

Shopper Mobility

Location based data and insights that complement in-store traffic programs

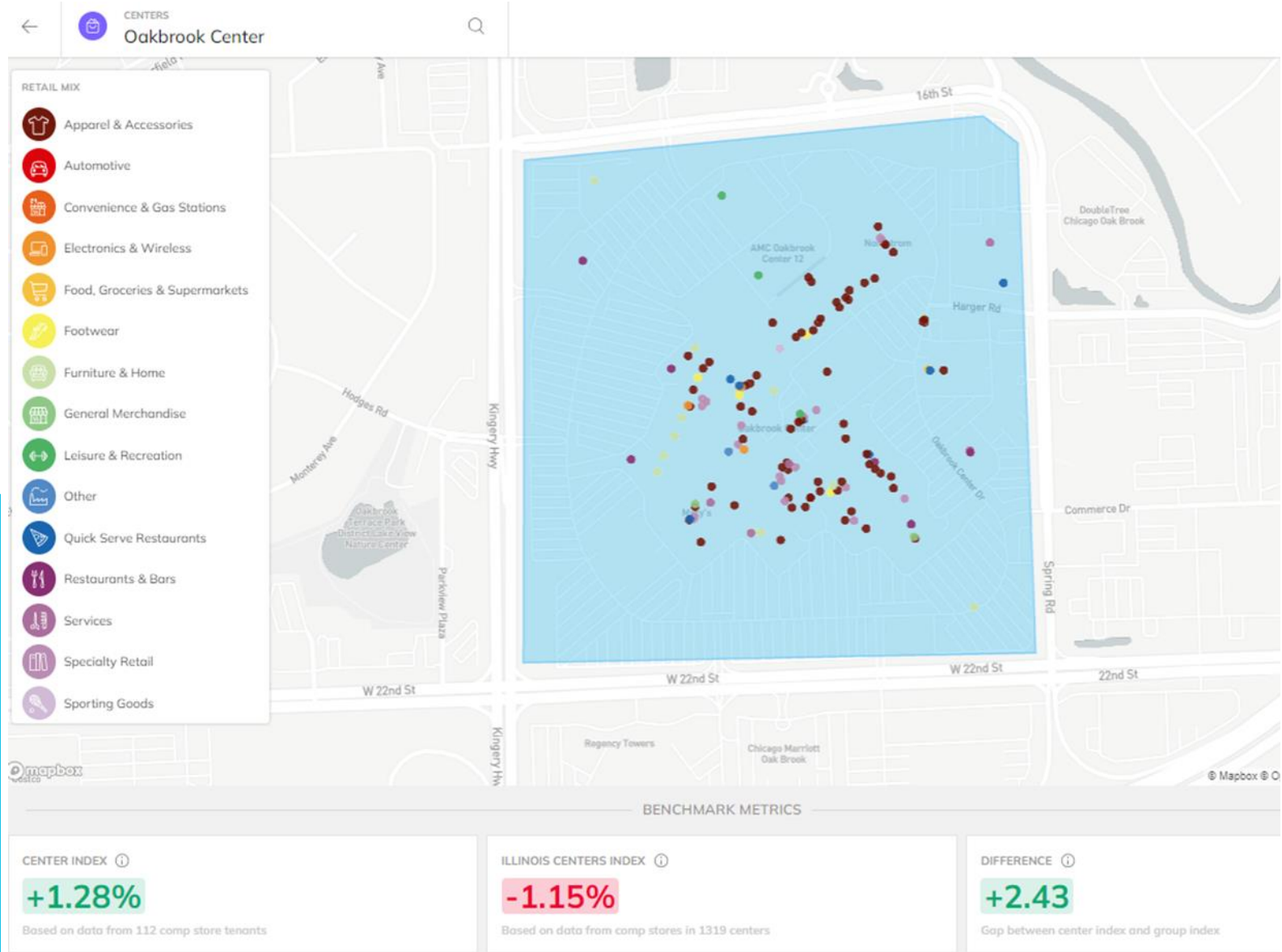
- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers.
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall.
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business.
- Explore the saturation of competitors in target areas to find the optimal spot for a business.



Shopper Mobility

Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers.
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall.
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business.
- Explore the saturation of competitors in target areas to find the optimal spot for a business.

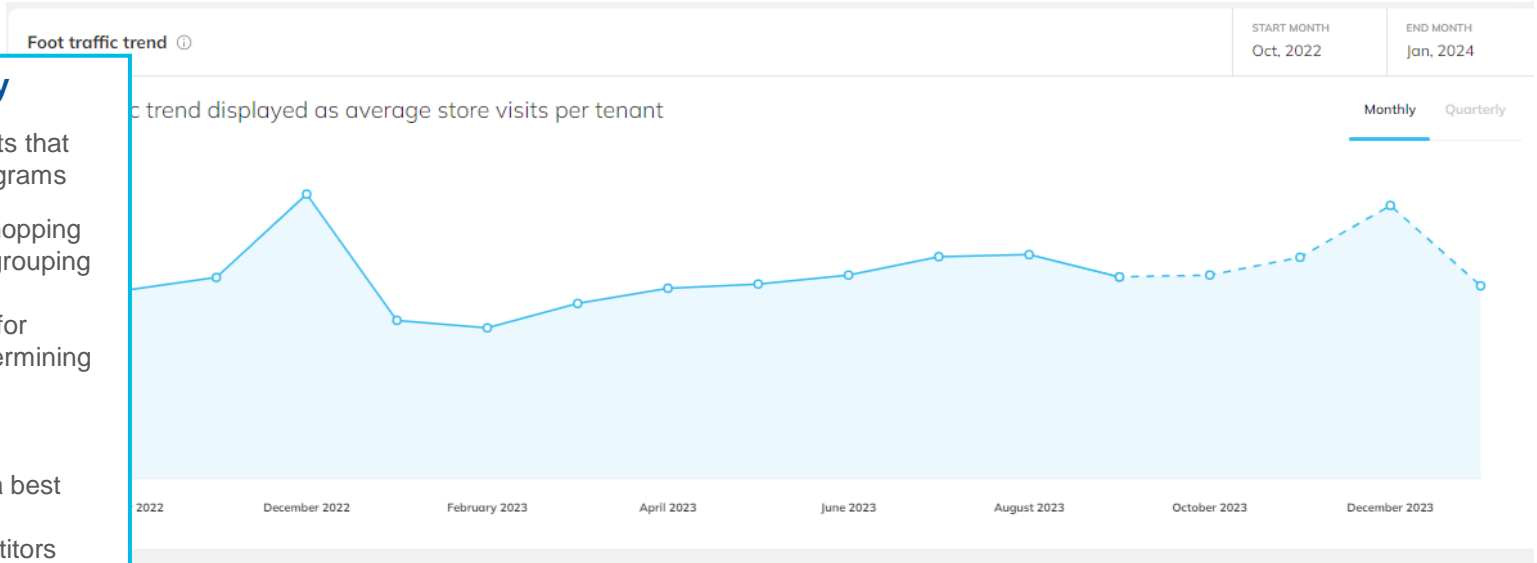


Tenant ranking ⓘ

CATEGORIES: All

Rank of Example Center tenants compared to other stores of the same chain

Tenant	Visits ↓	National Ranking	National Percentile Rank	State Ranking	State Percentile Rank
High-end retail department store	1,164,592	70th / 104 stores	33rd percentile	4th / 4 stores	13th percentile
Department store chain	1,019,736	144th / 578 stores	75th percentile	9th / 21 stores	60th percentile
Home decor & furniture store	803,698	1st / 103 stores	100th percentile	1st / 8 stores	94th percentile
Lingerie, clothing and beauty store	801,789	162nd / 1020 stores	84th percentile	4th / 43 stores	92nd percentile
Chain restaurant	777,178	6th / 285 stores	98th percentile	1st / 7 stores	93rd percentile
Italian-American restaurant	645,896	1st / 68 stores	99th percentile	1st / 7 stores	93rd percentile
High-end retail department store	605,288	26th / 38 stores	33rd percentile	2nd / 3 stores	50th percentile
Chain restaurant	561,934	189th / 313 stores	40th percentile	9th / 10 stores	15th percentile



















Shopper Mobility

Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers.
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall.
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business.
- Explore the saturation of competitors in target areas to find the optimal spot for a business.

Enhanced Demographic Profile of Shoppers

	Wealth	Living	Family	Education	Transportation	Visit share
Moguls and Mansions	\$\$\$\$\$\$					35%
Elite Suburbs	\$\$\$\$\$\$					18.1%
Old Money	\$\$\$\$					9.9%
Cramped City Families	\$					7.5%



Shopper Mobility

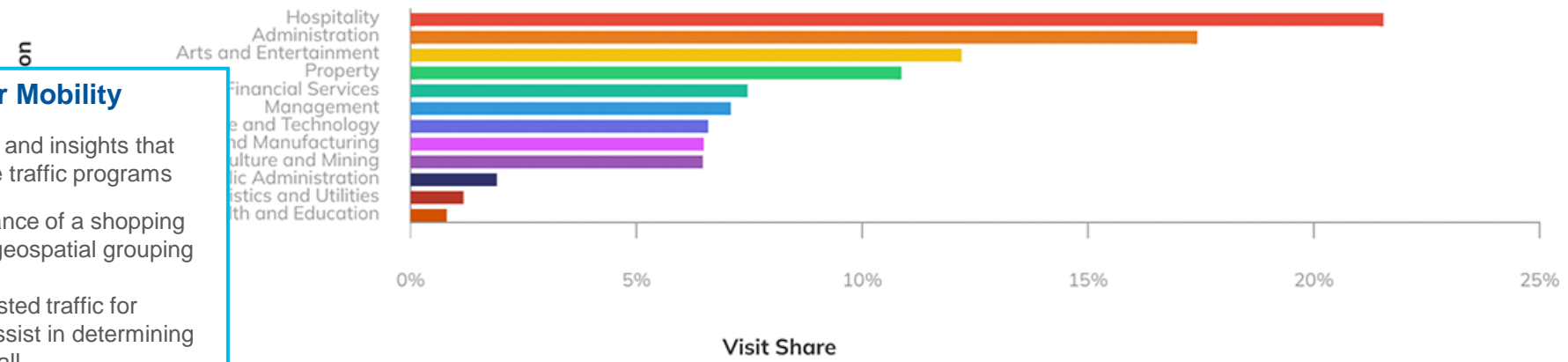
Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers.
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall.
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business.
- Explore the saturation of competitors in target areas to find the optimal spot for a business.

What is the occupation of visitors to Coffee shop?

Visitor Occupation

DATA Month View ▾
 START MONTH Mar, 2022 ⬇️



Shopper Mobility


Location based data and insights that complement in-store traffic programs

- Benchmark performance of a shopping center compared to geospatial grouping of shopping centers.
- Historical and forecasted traffic for shopping center to assist in determining the success of the mall.
- Locate target psychographics to understand the makeup of local consumers and which area best suits a business.
- Explore the saturation of competitors in target areas to find the optimal spot for a business.



Store Guest Behaviors - Path Analysis

1m ago   

Site Name * 

Chicago Specialty Gifts  

Zone Name 

is Entrance 1 or Entrance 2

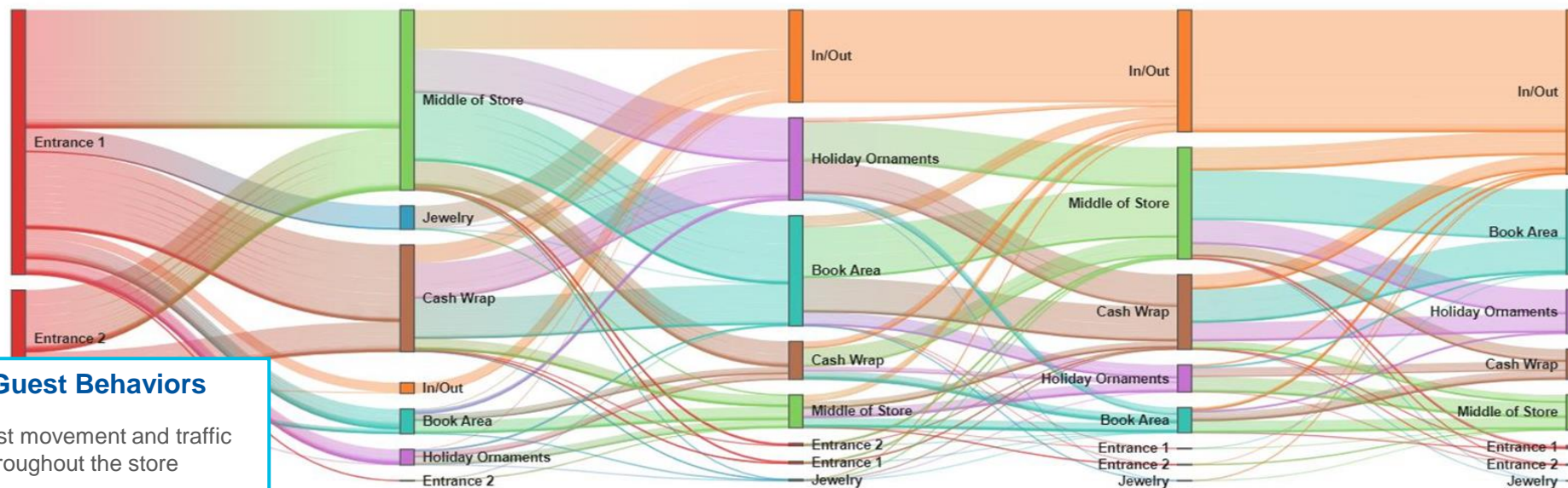
Date *

Last 30 Days

Guest Flow *

Flow After Zone Visit 

Guest Flow



Store Guest Behaviors

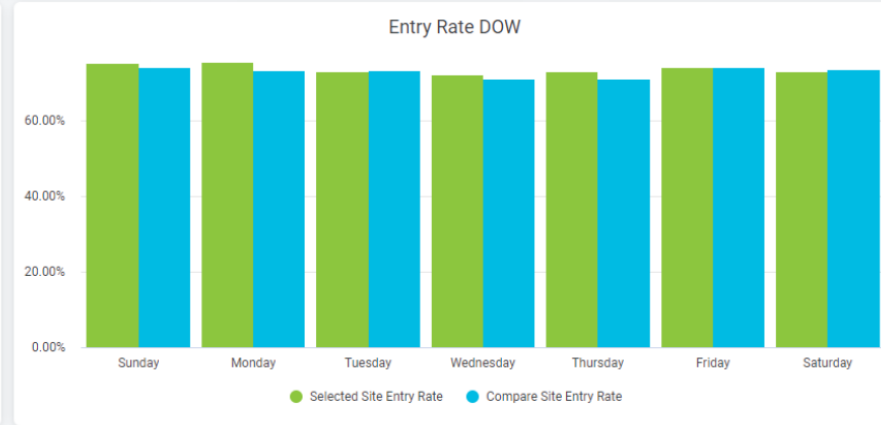
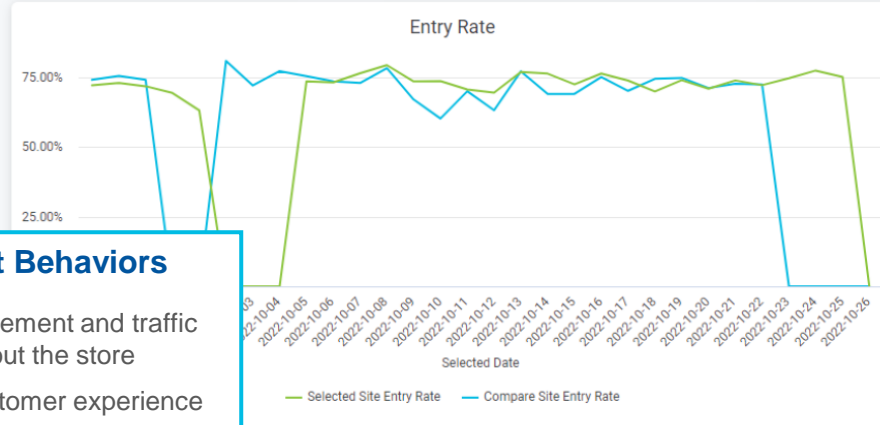
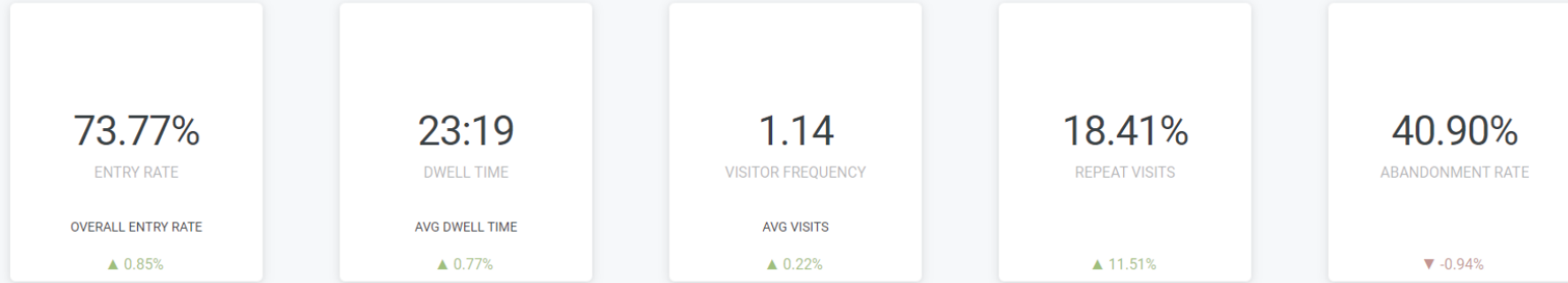
Understand guest movement and traffic patterns throughout the store

- Deliver consistent customer experience across all sites
- Optimize new store layouts
- Evaluate effectiveness of marketing campaigns
- Assess ROI of experiential initiatives

Store Guest Behaviors - Site

just now

Site Name: is Demo Site | Date *: Last 30 Days | Compare Site Name: is Demo Site | Compare Date *: Last 90 Days | Date Granularity: Day | More · 4



Store Guest Behaviors

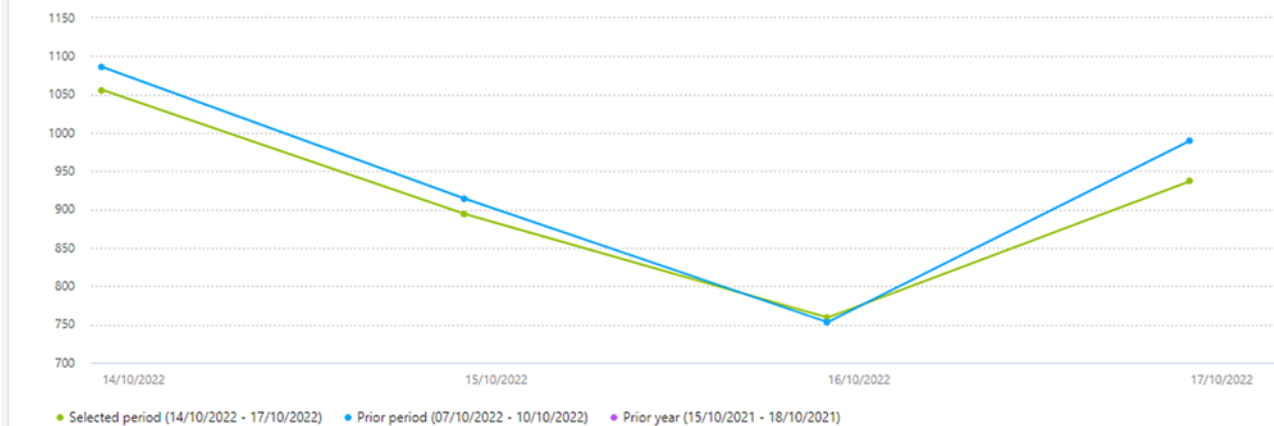
Understand guest movement and traffic patterns throughout the store

- Deliver consistent customer experience across all sites
- Optimize new store layouts
- Evaluate effectiveness of marketing campaigns
- Assess ROI of experiential initiatives

Vehicles

Vehicles Day Week

CSV Print



Selected period

14/10/2022 - 17/10/2022

3,646

TOTAL VEHICLES

PRIOR PERIOD

07/10/2022 - 10/10/2022

-2.6%

3,743

PERIOD	TRAFFIC	PRIOR PERIOD	% PRIOR PERIOD	PRIOR YEAR	% PRIOR YEAR
	1051	1085	-3.1%		
	892	911	-2.1%		
	755	751	0.5%		
	948	996	-4.8%		

HIDE TABLE



Vehicle Counting

Gain incremental value from existing property traffic programs by adding new insights about transportation mode

- Uncover parking behaviors to improve property amenities and align parking development plan
- Access site parking trends to strategize and optimize vehicle movement flow
- Optimize labor for zone maintenance and security in the parking area
- Know vehicle traffic per type in real-time
- Designate special parking places as needed in according to property needs

Power Hours By Vehicle Category

just now   

Site Name Zone/Entrance Name Date Vehicle Category

Power Hours By Vehicle Category

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
0-1	0	8	4	0	9	2	20	43
1-2	8	4	0	4	0	3	4	23
2-3	0	2	2	0	2	0	2	8
3-4	0	4	2	0	0	4	0	10
4-5	6	0	0	0	0	0	4	10
5-6	0	0	2	0	4	0	4	10
6-7	14	12	13	8	11	2	14	74
7-8	38	38	26	21	17	16	17	173
8-9	88	101	64	65	96	66	42	522
9-10	254	269	124	119	236	117	83	1,202
10-11	1,285	923	891	861	891	911	227	5,989
11-12	1,409	974	880	805	891	964	1,251	7,174
12-13	1,322	1,001	848	855	929	966	1,178	7,099
	1,420	910	865	839	938	944	1,135	7,051
	1,288	969	793	848	901	933	1,151	6,883
	1,208	901	796	728	805	888	1,127	6,453
	1,119	828	716	659	710	940	994	5,966
	1,001	618	423	498	457	637	743	4,377
	594	358	417	371	297	286	98	2,421
	303	176	176	123	146	36	55	1,015
	22	18	10	9	6	26	27	118
	12	10	18	10	6	4	8	68
	16	8	4	2	4	12	16	62
	0	4	18	0	6	4	0	32



Vehicle Counting

Gain incremental value from existing property traffic programs by adding new insights about transportation mode

- Uncover parking behaviors to improve property amenities and align parking development plan
- Access site parking trends to strategize and optimize vehicle movement flow
- Optimize labor for zone maintenance and security in the parking area
- Know vehicle traffic per type in real-time
- Designate special parking places as needed in according to property needs