

Dynamic Footfall

Visualise and strategically place your brand
where your customers are located





Understand Where Your Audience Really Moves

See where people are coming from, where they go next and how movement patterns change around your locations.

Dynamic Footfall helps you understand pedestrian and non-pedestrian activity across specific areas, using geolocation data to reveal real-world movement patterns at a detailed local level.

By analysing origin, destination and visitation behaviour, you can see how visitors interact with a location, when activity is strongest and where demand is coming from. This gives you a clearer view of the relationship between your sites, your audience and the surrounding area.

The data is built from more than 20 million monthly active users and over 1 billion records processed each month, with movement captured at a 25-metre radius. These insights can be viewed across different time periods to support campaign planning, location comparison and customer profiling.

With this level of movement insight, you can better understand your reach, identify stronger catchments and align marketing or expansion decisions with how people actually move.

20m+

Monthly active users
in the dataset

1bn+

Records processed
every month

25m

Radius of movement
detail captured

Where Dynamic Footfall Adds Value

Understand how people move through places, so you can compare locations, plan activity and make better decisions.



Retail

Pinpoint areas for new store openings and optimise existing locations for higher foot traffic. Compare sales performance with footfall across multiple sites to adjust your strategy.



Marketing

Movement data within a 25-metre radius lets marketers tailor online campaigns to high foot traffic areas and identify the best locations for maximum out-of-home exposure.



Franchises

For franchises, location is everything. Analyse traffic trends and customer demographics to position new outlets where they'll attract the highest number of potential customers.

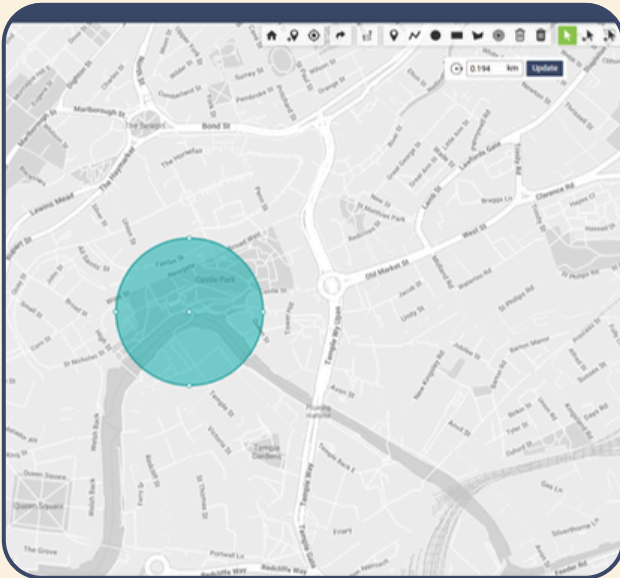


Property

Assess surrounding infrastructure, determine the optimal site for investment and ensure developments sit in locations that will thrive on high foot traffic and visibility.

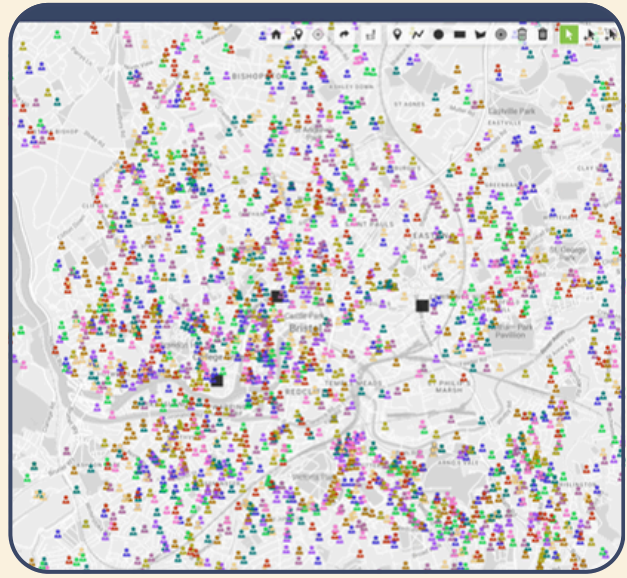
See Footfall Patterns from Every Angle

Dynamic Footfall helps you move from broad market patterns to street-level insight, revealing when demand peaks, how activity changes and where visitors are travelling from.



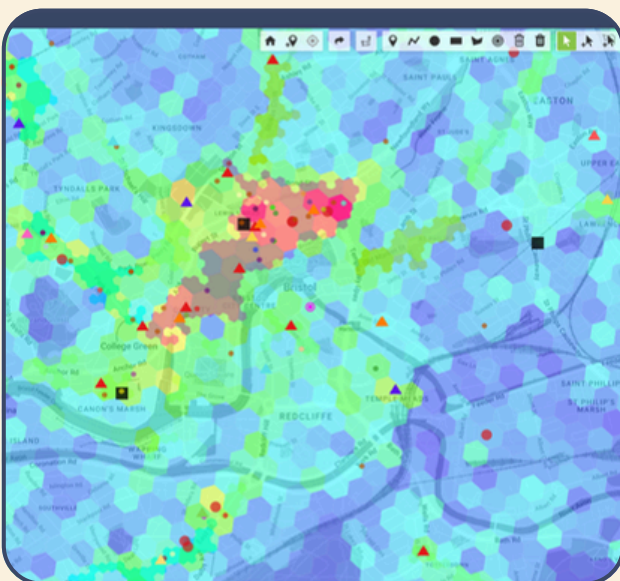
Peak Demand

Identify when demand peaks and plan activity around real visitor behaviour patterns.



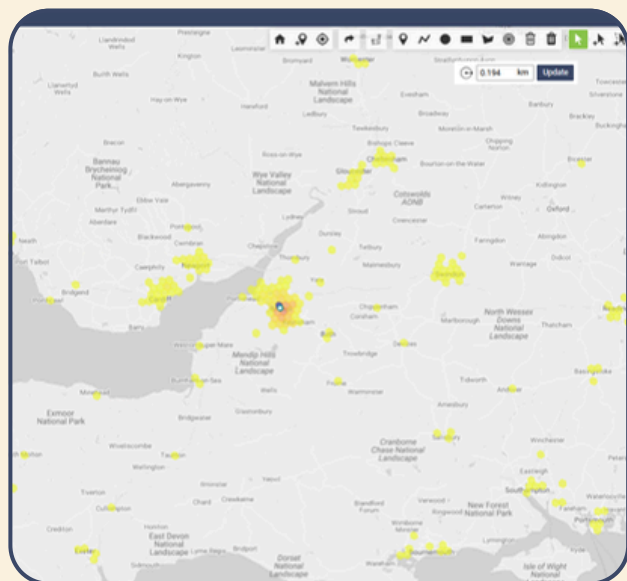
Location Comparison

Compare similar locations to understand why some streets and catchments perform differently.



Demand over Time

Track demand over time to spot seasonal, weekly and daily movement shifts.



Visitor Origins

Reveal where visitors travel from to strengthen targeting and catchment planning.



The Data Behind Dynamic Footfall

Dynamic Footfall provides a detailed view of pedestrian and non-pedestrian movement patterns, helping analyse visitor behaviour, compare locations and build stronger attribution and predictive models.

Coverage

UK data is available now. Ireland, France and Germany is available on request.

Data Source

We licence GPS mobile data from more than 200 mobile apps across categories including lifestyle, news and sport. The distribution of app data correlates with Census data, helping to provide a representative view of population-level movement. Dynamic Footfall summarises pedestrian and non-pedestrian activity from billions of triangulated mobile location pings, transforming raw movement signals into practical time-based datasets that can be mapped, analysed and compared.

What the Data Represents

Dynamic Footfall provides a processed representation of movement based on observed mobile devices. It does not represent a literal count of every person passing through a location. The observed data is cleaned, filtered and classified to identify broader movement and visitor patterns. This makes the dataset particularly useful for comparing activity between locations, understanding how movement changes over time, and supporting attribution and predictive modelling.

Movement Classification

Movement type is initially identified using the speed associated with each mobile location ping. For example, pedestrian movement is classified at speeds below 5km/h. Additional processing is then applied to classify different movement into categories, including pedestrians, cyclists, cars travelling in urban and non-urban areas, stops and unidentified movements.

Multiple Devices and Data Noise

To ensure the data reflects general movement trends rather than isolated behaviour, patterns that occur only seen once or twice are discounted. Trips must also be observed across a minimum number of devices before they are included. This reduces noise and makes the data more useful for understanding broader visitor behaviour, rather than individual journeys.

Privacy and Compliance

All mobile data is collected in line with local GDPR privacy regulations.



Data Quality and Visitor Insight

Overseas Visitors

The data providers operate globally, meaning visitors from outside the UK can also be represented within the dataset.

Updates

Dynamic Footfall is updated monthly and made available through Periscope® 15 days after the end of each month.

Accuracy, Processing and Visitor Analysis

Mobile location data needs careful processing before it can provide meaningful movement insight. GPS accuracy can vary depending on factors including atmospheric conditions, the density of the built environment and radio interference

While GPS can be accurate to within 5 metres, accuracy can also reduce to around 10 metres or more, especially where buildings block or reflect signals between satellites and mobile phones. To improve the quality and usability of the data, location records are cleaned, filtered and normalised before being made available for analysis.

Data Cleaning and Normalisation

The following operations are applied:

- Accuracy filtering
- Removal of anomalous high-frequency points at population level
- Removal of stationary users who do not move away from a centroid
- Classification into visitor modalities, including resident, worker, transient, domestic visitor and international visitor
- Connecting points into tracks
- Removal of anomalous high-frequency points at individual level
- Removal of points with anomalous speeds
- Classification of track segments into movement modalities, including pedestrians, cyclists, cars, stops and unidentified movements

Visitor Analysis

Visitor analysis uses dwell-time patterns to identify likely residents and workers. Residents are identified based on where a device records its highest dwell-time between 00:00 and 06:00, with stronger weighting where the device is present between 02:00 and 04:00. Workers are identified based on where a device records highest dwell-time between 09:00 and 17:00, Monday to Friday, during the selected month.

Scale

The underlying data covers more than 20 million monthly active users, with over 1 billion location records currently processed each month.



Movement Data to Better Decisions

Dynamic Footfall gives teams more than a view of how busy an area is. It helps reveal how people move, when demand changes and where visitors are coming from, so location, marketing and expansion decisions can be based on real-world behaviour.

1. Compare locations with more confidence

Understand how movement patterns vary between sites, streets, catchments and wider markets before deciding where to invest.

2. Plan activity around real demand

Use hourly, daily and monthly movement patterns to identify stronger times, locations and audiences for campaigns or local activation.

3. Strengthen catchment and visitor insight

See where visitors are travelling from and how they interact with locations to support targeting, profiling and planning.

4. Support evidence-led growth decisions

Bring movement data into site selection, network reviews, attribution modelling and predictive analysis.

Want to understand how people move around
your locations?

Get in Touch



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