

FootFall

Release Notes

What is it?

FootFall is here to help you effortlessly trend and compare visits to your locations and those of your competitors. Our weekly updates use permission-based, de-identified data from location-enabled mobile devices and cellular networks, combined with our proprietary geofence library. This data is weighted to reflect the total household population aged 15 and up. We cover most retail stores, businesses, business improvement areas, and recreational locations across Canada.

With FootFall, you can easily track visits for individual locations and entire retail banners. Our reports are available in a user-friendly, browser-based app, making it simple to access the information you need.

Key Features:

- **Comprehensive Coverage:** Weekly and monthly summarized visit data for over 105,000 locations, dating back to January 2021.
- **Detailed Insights:** Aggregated location data by retail banners and categories to help you identify and monitor visit trends.
- **Competitive Intelligence:** Compare locations, gather insights, and calculate your banner's share of foot traffic over time.
- **Demographic Insights:** Get additional insights into visits with demographics and PRIZM highlights.

Whether you're focused on competitive analysis, network planning, or marketing, FootFall empowers your decision-making with simple, convenient, and regularly updated KPIs on visit traffic for the locations that matter most to you.

What's New?

Our new FootFall data represents a substantial improvement from the previous version. For the first time anywhere, EA data scientists have successfully combined high-precision consent-based SDK data with geo-location data from phones on the cellular network, also consent-based. By combining the two sources we expand by over 20 times the number of observations underlying the estimation process, thus improving the accuracy of our foot traffic estimates through:

- Better coverage and representativity
- Less volatility
- Enhanced reflection of seasonal trends

Data vintage
2024

Base level
Geography
Census Subdivision

Update frequency
Every 10 Days

Variables
Locations
Banners
Categories

Number of locations
Over 100,000



After a thorough evaluation, we excluded pre-2021 data from our new MobileScapes database to ensure product stability, data reliability and comparability. Going forward, we will only carry data for the current year and the three preceding years. For example, for this upcoming release and the remaining weekly updates in 2024, we will retain data from January 2021 through 2024. In 2025, we will retain data from January 2022 through 2025.

We've also included three new geofence categories: Telecommunications (Retail), Colleges and Universities, Airports – Domestic, and Airports – International.

How it's Used?



Identify which locations have the most or least visits and how they are trending over time. Identify banner and category trends and seasonal impacts.



Understand whether your share of total category visits is going up or down to assess competitive impacts.



Measure the impact of your marketing—or your competitors'—based on volume of visits or demographic and PRIZM makeup.

Sample Questions it Can Answer

- How do visits to my store compare to that of my competitor's?
- What is the seasonal impact on visits to my store locations by city or region?
- What is the demographic and PRIZM make up of visits?
- How do my monthly changes in foot traffic compare to industry averages?
- What effect did a new neighbouring business have on visits to my location?
- Did a recent promotion or ad campaign increase traffic to my stores?
- How is my banner's visit share of the overall category changing over time?