

O₂ Motion – Micro Location Insights

O₂
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**