

 RetailSonar

DATA PACKS

# Visitor monitoring

Accurate mobile data captured from 30+ different apps enables you to monitor your visitors and understand their motives and behavior. Use these aggregated insights to understand the performance of your locations, evaluate rental prices and set up targeted local marketing campaigns (leaflet, billboards or digital advertising).

## With these data packs you ...



Know where your visitors are **living** and **coming** from. See how long visitors are **staying** and how often they **come back**. This gives you valuable information to set up **targeted marketing campaigns** and assess customer behavior.



Can monitor the **visitor evolution** of your locations. Is this location trending or descending and what does that mean for the **value** of my property or the **rental price**?



Can investigate the **performance** of your **competitor locations** or any other **retail activity** in all relevant neighbourhoods.

## Tailor made for...



Retailers with no CRM system or insufficient customer information



Retail Real Estate companies



Local and national governments

## Available in...

Belgium, The Netherlands, France and Germany

## More detailed information

Based on anonymous location data from mobile apps, treated anonymously and aggregated according to the standards of **GDPR**, RetailSonar can provide unique insights into your visitors' behavior.

To get a **representative view** of the entire population, we use data captured from more than 30 mobile apps.

Representative selection of mobile apps			
Categories	% Users	Categories	% Users
Art & design	1%	Lifestyle	5%
Auto & vehicles	2%	Maps & Navigations	7%
Beauty	3%	Medical	0%
Books & reference	0%	Music & Audio	0%
Business	3%	News & Magazines	13%
Comics	0%	Parenting	0%
Communications	5%	Personalization	0%
Dating	2%	Photography	0%
Education	4%	Productivity	7%
Entertainment	9%	Shopping	0%
Events	0%	Social	4%
Finance	3%	Sports	4%
Food & drink	0%	Tools	9%
Health & Fitness	4%	Travel & Local	2%
House & Home	0%	Video Players	3%
Libraries & Demo	0%	Weather	10%

Due to the intensive contextualization of raw data sources, combined with state-of-the-art statistical extrapolation, RetailSonar can monitor and quantify the behavior of visitors at the **highest possible accuracy**.

This accounts for any possible location of your interest, with an exception for locations in large indoor areas.

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

This results in answers on the following 3 use cases.

## 1) Visitor count and evolution

See **how many people are visiting your locations** (on average per week).  
Understand how visitor behavior is changing nearby your locations.

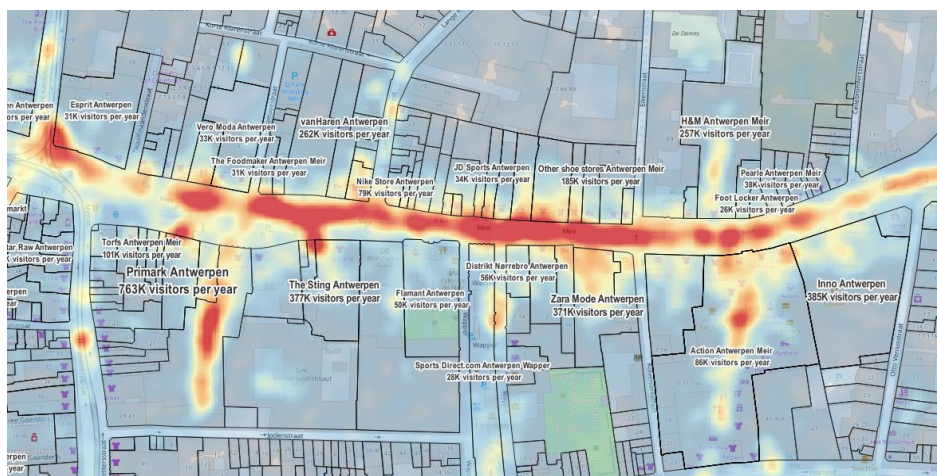


Fig: Shopper heatmap in commercial area of Antwerp

## 2) Customer origin; visitor motives and mobility profile

Improve your location, performance & marketing strategy by mapping and understanding the **real-life catchment area** of your locations. See where your customers are living and where they come from.

Understand the **reason** people are visiting your location. What is their **motive**? Are they heading home, going to work or are they just occasionally passing by?

Finally, assess the **transportation modus** of your visitors. How are they coming to your location: by car, public transport, foot, or bike?

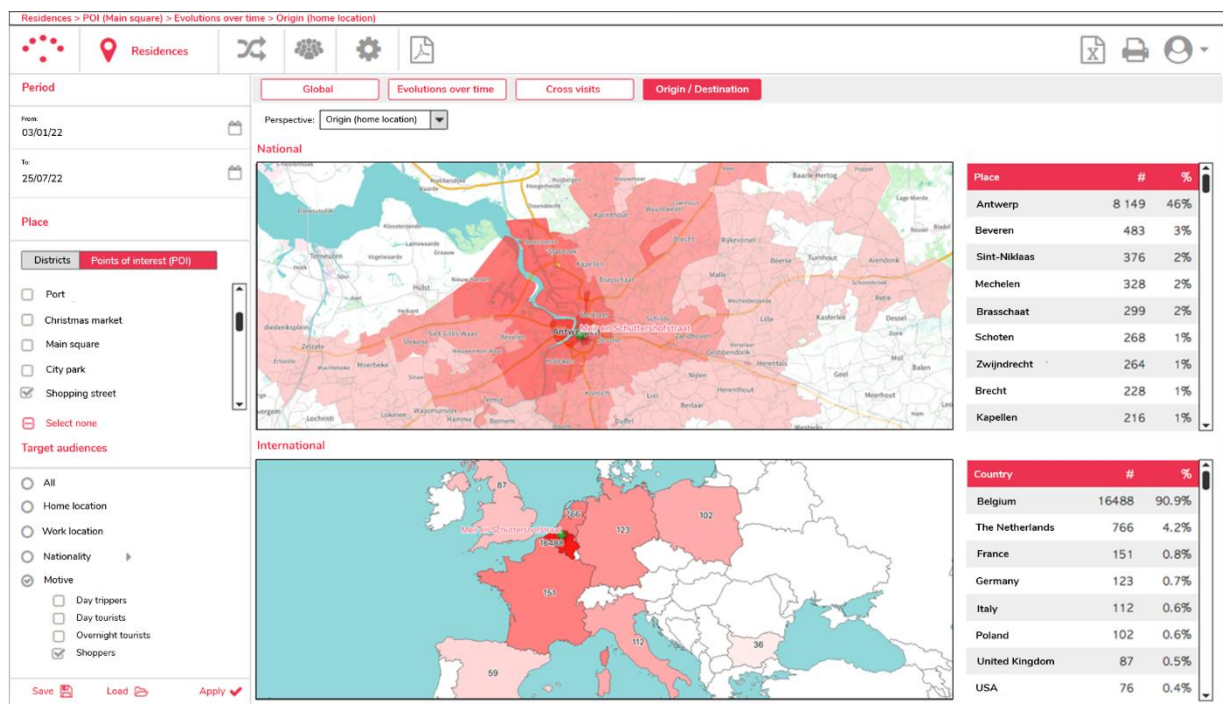


Fig. Overview of customer origin

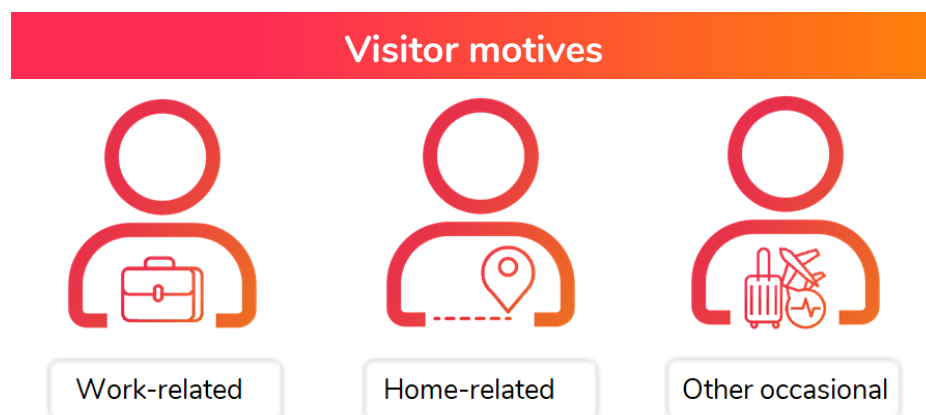


Fig. Overview of customer origin

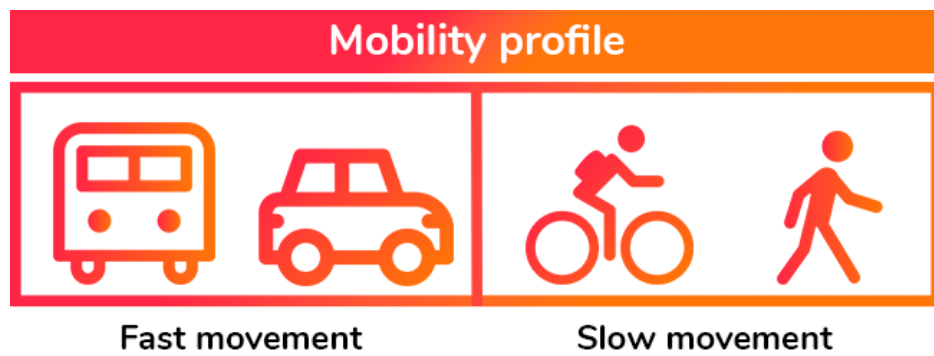


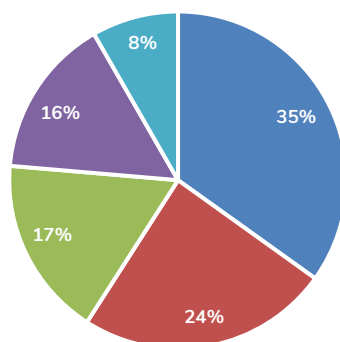
Fig. Split in mobility profiles

### 3) Performance indicators for your locations

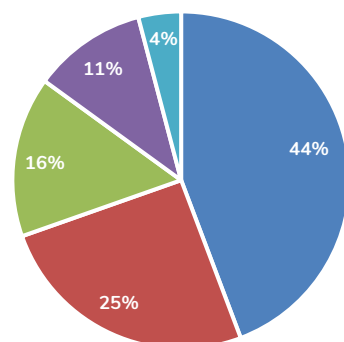
Finally, it is also possible to extract **performance indicators** for your locations such as unique visitors, average dwell time and visit frequency. By benchmarking these figures you can get insights into the **loyalty** of your visitors and the level of **conversion** at each location.

Visit frequency shoppers Antwerp

- once per quarter
- twice per quarter
- 3 or 4 times per quarter
- 5 to 10 times per quarter
- More than 10 times per quarter

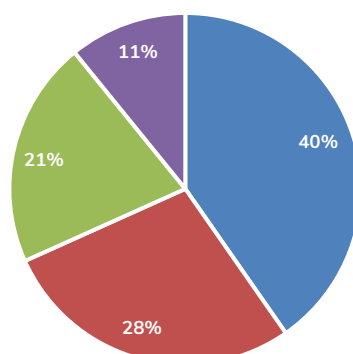


Visit frequency shoppers Bruges

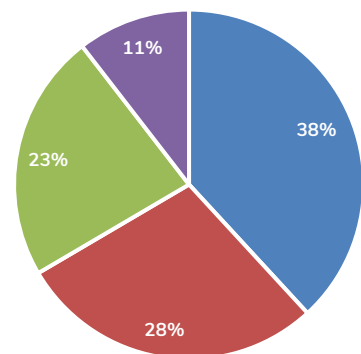


Dwelltime shoppers Antwerp

- 0-30 min
- 30-60 min
- 1u-2u
- 2u-4u



Dwelltime shoppers Ghent



## 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](mailto:lucas.bossaert@retailsonar.com) or by clicking the button below.

**Get in touch!**

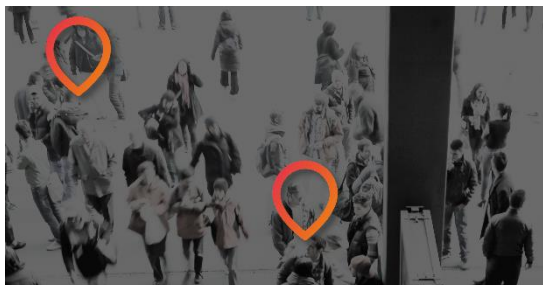


Lucas Bossaert,  
Senior Geomarketing Consultant




## Interested in our other data packs?

### TARGET AUDIENCES B2C

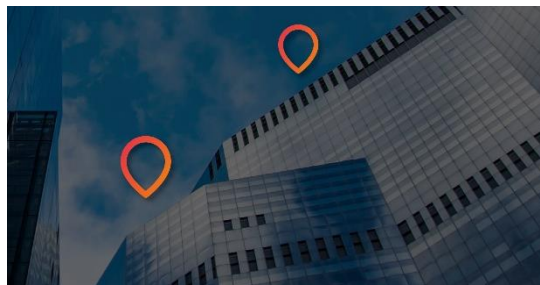


A complete overview of all your relevant B2C target audiences.


 Marketing, data analysis, M&A

 [More information!](#)

### TARGET COMPANIES B2B

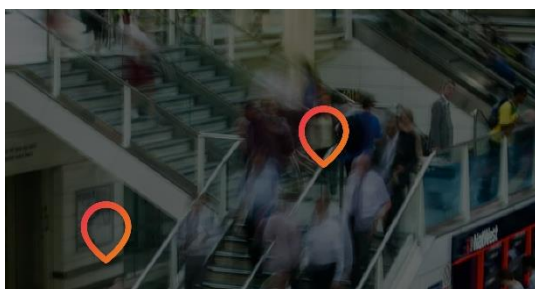


Access to a database of all your top prospects within B2B segments.

 Marketing, data analysis, M&A

 [More information!](#)

### LOCAL ACTIVITY DATA

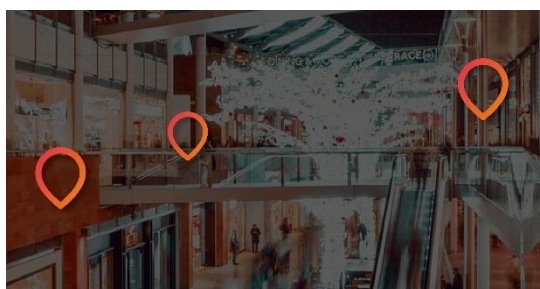


Relevant micro-data on footfall, car passage, points of interests & more.

 Retail, real estate, government

 [More information!](#)

### RETAIL LOCATION DATABASE

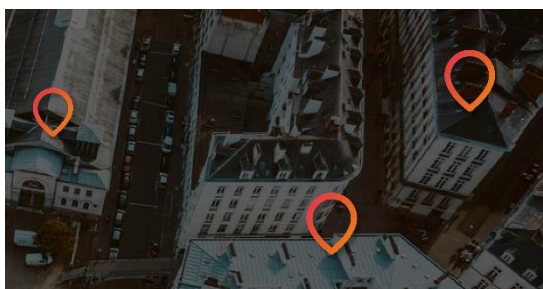


A 100% up to date overview of all relevant retail locations and surfaces.

 Consultancy, retail, real estate, government

 [More information!](#)

### MARKET STUDY - LOCATION

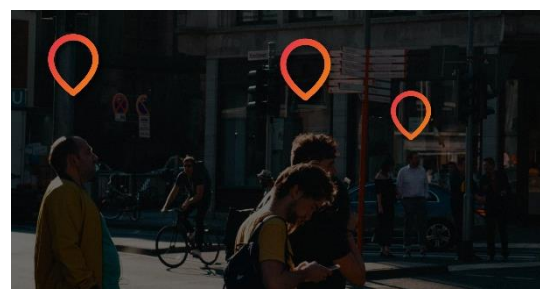


How much retail potential is there for a new or an existing location?

 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.

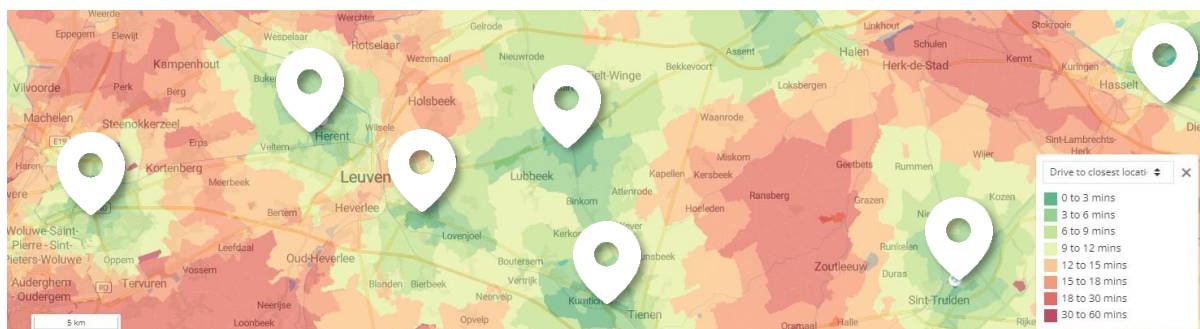


## Marketing efforts

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!

**ACTION**

**JUMBO**



**MediaMarkt**



**BNP PARIBAS**

**TOTAL**

**DECATHLON**

+200 more

[Read our customer cases](#)