

SEE WHEN & WHERE PEOPLE ARE LOCATED



Turn Foot Traffic into Business Intelligence

Did You Know?

80%

Of location-based business decisions are based on when and where people are active

+30%

Shift in Foot Traffic in UK city centres since 2020 especially during midweek.

40%

Higher engagement in OOH campaigns that use location data versus those that don't.

9/10

UK shoppers visit physical locations on their purchase journey, even when buying online.

Footfall Analytics Show You:



Where foot traffic is at its highest and when it peaks



Which audiences are active on week days vs weekends



Month-to-month patterns for site decisions and campaign planning



How many counts are pedestrian compared to non-pedestrian

The result? Smarter marketing. Optimised sites. Faster decisions.

Real World Applications

Site Planning

PureGym uses footfall data to identify high-traffic commuter zones, opening gyms near train stations, along residential corridors and at retail parks providing maximum natural visibility.

Marketing Efficiency

Uber launched an OOH campaign across 9 major UK rail hubs. With footfall insights, they identified hotspots inside stations to position immersive ads and drive engagement on their app.

Retail Performance

New Balance saw a 280% increase in store visits by analysing local footfall trends and targeting promotions to high-movement zones. Resulting in a measurable uplift in foot traffic.

Why Dynamic Footfall?



Uses Google Maps with Street View
1+ billion data points are processed monthly

20M+ active users analysed for real-world movement patterns



What sets this geolocation solution apart:

- ✓ Street-level accuracy providing insights down to a 25m radius
- ✓ Pedestrian & non-pedestrian tracking for a full picture of movement
- ✓ Predictive modelling to spot emerging patterns and forecast demand
- ✓ GDPR-compliant with anonymised smartphone data from 200+ trusted apps

BOOK A CONSULTATION TO VISUALISE THE POWER OF THIS DATASET IN ACTION

newgrove.com/dynamic-footfall