

A cluster of white bubbles of various sizes floating in the upper left corner of the blue background.

Micro Location Insights – detailed movement data from O₂

Accurate location data insights drives in-depth understanding of crowd-level visitor volumes, profiles and patterns

In-depth visitor insights

Micro Location Insights sensors can detect O₂ customers within a very small geographic radius – anything from two metres to 50 metres. They not only provide unique visitor volumes by age and gender, but insight on dwell time, visit frequency, demographic profile, lifestyle interests, work and home location catchment. Trend analysis is available to build highly accurate reports on visitors to shops, buildings, streets and other locations.

This data is **anonymised**, to comply with Data Protection, **aggregated** with additional data sets and **extrapolated** so the insights represent the entire population. This can give unparalleled insights into the different types of visitors to locations.

The logo for O2 business, featuring a large white 'O' with a smaller '2' to its right, and the word 'business' in a white sans-serif font below them.

O₂
business





Accurate, simple, measurable

Installing the solution for Micro Location Insights is easy – your team will usually be able to do it themselves, with no need for an engineer to visit the premises.

As soon as O₂ mobile users enter the area of the coverage zone they'll be detected. They only need to have their phone switched on – no need to sign up or engage Bluetooth or wifi.

You'll get insights via an intuitive self-serve dashboard and the data can easily be downloaded to use in other applications. Anonymised visitor history is retained over time so that the changes can be measured and used to improve decision making for marketing, sales and other uses.



Benefits

- Gather detailed and highly accurate visitor data at a micro location level
- Fast turnaround of data – it's on the dashboard within 24 hours
- Identify demographic groups among visitors eg young vs old, affluence levels
- Create profiles of visitor types and frequency
- Build analysis of trends and compare use of locations for different events
- Fully anonymised, GDPR-compliant data
- Easy to install and use
- Intuitive, self-serve dashboard



Levels of insight

O₂ can combine data and insights at a range of levels, from general area footfall and demographics, to visitor behaviour.

Area/macro level

- Profile of people working within a short distance from a location
- Profile of people living within a short distance of a location

High street level

- High street footfall density
- Demographic profiles of high street visitors

Specific venue/micro location level

- Attraction rate
- Profile of visitors vs high street
- Profile of visitors vs other venues
- Venue work and home catchments
- International customers
- Visit frequency
- Dwell time

“In terms of COVID-19 we’ve been using the data to measure the recovery in terms of a comparison with last year. It’s proved really useful so far.”

Charles Owen, Property Director at Shaftesbury PLC

25 million

O₂ has the most mobile connections of any network in the UK – fully representative of the population as a whole

10-12 billion

Network events every day

2m-50m

The small cells used for Micro Location Insights can measure very wide or very narrow areas

24/7

Always on and doesn't require sign-up

24 hours

Data updated within 24 hours



Shaftesbury

Case study – Shaftesbury PLC

A better understanding of visitor demographics and behaviour at central London locations helped the property owner to make the most of its advertising opportunities, identify priority leasing space for retailers and make best use of support staff like cleaning teams. Micro Location Insights also monitored differences in use during the COVID-19 pandemic.

“ O₂ Motion's Micro Location Insights gave us unparalleled information about visitors and potential visitors to our clients' properties. It's given us a sound basis to optimise our marketing spend to increase visitors and helped us market space to potential occupiers. ”

Charles Owen, Property Director at Shaftesbury PLC

Unique selling points

O₂ is the only network to offer this level of detail and insight regarding visitor data and local footfall.

Combining the footfall data from our small cells with O₂'s wider demographic data sets means we can deliver unparalleled insights into visitor behaviour.

Read more customer stories at:
www.o2.co.uk/enterprise/insights

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