

Quality Analytics for the Walking World

Connected Large Venues by Foot Analytics

February 2022



We are a Barcelona-based tech company formed in 2013 whose goal is to provide the physical world with the same analytics that are currently available for the online world

ONLINE WORLD



Company's website

While in the online world businesses can easily quantify visitors and capture their behaviors, the same does not apply to the offline world...



... until now! We have developed a solution that tackles this problem, giving decision-makers full visibility over offline world analytics.

OFFLINE WORLD



Company's store

We empower decision-makers with valuable analytics concerning foot traffic in physical spaces, helping them answer the most pressing and strategic business questions

Frequently asked questions



Real-Time Occupancy

- What is the real-time occupancy level in a physical space and in each one of its zones?
- Is there any zone whose occupancy level is over a defined threshold?



Customer behavior

- How are customers behaving?
- What is their customer journey inside a physical space or along multiple physical touchpoints?
- How often do they visit my physical spaces?



Omnichannel experience

- How can I enhance the customer experience?
- How can I capitalize on digital transformation to get to know my customers and deliver them a higher value?
- Can I digitally connect with my offline visitors?

What can Foot Analytics provide

- Real-time occupancy in physical spaces
 - Definition of different zones
 - Automated alerts in case thresholds are surpassed
 - Definition of different thresholds
-
- Total foot traffic, capture and bounce rates, new and repeated visits and dwell times, among others
 - Customer journey inside a physical space or along multiple touchpoints
-
- Omnichannel customer experience: communicating with offline visitors via online channels
 - Matching of old anonymized data with personalized data via identified purchases

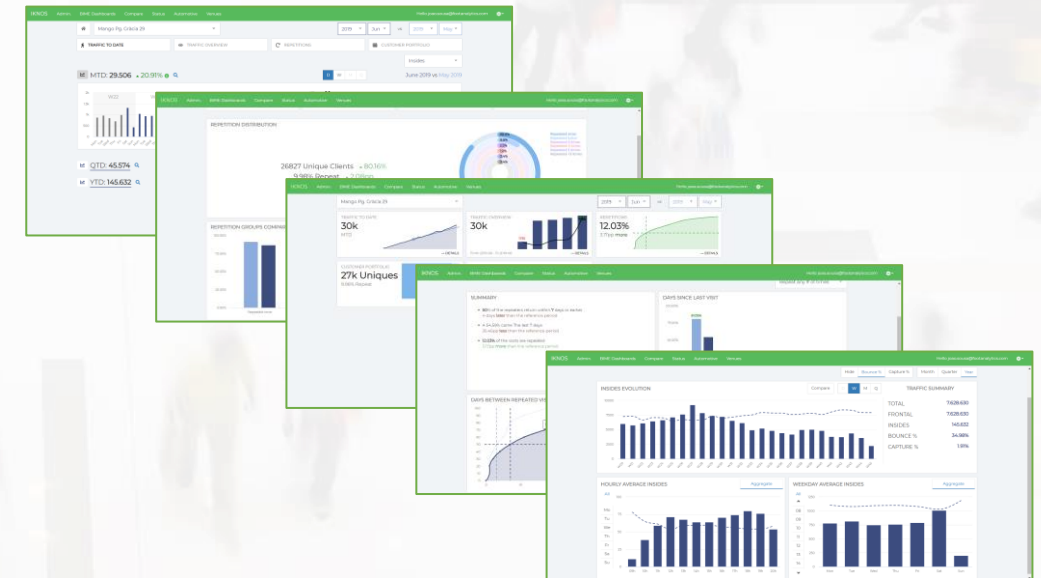
All in all, we provide **easy access to a wide range of quantitative and qualitative KPIs, displayed in intuitive dashboards available in our own platform or accessible via our APIs**

Client powered by Foot Analytics

Non-exhaustive list of KPIs

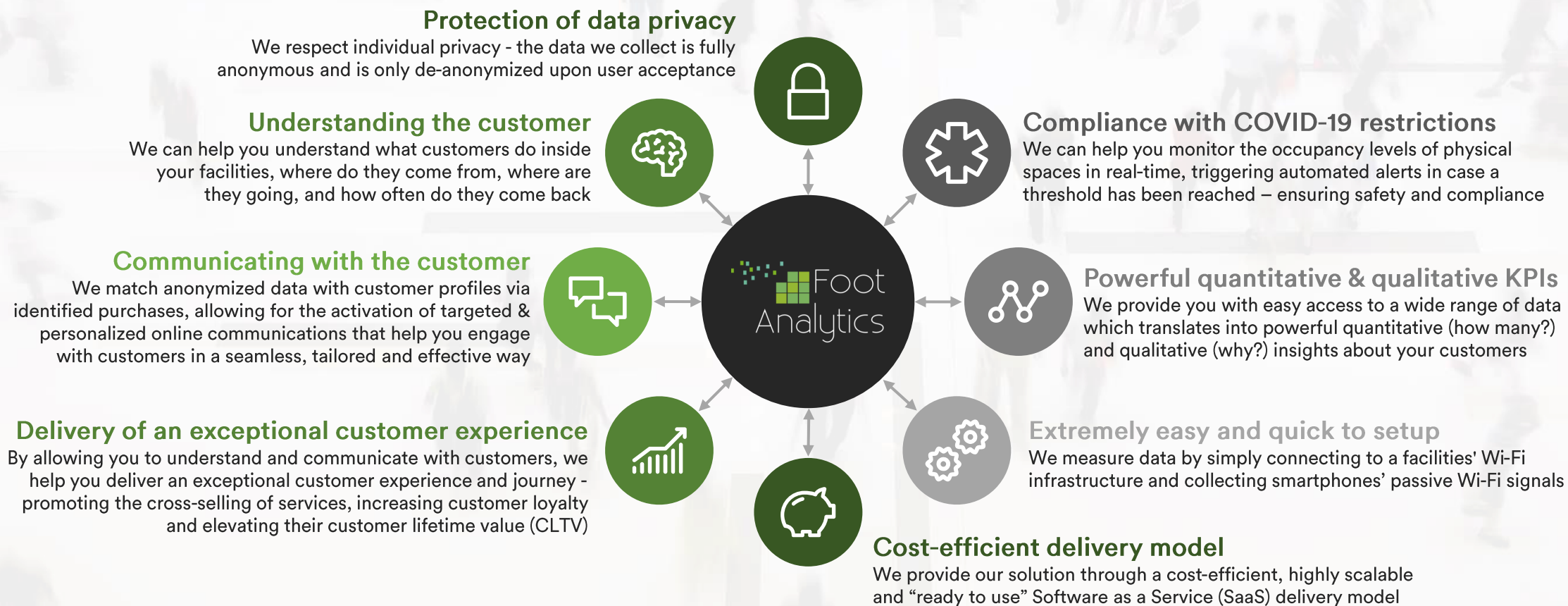
	Total Traffic		Customer Base Insights
	Dwell Times		Captured Traffic
	Capture Rate		Uncaptured Traffic
	Bounce Rate		Time Between Visits
	New Visits		Queue Times
	Repeated Visits		Real-time Occupancy
	Unique Visits		Origin-Destination Matrix
	Grouped Visits		Customer Churn Rate
	Customer Profile Insights		Customer Retention Rate

Examples of dashboards

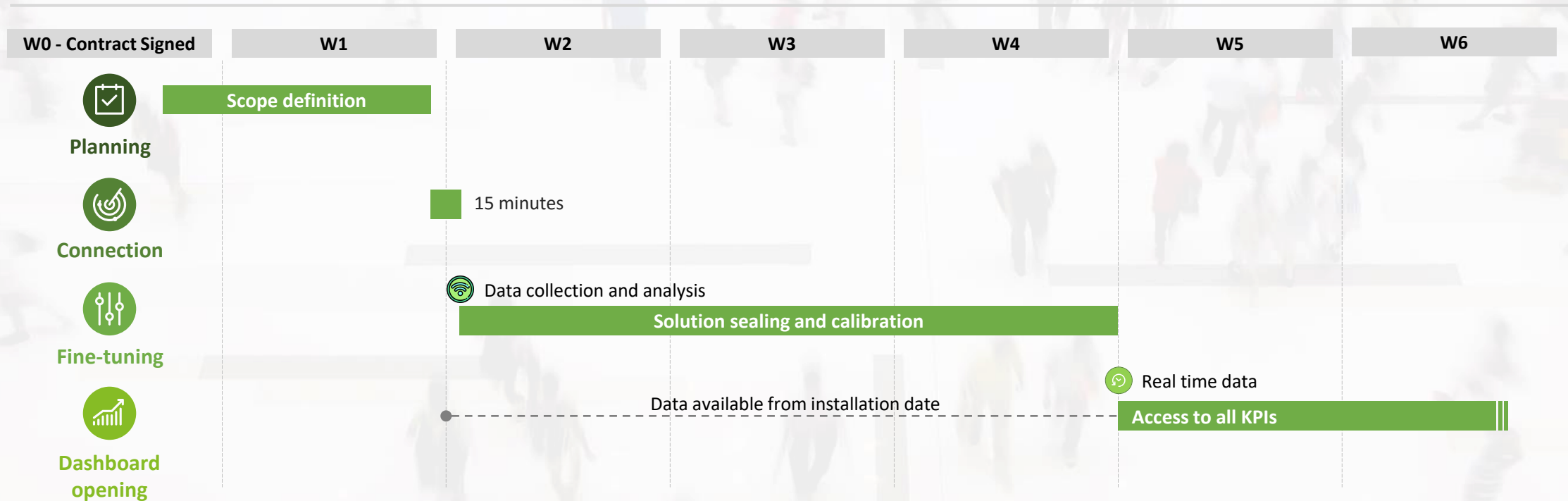


Our solution is valuable for **complementing other technologies with quality analytics:** door counters, thermal imaging cameras, facial recognition heat checkers, among others.

We do this by **measuring real-time occupancy** and **tracking visitor behaviors** in physical spaces, capturing **high-value insights** on a business' **customer base** and its **evolution**



Our approach is based on two main pillars: (i) a quick and easy deployment with remote support and (ii) the capturing of data from the moment the solution is connected



💡 Our solution uses the already deployed Wi-Fi infrastructure of a physical space, and collects data by just remotely connecting to it – however, if a facility has no Wi-Fi infrastructure, we can provide our own Plug & Play sensors (Access Points)

We typically propose a 3-month Proof-of-Concept (POC), with no commitment to contract our services or the incurring of any other additional costs after this period

Methodology

**1. Validation (POC)**

A 3-months period where the client can **validate our solution's** potential and the **value** behind our service. Foot Analytics is open to discuss the value delivered and **tailor the solution** according to the **client's needs and requirements**



Decision to continue with our partnership or not

**2. Complete rollout**

In case the client decides to **continue with our partnership**, the solution is **fully rolled out** – Foot Analytics can also deploy the solution in other physical spaces and cover more zones

Technology

**Easy and quick to set up**

We measure this data either by (i) **remotely connecting to a facility's Wi-Fi infrastructure** or (ii) through a **Plug & Play sensor-based solution**, collecting smartphones' passive Wi-Fi signals in **full compliance with GDPR regulations** - the data we collect is **fully anonymous** and is only de-anonymized upon user acceptance

**Cost-efficient SaaS delivery model**

We provide it to our customers via a **cost-efficient, highly scalable and “ready to use”** Software as a Service (SaaS) model

We have **helped top outlet operators** such as Value Retail to **prepare for the reopening of their spaces** and to have a **deeper understanding of the pandemic-era customer, globally**

Context

Following the validation of our solution in two of their Villages, Value Retail's (VR) flagship Bicester Village approached Foot Analytics to (i) gain a full visibility of the new consumer behaviors in the current pandemic context and to (ii) prepare for the post-lockdown reopening of their network of Villages, in Europe and Asia

Action

Foot Analytics set off the deployment of its solution in VR's network of Villages, starting by La Roca Village in Barcelona, Kildare Village in Dublin and Bicester Village in London. In total, 300+ sensors were deployed in 20+ different zones. The other 8 Villages are set to deploy our solution in later stages of implementation

Results

VR was able to (i) capture valuable insights regarding customer behavior in these three Villages (e.g., customer journey, dwell time, customer profiling) and (ii) provide a safe & compliant shopping experience (tracking real-time occupancy per zone and receiving alerts in case any defined threshold was surpassed). VR also identified the most attractive stores and ranked them by no. of visits per minute per square meter



By partnering with us, SEAT Spain **gained valuable insights regarding visitors' behavior inside their flagship (Casa SEAT) and understood its sales impact in nearby dealerships**

Context

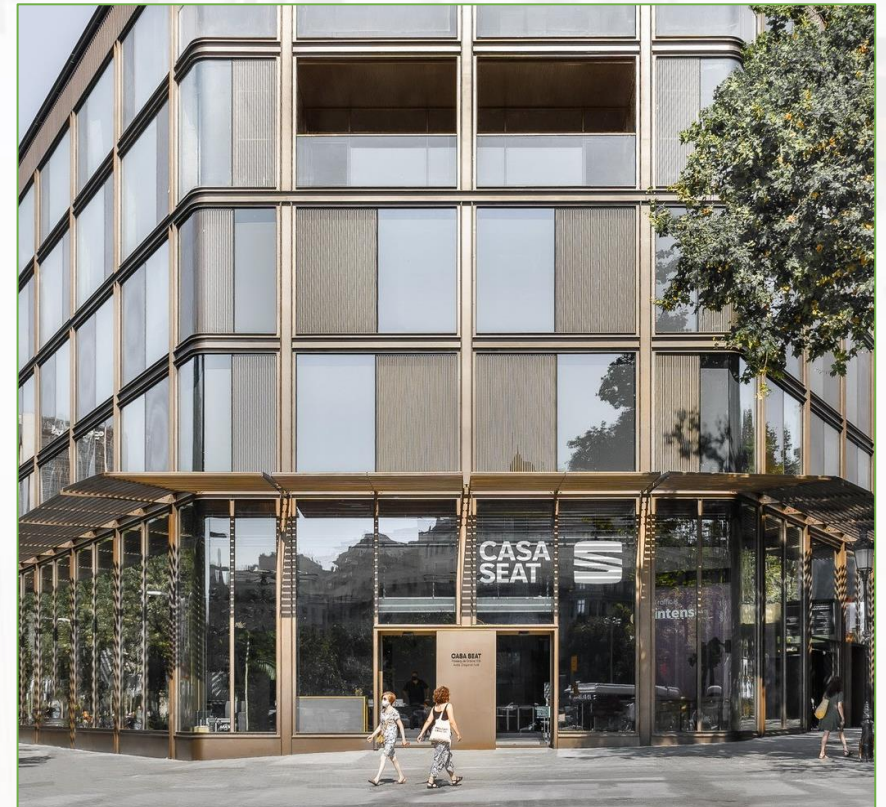
After some previous contacts with Foot Analytics through business partners, SEAT displayed interest in using our technology in order to (i) measure foot traffic in Casa SEAT, capturing its real-time occupancy and monitoring visitors' behavior, and (ii) understand the flagship's impact in terms of sales in nearby dealerships

Action

Foot Analytics first deployed its solution in Casa SEAT, analyzing 4 different zones of the flagship, and then also proceeded to implement the solution in 20 different dealerships located in the flagship's impact zone

Results

SEAT gained valuable insights regarding the attractiveness of the different zones and exhibitions in Casa SEAT. At the same time, the Brand also gained visibility over how many new leads were being driven from the flagships to the surrounding dealerships, which was useful to calculate the Return on Investment (ROI) associated with certain exhibitions and marketing campaigns being held in Casa SEAT



By providing FC Barcelona (FCB) with **full visibility over fan behaviors** and evaluating **the club's sponsorship value**, we helped it **redefine and optimize the stadium's operations**

Context

FCB wanted to understand fan behaviors inside the stadium and in its ancillary services (e.g., FCB's Megastore, FCB's museum), during match days and non-match days. The goal was to optimize traffic fluxes, improve ancillary services' capture rates and assess the club's sponsorship value for advertisement (ads) purposes

Action

Foot Analytics deployed its solution in FCB's stadium and ancillary services, connecting its platform to FCB's Wi-Fi infrastructure (which totals +500 Access Points). Operational bottlenecks and inefficiencies were identified, people's exposition to ads were analyzed and several customer profiles were segmented.

Results

After redefining the logistics behind the visit to the stadium and to its ancillary services, the volume of visitors at crowded entrances was reduced by 30%, the time visitors needed to reach their seats was reduced by 20%, the average 'post-museum' store visit duration increased by 70% and the club's sponsorship value was redefined. The impact on sales conversion during non-match days increased an estimated 3 p.p.



By **monitoring the real-time occupancy** in its Administrative District, we have helped the **Catalonian Government provide their employees a better and safer office experience**

Context

During 2020, 2.300 employees were transferred to a new corporate complex, Districte Administratiu ("Administrative District"). This relocation was pioneer in Europe, due to its magnitude and to the implementation of new sustainability and ways of working concepts, supporting energetic efficiency and employee welfare.

Action

Within the framework of its technological partnership with T-Systems, the company which provides the Wi-Fi network to the Administrative District, Foot Analytics deployed its Smart Occupancy solution in the complex by connecting its platform to 340+ Wi-Fi Access Points, covering an area with 46.000+ m² in a matter of minutes.

Results

Foot Analytics provided visibility over the building's real-time occupancy, allowing for an optimal and safe distribution of employees and eliminating the occurrence of queues and crowds in common areas. The solution also allowed for the optimization of maintenance, security and cleaning services, for the monitoring of customer cares services from an efficiency point of view, and for the continuous and passive tracking of user's behaviors.



We have also been helping large venues operators **monitor real-time occupancy**, and **understand & improve customer experience** in their physical spaces (1/2)

SHOPPING DISTRICTS



We have deployed our solution in several shopping districts and commercial main streets in Barcelona's outskirts in order to **monitor real-time occupancy levels**, **measure traffic**, **understand visitor behaviors** and **capture customer journeys**.

PUBLIC PARKS



We have helped public authorities **monitor real-time occupancy levels**, **measure traffic** and **map visitor journeys** in public parks, **segmenting visitors** in terms of **speed** (walkers, runners, bikers) and **origin** (neighbor, citizen, tourist).

BEACHES



We have provided public authorities with **full visibility** over **real-time occupancy levels** in several beaches across Spain, in order to ensure a **safe beach experience** and a **full compliance with COVID-19 regulations**.

We have also been helping large venues operators **monitor real-time occupancy**, and **understand & improve customer experience** in their physical spaces (2/2)

MUSEUMS



By partnering with us, several museums such as the FC Barcelona museum or the Museo Marítimo de Barcelona were able to **monitor real-time occupancy**, **understand customer behaviors** and **optimize their operations & logistics**.

PUBLIC MARKETS



We have provided public authorities with **full visibility** over **real-time occupancy levels** in several public markets across Barcelona, in order to ensure a **safe shopping experience** and a **full compliance with COVID-19 regulations**.

PUBLIC LIBRARIES



We have worked with the main public libraries of the four provinces of Catalonia (Barcelona, Girona, Lleida and Tarragona) in order to **monitor real-time occupancy levels** and **understand visitor behaviors**.

Foot Analytics is already providing **significant added value** to **several clients across many industries**, empowering their decision-making capabilities with analytics insights



Retail



Automotive



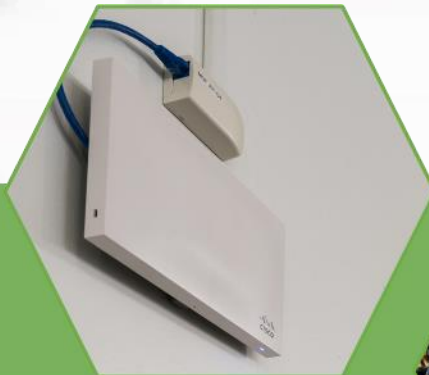
Large Venues



Transportation



Foot Analytics is already providing **significant added value** to **several clients across many industries**, empowering their decision-making capabilities with analytics insights



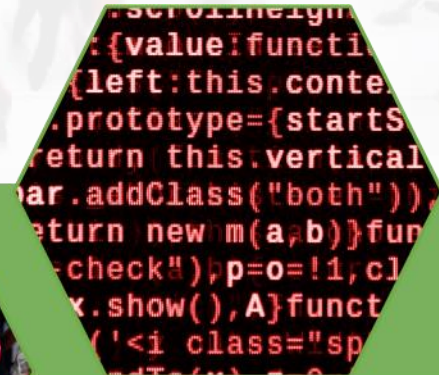
Collecting data
from +4.000
sensors

+1.000 venues
deployed



Present in +10
countries

+2.5M unique
visitors tracked
+7M times daily



+300M Wi-Fi
packets analyzed
daily

Information and contacts:



Miquel Gummà
CEO & Co-founder

E-mail: miquel.gumma@footanalytics.com

Mobile: +34 610 516 149

LinkedIn: [Miquel Gummà](#)



www.footanalytics.com

