

A nighttime cityscape featuring several illuminated skyscrapers and a multi-level highway interchange. Light trails from moving vehicles are visible on the roads, and the sky is a deep blue. The overall scene conveys a sense of motion and urban activity.

O₂ Motion

Location intelligence
for a fast-moving world



Introducing O₂ Motion

Habits change like the weather. Businesses have to find new ways to prosper. And data keeps growing. So how do you keep a picture of your customers in focus and understand their behaviours, so you can engage with them as they move through a space? You need answers, but they're increasingly hidden in the world's complexity and noise.

Are you planning to expand? Build new commercial space? Reduce congestion? Or target a specific group of consumers? Then you'll know that in our data-driven world, traditional market research isn't enough.

Typical data capture tools come with high installation costs and can take months to deliver results. Often, there's a difference between what people tell researchers and what they actually do. Plus, most research techniques are limited to a single location or point in time.

O₂ Motion changes all that.

Read on to find out how

What is O₂ Motion?

O₂ Motion offers a new approach to traditional location intelligence.

Through a suite of solutions honed over the last four years – including Smart Steps and Smart Cities – you can look at the past, evaluate the present, and help predict the future.

That insight is delivered via anonymous, aggregated data that's generated by 35% of the UK's population from billions of daily network events. And it's all governed by strict data privacy and security processes, which are GDPR compliant.

How does it work?

O₂ Motion provides a powerful alternative to traditional data capture methods like market research surveys, counts or cameras. It uses all the mobile events that O₂ UK captures 24 hours a day, 365 days a year. This information is then extrapolated to represent the national population. Using this data along with demographic data, we can show you which types of people are where and when.

The information you receive can be broken down by age, gender, home vs. visitors locations, and affluence bracket. We can also provide historical data, geographical trends and help you determine crowd movement. For example, through location, journey, dwell time, trip type, and mode of transport data.

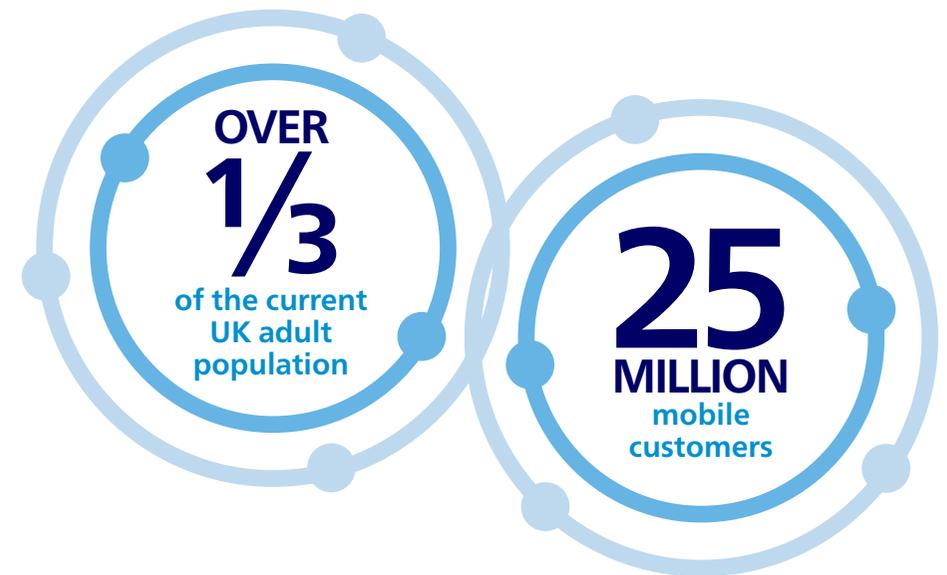
Smart cells complement this data by providing additional granularity, sharpening your focus from 100 metres all the way down to five. And by seeing that insight via simple data visualisation, you can identify real-life patterns based on actual behaviour.

Armed with all this, you can address your current challenges with traditional methods of market research and make better-informed investment decisions.

What could O₂ Motion do for you?

[See the benefits in your sector](#)

We give you access to one of the largest datasets in the UK



Aggregated

IDs grouped to crowd data, no individuals are identifiable



Extrapolated

Algorithms applied to represent entire UK population



Anonymised

Personal data eliminated and hashed with ID



Strict privacy controls

Keeps customers' data safe and secure

O₂ Motion for Transport

Road, rail and air networks need to click. Transport operators and planners need to ensure they work as one to support the ebb and flow of travellers. To ensure that cities, towns, villages and economies can prosper. But key questions remain:

- How do you identify where people travel to and from?
- How do you understand why people behave the way they do?
- How do you analyse movement across your spaces or transport network?

With O₂ Motion you can answer these questions with detailed data analysis. Transport operators and planners can view millions of journeys per day to build the investment case for new infrastructure. Armed with all this, you can address current challenges with traditional transport forecasting, congestion reduction, impact analysis and planning.



Key benefits for transport operators and planners

Analyse competitiveness

Use near real-time insights to benchmark performance against rival schemes or other options.

Conduct micro analysis

Understand movements and behaviours at a granular level to model different scenarios.

Gain demographic insights

Segment your data by age, gender, affluence, interests and digital use to profile audience movements.

Forecast use

Predict your passenger volumes, journey modes and route choices to judge future demand.

Measure the impact

See the detail – such as home and work locations, regular journeys and start/end points.

Transport use case examples

Here are just some of the ways you could use O₂ Motion to inform your short and long-term decision-making.



Assessing the current demand for your services – by analysing who uses them at any given time of day or day of the week as well as external factors such as Bank Holidays or sporting events.



Minimising the short and long-term impact of travel disruption – by identifying the sources of disruption, using demographic insights to minimise delays and avoid them in future.



Encouraging more people to use your services – by enhancing their reliability, efficiency and public profile while cutting the likelihood of delays to boost passenger numbers.



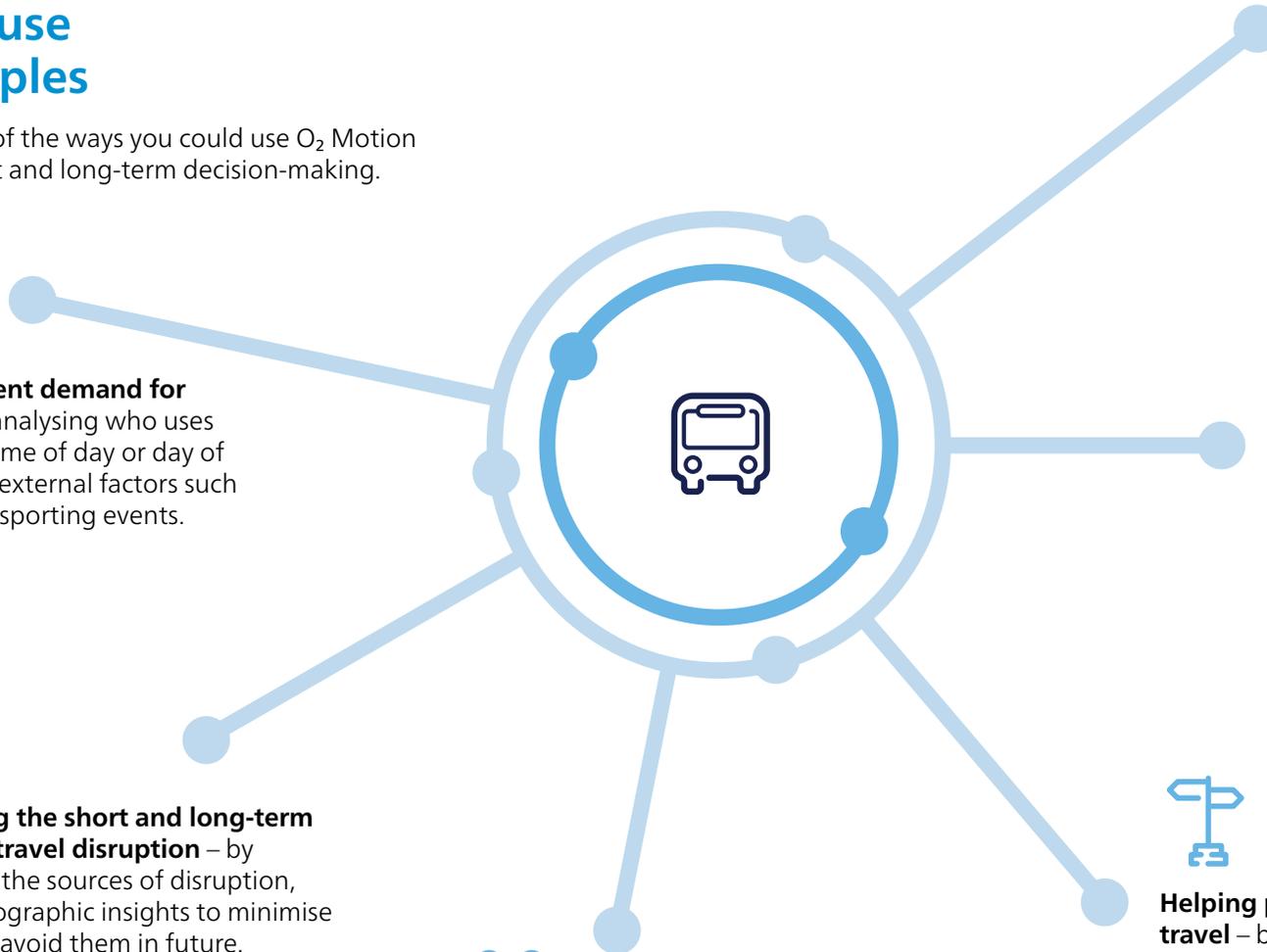
Planning staffing levels based on customer demand – by gaining a complete overview of thousands of journeys and how users interact with services or staff so you can plan ahead based on real need.



Assessing whether your timetables are effective – by using the information provided to better match services to demand and optimise timetables according to variations across the week.



Helping people change the way they travel – by using data to spot the most overcrowded or in-demand routes and correlate these with viable options for new services so you can add more value.



A case in point

O₂ helped Jacobs – a leading transport planning consultancy in the UK – to understand journey behaviour and plan its clients transport services more effectively.

JACOBS®



“The use of mobile phone data... has taken the industry a step-change forward.



Stephen Rutherford
Executive Director of Operations
Jacobs

Before O₂ Motion

- Roadside interviews for a major project could take as long as 18 months.
- Sample sizes were small and opportunities to ask questions were limited.
- The procedure was unsafe for roadside surveyors.
- Jacobs wanted a way to be more precise in its research.

With O₂ Motion

- Months saved in the data collection process.
- Jacobs gains not only current mobile data but also information going back to 2013.
- Sample sizing offers millions of data points every day.
- Jacobs forecasting is more accurate – leading to better investment decisions.

O₂ Motion for Retail

Nothing in retail is certain. Shopping habits change like the weather. So you need to find new ways to prosper.

But how long do people really spend in your stores? What do they do before and after they visit? And what can you do to engage with them as they move through your retail outlets?

O₂ Motion gives you the insights to answer these questions. Retailers can base shopper analysis on millions of data points per day to match store investments with real behaviours. Everything from true dwell times to shopper demographics, footfall, repeat shoppers and catchment areas.



Key benefits for retailers

Improve marketing performance

Find out more about your customers and discover the best times to use promotions.

Assess the best locations

Reveal the true catchment area for any store based on how far people travel and where from.

Plan for peak/ quiet periods

Analyse current and historical data to ensure your stores have the right resources available.

Analyse economic potential

Model socio-demographics and movement trends to manage existing and proposed stores.



Retail use case examples

Here are just some of the ways you could use O₂ Motion to inform your short and long-term decision-making.



O₂ Motion for Media

Nothing in advertising is certain. Consumer habits change like the weather. Attention spans shorten. So if you are aiming to target a specific group of consumers, you need answers to questions like:

- Which locations are busiest and at what times of day?
- What type of people are moving through these locations and when?
- Where have they come from and where are they going?

O₂ Motion arms you with these insights so you can target OOH campaigns at the right people in the right place. You can base your analysis on millions of data points per day to match media planning, buying and creative execution with real behaviours.



Key benefits for media planners

Be where people are

Dynamically serve the right ads to the right people at the right time to maximise exposure.

Observe real behaviour

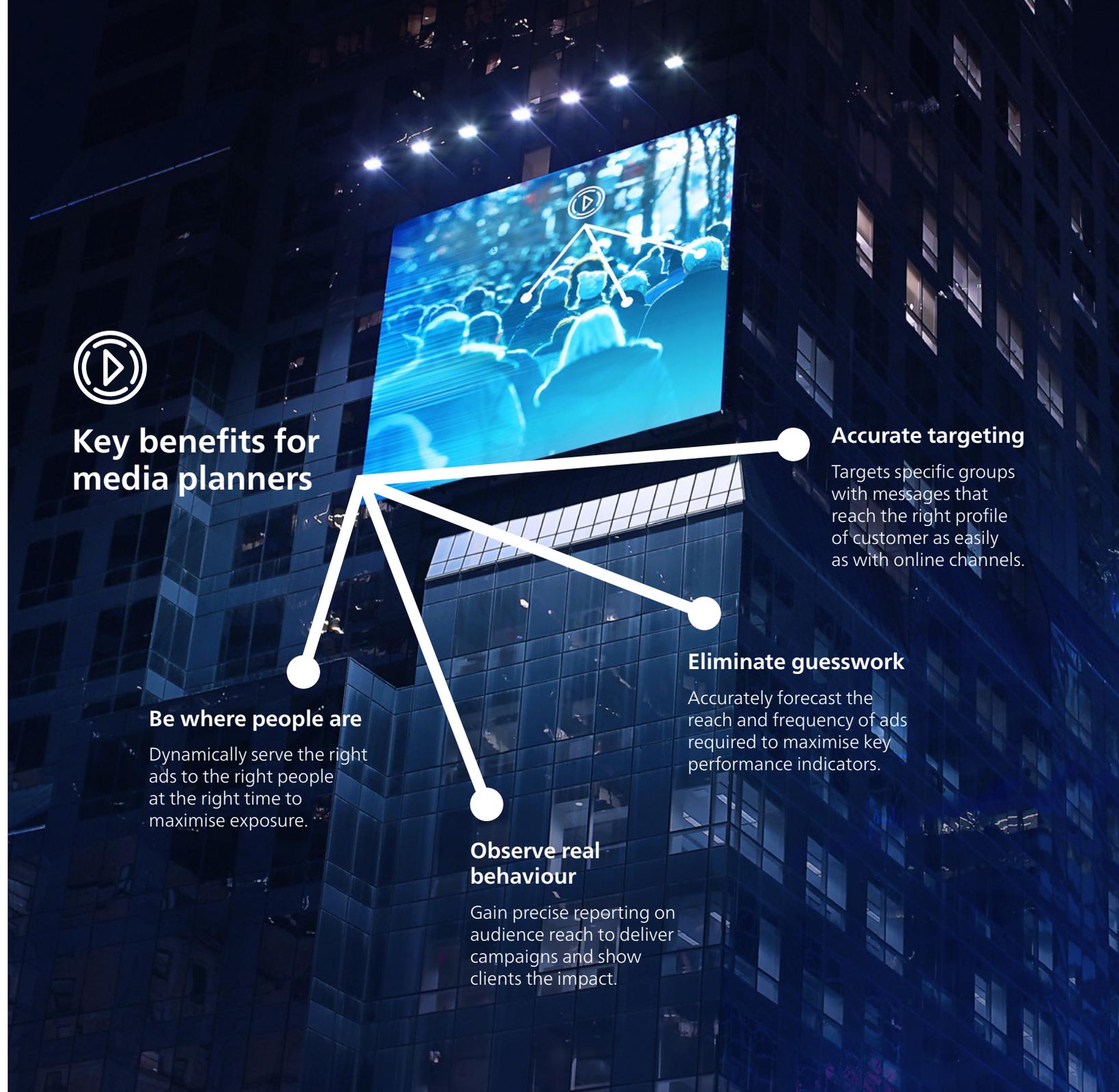
Gain precise reporting on audience reach to deliver campaigns and show clients the impact.

Eliminate guesswork

Accurately forecast the reach and frequency of ads required to maximise key performance indicators.

Accurate targeting

Targets specific groups with messages that reach the right profile of customer as easily as with online channels.



Media use case examples

Here are just some of the ways you could use O₂ Motion to inform your short and long-term decision-making.



Placing your ads to impact the target audience – by identifying optimal locations to reach particular audiences based on demographic, lifestyle and behavioural attributes.



Quantifying your reach – by gathering data during the campaign to show the numbers exposed to the message and their demographic profile, to assess whether the campaign met its planned exposure.



Aligning to a digital, audience-led methodology – by accessing the type of data that allows you to plan campaigns based on knowledge of customer movements, locations and exposures.



Demonstrating innovative campaign planning – by using audience movement, behaviour and demographic insights from 25 million mobile users, campaigns can be executed for maximum exposure to target customers.

A case in point

O₂ enabled Exterion Media – an international outdoor advertising company – to improve its campaign planning process and target advertising more effectively.



O₂'s solution has made an impressive difference to the way we can sell advertising on the London Underground. Their insight into users' interests and behaviour is an invaluable tool to help each of our clients reach their ideal audience.



Mick Ridley
Chief Data Officer, Exterion Media

Before O₂ Motion

- Typically used highly modelled, static data to understand audiences.
- Dynamic environments like the London Underground required a deeper level of understanding.
- Needed detailed insights to be able to change a panel ad at any time for larger impact.
- Exterion wanted to shift the business model from selling panels to selling audiences.

With O₂ Motion

- Richer insights into profiles and behaviours of people travelling on the London Underground.
- Gained the ability to target certain stations, days, times and audiences.
- Deeper knowledge of when certain types of people are likely to pass through certain stations.
- Exterion can now add behavioural analysis to physical data to better plan OOH campaigns based on movement of people, not just space.

O₂ Motion for Property

Demographics. Catchment areas. The way people move around an area. It's all insight that helps drive decisions on where to develop commercial space.

But how do you find the data and then analyse it? What information do you need to truly understand consumer preferences and habits? And how can you use this data to determine which mix of retail, residential and office space would generate the best returns?

With O₂ Motion you can analyse millions of data points per day to build the business case for commercial investments, show demand and attract or retain retailers.



Key benefits for property planners

Conduct micro analysis

Understand movements and behaviour at a granular level to plan facilities that match the needs of specific groups.

Gain demographic insights

Segment by age, gender, affluence, interests and digital usage to create demand analytics that will attract retailers.

Analyse economic potential

Model the socio-demographics and movement trends to understand behaviours in specific locations.

Assess the best locations

Reveal the true catchment area for commercial real estate based on how far people travel and where from.

Forecast use

Predict customer volumes, journey modes, route choices, and start/end points and add these to your evidence base.

Property use case examples

Here are just some of the ways you could use O₂ Motion to inform your short and long-term decision-making.



Understanding the true profile of your customers – by going beyond the traditional exit survey and using statistically significant data from the 24/7/365 movement of millions of people.



Marketing more effectively within your catchment areas – by aggregating population flow data through postcode districts or sectors and informing your consumer and catchment analysis.



Attracting new retailers to your development – by using data to pitch to retailers the customers they can expect and so demonstrate how your site is different from the competition.



Planning and measuring the success of your events – by accurately identifying event attendance and using data to determine which formats generate more revenue so you can plan for the future.



Understanding how the weather can affect visits – by analysing visitor flows according to specified criteria, like the weather, so you can respond with changes to services and staffing.

#1

You can make informed strategic decisions

Uncover the economic potential of a site or the true catchment area for a service based on real-life mobile and demographic data.

#5

You can enhance your own research

Benefit from combining your own knowledge with real-time and location-based O₂ mobile data as well as UK-wide trend analytics.

#2

You can plan for peak or quiet periods

Combine historical data with real-time information to make short-term or seasonal resource decisions.

**5
reasons
O₂ Motion
is different**

#4

You can eliminate the guesswork

Forecast the use of services and frequency of visits with factual data rather than speculative research.

#3

You can target your customers effectively

Use actual data to create the most successful communication campaigns and the best locations and times to promote them.



Talk to us to see what you could do with O₂ Motion

Call us: 01235 433507

Email us: O2motion@o2.com

Or visit o2.co.uk/business

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business