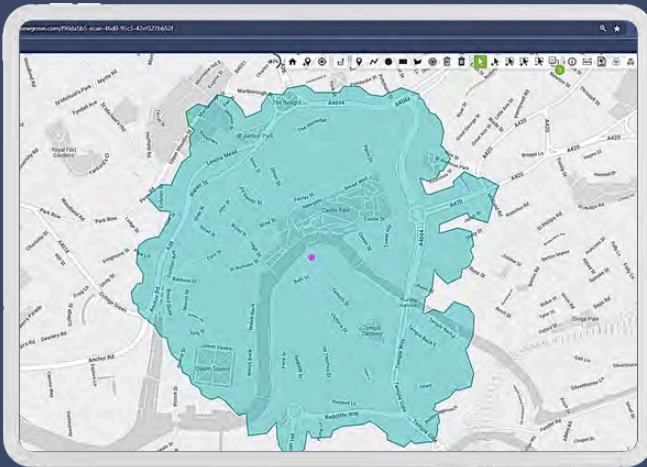
Walk Time Catchment Area
Visualising a 10 minute walk radius around a chosen location.

Where Visitors Are Living
Analyse the residential areas of visitors who frequent the catchment area, revealing local demographics.

National View
See the national reach of visitors, showing how far people will travel to access the catchment area.

The Data

Dynamic Footfall delivers the data you need to perform data analysis, build attribution and predictive models, and develop applications for your industry.

What is the coverage?

UK is available now. Ireland, France and Germany are available on request.

Where is the data sourced from?

We licence GPS mobile data from 200 mobile apps ranging from lifestyle to news and sports. The distribution of the apps data correlates to Census data so that it is representative of the population. Our Dynamic Footfall dataset summarises pedestrian traffic sourced from billions of GPS smartphone pings into different time aggregations, so it can be easily visualised as a web of hexagons on a map and viewed at various resolutions, depending on your needs.

How do you differentiate if someone is carrying multiple devices?

To ensure the data is showing general trends, we ensure any patterns only seen once or twice are discounted, and trips are being made by a minimum number of devices.

How do you differentiate between walking, driving, cycling, scooters and public transport?

GPS is used to calculate the speed at which the smartphone is moving, this is then used to classify the type of movement, for example pedestrians travel at <5kmh.

Are overseas tourists included in your data?

Our data providers are global so visitors to the UK are included in the data.

Is the data collection compliant?

All the data collected is compliant with local GDPR privacy regulations.

How often is the data updated?

The data is updated monthly. It is delivered via Periscope® 15 days after the last day of the month.

How many records are processed each month?

We are currently processing over 1 billion records per month.

How do you define residents and workers for visitor analysis?

Residents are defined as those who show the highest dwell-time at a location between the hours of 00:00-06:00, this has a heavier weighting if they are located at this point between the hours of 02:00-04:00. Workers are defined as having the highest dwell-time at a location between the hours of 09:00-17:00 Monday to Friday.

What is the accuracy of the data?

GPS accuracy varies depending on a few factors including atmospheric conditions, density of the built environment and radio interference. However, while GPS can be accurate to within 5 metres it can also deteriorate if extended to 10 metres, particularly where buildings block and reflect signals between satellites and mobile phones.

There are also other reasons why the location data recorded by a smartphone operating system may need cleaning and normalising, so the following operations are also applied:

- Accuracy filtering (must be a minimum of 100m accuracy)
- Removal of the anomalous high-frequency points at the population levels
- Removal of the stationary users who do not move away from a centroid
- Classification into visitor modalities (resident, worker, transient, visitor domestic or international)
- Connecting points into tracks
- Removal of the anomalies of high-frequency points at the individual level
- Removal of the points with anomalous speeds
- Classification of the track segments into movement modalities including pedestrians, cyclists, cars travelling in urban and non-urban areas, stops and non-targets i.e. unidentified movements

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