

O₂ Motion – Real Time Travel Insights

Use flow volume and traffic data

O₂
business

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.

Real Time Travel Insights is an API that links you to data that identifies the flow and speed of traffic along a particular stretch of road. If you're a transport operator, it gives you the insights to manage and optimise your road or rail network. And if you're a traffic information provider, it gives you the latest data so you can recommend the best routes.



What's involved?

The Real Time Travel Insights API links to O2 mobile network data so you can see what's happening in real-time on any part of the strategic road network. It's not just about speed and volumes either, we can provide profiles of the road users based on the information known about the device, like age band, gender, and home and work locations.

By combining Real Time Travel Insights with profile insights, you can:

- View information on journey time and traffic flow
- Cross reference customer demographics, interests and home/work locations
- Apply insights to the wider strategic road network

The benefits

Easy to purchase

You can buy licences to the APIs and then use them however best suits you within a month

Scalable

Data covers the whole of the UK, with no infrastructure required to install it nor maintain

Reliable

The API resides on cloud-hosted architecture with ongoing security updates and support

Low latency

Data is provided within a four minute lag period for near real-time analytics

Get in touch

Visit our [website](#) or call us on **0800 955 5590**

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