

# O<sub>2</sub> Motion – Micro Location Insights

O<sub>2</sub>  
business

Gain local, location-based insights on visitors so you can improve customer experience, increase sales, enhance your marketing and accurately understand the profile of a location.

## What we do

O2 Motion uses aggregated, anonymised data on movement, profiles and preferences generated by 35% of the UK's population from billions of daily network events.

Micro Location Insights is a service that gives you insights into visitors at a localised area, such as a street, shop or venue. Using this information, you can build up a richer picture of behaviours at an individual site level so you can understand footfall, visit frequency or dwell time and improve location planning decisions.



## What's involved?

Micro Location Insights detects O2 customers who visit a location where specific hardware is installed. A date & time stamp is created, and stored anonymously in the cloud. At midnight every night, the anonymisation and aggregation processes are run, and the insight is delivered in a dashboard, the next morning, enabling you to understand what happened at the location yesterday.

**With Micro Location Insights, you can establish a better understanding of your location by measuring:**

- Visit volumes by hour and day
- Visitor loyalty from repeat vs. new visitors
- Visitor profiles by age and gender
- Visitor interests (what do they like?)
- Visitor catchment (where do they travel from?)
- International visitors (available daily in a simple to use dashboard)

## The benefits

### Scale & Accuracy

Our sample size of 1/3 of the UK population is unparalleled, and our expansion algorithm enables a deep understanding into accurate footfall and trends.

### Trend Analysis

As the daily insight builds up over time, you will easily be able to spot trends, and predict what is likely to happen in the future

### Actionable

The insights have been proven to be of use to organisations in their marketing and planning decisions

### Always On Insight

We are capturing insight in real-time and reporting on volumes by the hour the next day. You will never miss a day.

## Get in touch

Visit our [website](#) or call us on **0800 955 5590**

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