FootFall
Release Notes

Data Vintage
2022

Update Frequency
Weekly

Base Level Geography
Census Subdivision

Variables
Locations
Banners
Categories

Number of Locations
104,000+

What it is

FootFall is the solution to trend and compare visits to your own and competitive locations. The weekly updates use permission-based and de-identified data collected from location-enabled mobile devices combined with EA's proprietary geofence library. The data are weighted to total household population 15+. Most retail stores, businesses, business improvement areas and recreational locations across Canada are covered. FootFall can be used to track visits for individual locations, and overall retail banners. Reports are provided in an easy-to-use browser-based app.

FootFall provides weekly and monthly summarized visit data for over 104,000 locations going back to January 2019. Location data are aggregated to retail banners and categories allowing you to identify and monitor visit trends, gather competitive intelligence by comparing locations and calculate your banner's share of foot traffic over time. Demographics and PRIZM highlights provide additional insight into the visits to locations.

From competitive analysis to network planning and marketing, FootFall powers decision-making by providing simple, convenient, regularly updated KPIs on visit traffic for the locations that matter to you.

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?