



DATA PACKS

Local activity data

Our local activity data packs contains all relevant micro-environmental information to assess the quality of a location. Gain insights on local footfall, car passage and the presence of points of interest that might be your perfect neighbours.

Available data packs to assess the micro-environment include...



Footfall data for each relevant road segment to assess the **market value** of your locations



Car passage data for each relevant road segment to assess the market value of your location or to investigate **mobility situations**



A static micro map of all your **relevant POI's** (Points of Interest) and the **number of visitors** they attract

Tailor made for...



Retailers: assess location quality & data for rental benchmarking



Real estate: assess location quality & set up mobility studies



Government: mobility & spatial planning studies

Available in...

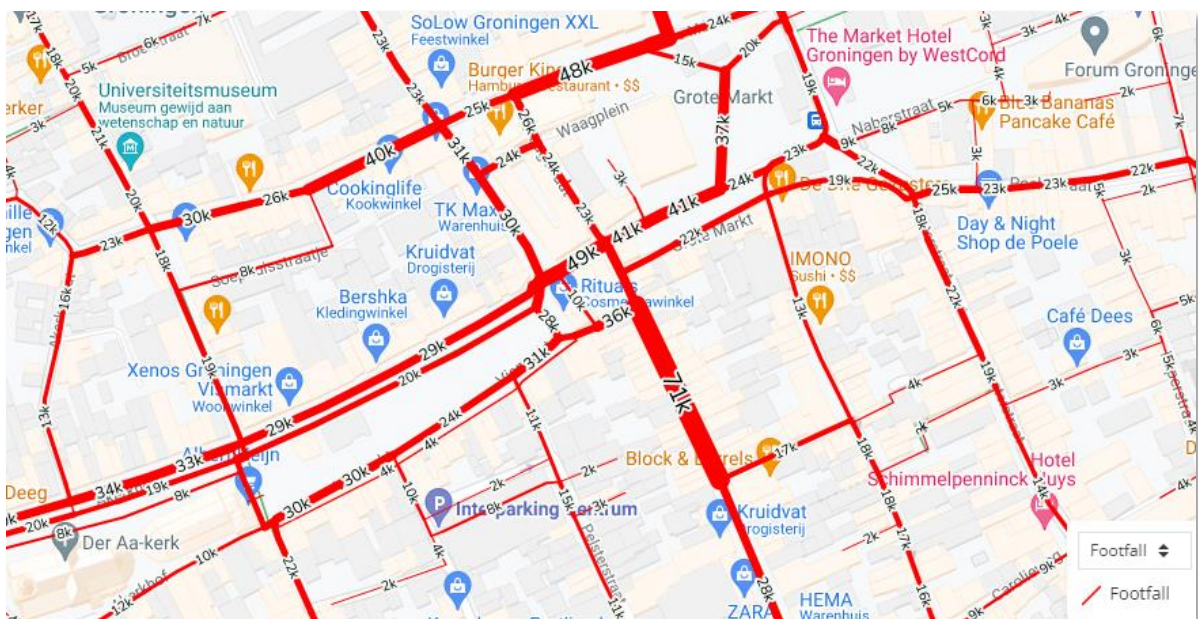
Belgium, Netherlands, France and Germany

Detailed information

1) Footfall data for each relevant road segment

Based on anonymous location data from mobile apps, treated anonymously and aggregated according to the standards of **GDPR**, RetailSonar can provide you unique insights into the **behavior of your visitors**. Detailed footfall information is available for each outdoor street segment as shown below.

Averages per week, as well as **evolutions** over time are included.

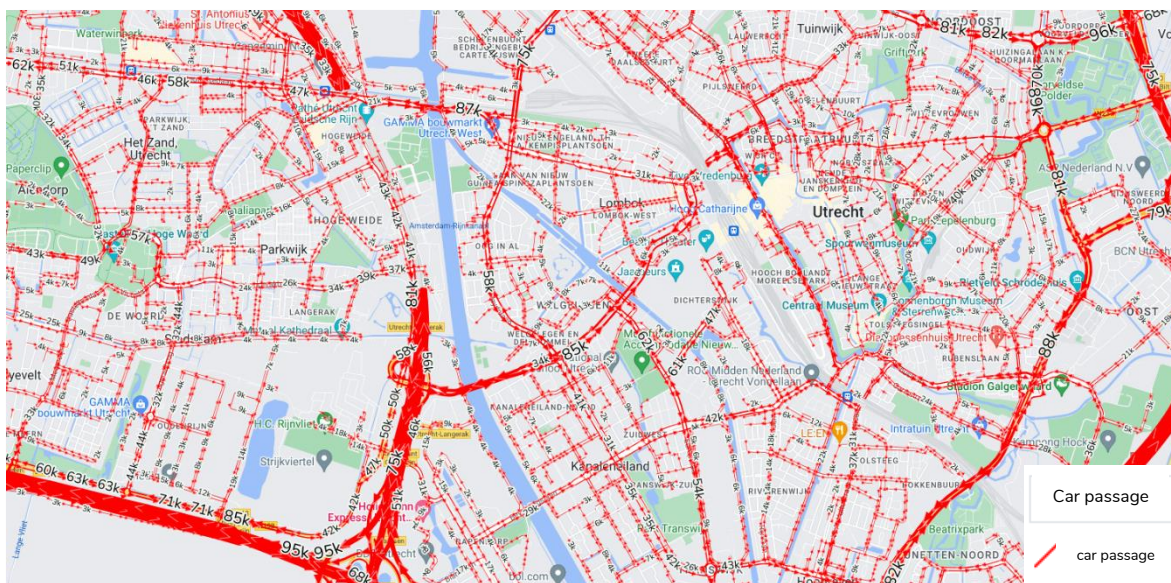


Example of footfall map with averages per week

Results can either be delivered for a **set of locations** of your choice or this data can be integrated and consulted 24/7 via an interactive map in your own online RetailSonar **platform**.

2) Car passage data for each relevant road segment

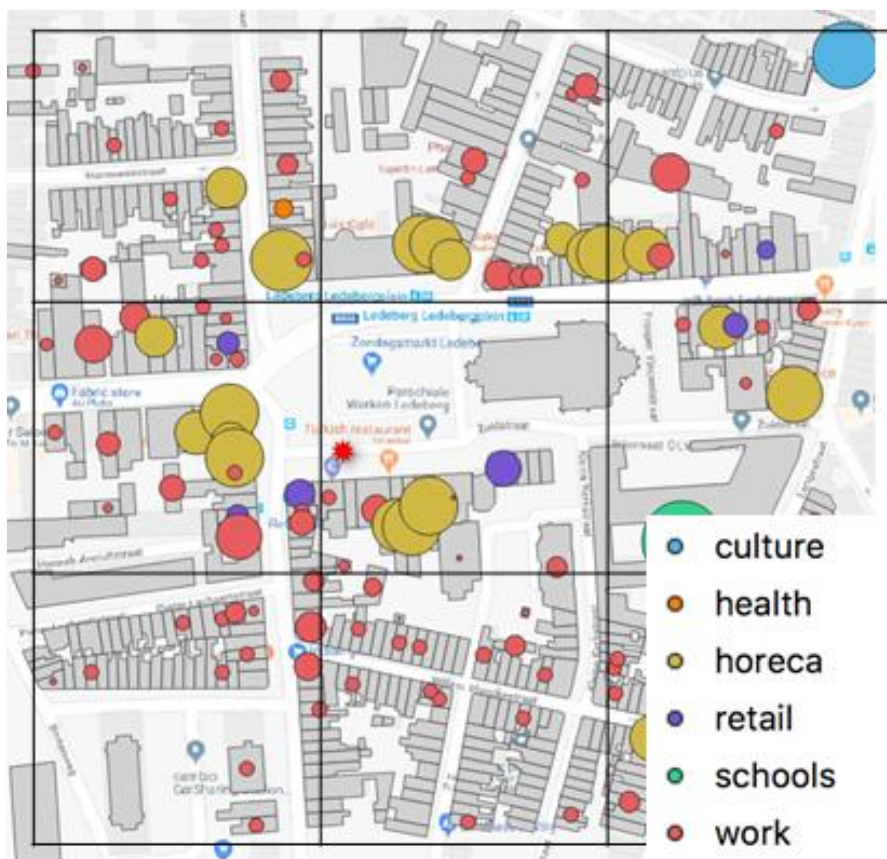
Similar to footfall data we also have car passage data available for each relevant road segment. Discover **how many cars** are driving by each week and how this number is **evolving** over time.



Results can either be delivered for a **set of locations** of your choice or this data can be integrated in your own online RetailSonar **platform**.

3) A static micro map with all your relevant POI's (Points of interest) and corresponding visitors

For each address RetailSonar knows exactly **which activity** takes place and **how many visitors** this activity attracts.



Example of full activity map per location (incl. annual visitors per location)

You can select **relevant points of interest** from your choice, presented in the list below. In case you are a retailer, we also calculate a “**proximity score**” for each location, in order to assess the potential synergy with the environment.

All requested information will be available in your own RetailSonar **platform**. This way you can check out the results anywhere and at any time.

Activity	Unit of measurement
Residential locations	Inhabitants
Workplaces	Employees
Retail shops	
Daily goods	Annual visitors
Periodical goods	Annual visitors
In and around the house	Annual visitors
Do it yourself	Annual visitors
Electronics	Annual visitors
Horeca	
Hotels and B&B	Tourist nights
Pubs and discotheques	Annual visitors
Personal services	Annual visitors
Services (banks, interim, travel)	Annual visitors
Mobility	
Fuel stations	Annual visitors
Public parking areas	Public spots
Public transport hubs (airport, train, metro, bus, tram)	Annual visitors
Schools & education	
Day care	Annual visitors
Primary schools	Annual visitors

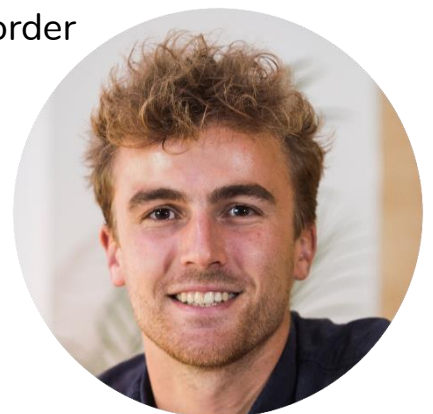
Secondary schools	Annual visitors
High schools and universities	Annual visitors
Other	Annual visitors
Health	
Hospitals	Beds
Doctors (by specialty)	-
Elderly care	Beds
Leisure	
Sports infrastructure	Annual visitors
Recreation areas	Annual visitors
Culture (musea, theatres)	Annual visitors
Cinemas	Annual visitors
Bibliotheques	Annual visitors

Table: List of activity types available in the platform

Would you like more information?

We are always happy to help! Please contact us in order to get more information by simply sending an email to lucas.bossaert@retailsonar.com or by clicking the button below.

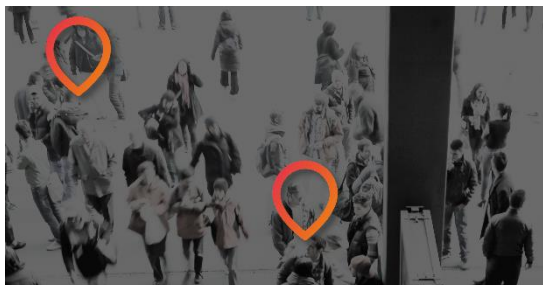
Get in touch!




Lucas Bossaert,
Senior Geomarketing Consultant

Interested in our other data packs?

TARGET AUDIENCES B2C

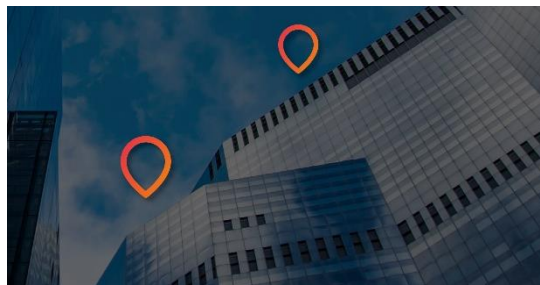


A complete overview of all your relevant B2C target audiences.


 Marketing, data analysis, M&A

 [More information!](#)

TARGET COMPANIES B2B

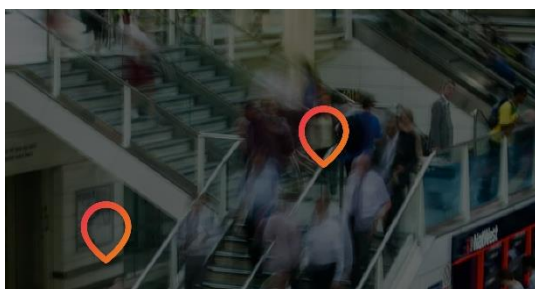


Access to a database of all your top prospects within B2B segments.

 Marketing, data analysis, M&A

 [More information!](#)

LOCAL ACTIVITY DATA

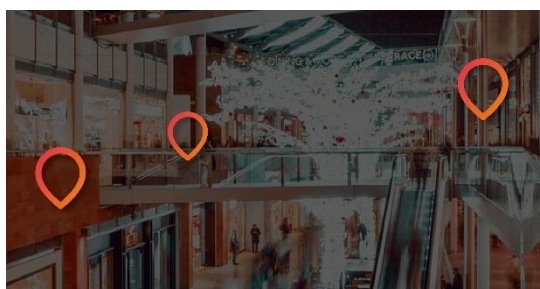


Relevant micro-data on footfall, car passage, points of interests & more.


 Retail, real estate, government

 [More information!](#)

RETAIL LOCATION DATABASE

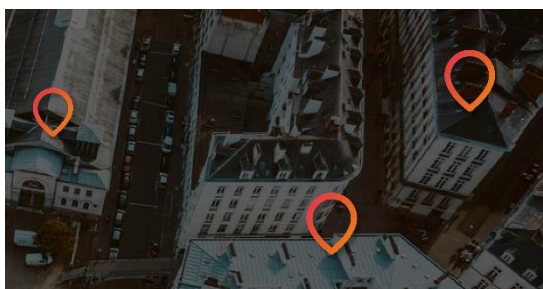


A 100% up to date overview of all relevant retail locations and surfaces.

 Consultancy, retail, real estate, government

 [More information!](#)

MARKET STUDY - LOCATION

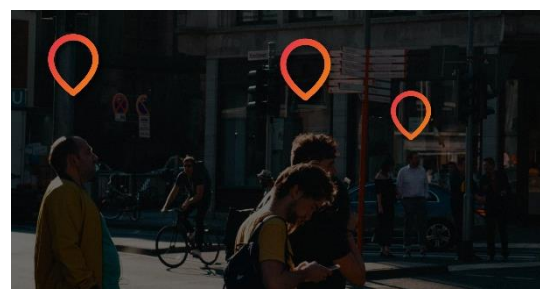


How much retail potential is there for a new or an existing location?

 Retail, franchise, investors

 [More information!](#)

VISITOR MONITORING



Mobile data sources to understand the behavior of your customers.

 Retail, real estate, government

 [More information!](#)

RetailSonar, much more than data!

These data packs are just the tip of the ice berg and form a small part of our main solution. We optimize your location strategy and can predict of each decision with 90% accuracy. Let's maximize the ROI of your sales network in these 3 domains!



Location planning

Close, open, move or transform your locations



Location performance

Take the right action for each location.

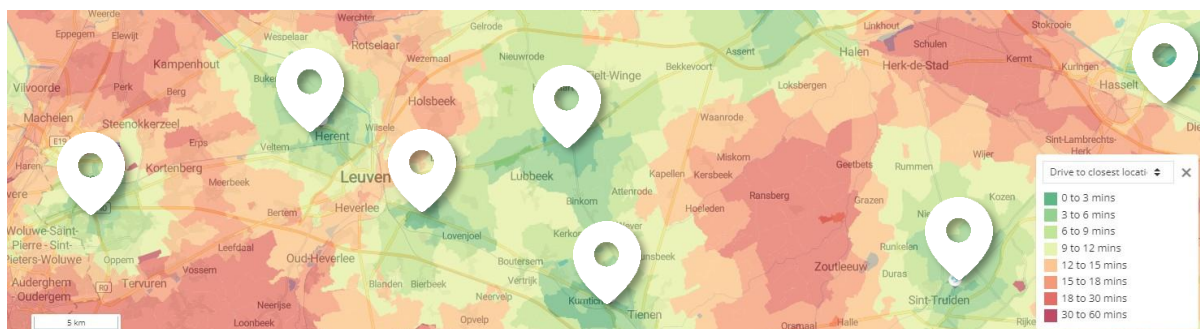


Marketing efforts

Well aimed marketing actions per location

RetailSonar platform: win time with data-driven decisions

Our RetailSonar platform is the ultimate tool to simulate all your location decisions. Test, try and see the immediate impact on your locations, sales figures and competitors. Share your results with the right colleagues & stakeholders.



European market leader: + 200 active customers

RetailSonar is active in 15+ European countries, has 200+ active customers and 45+ employees. Come and meet us in our offices in Ghent, Utrecht or Paris!



+200 more

[Read our customer cases](#)