

With O2 Motion, we bring you a new approach to location intelligence. It uses aggregated, anonymised data on movement, profiles and preferences generated by 35% of the UK's population from billions of daily network events.

This data is turned into insights that will help you look at the past, evaluate the present and predict the future. And it's all governed by strict data privacy and security processes that are GDPR compliant.

What could you do with O₂ Motion?

Increase your marketing accuracy

Use insights into how people actually behave to increase the accuracy of your campaigns, optimise marketing spend and enhance return on marketing investment (ROMI)

Improve your customer experiences

With a better understanding of target customers you can react quickly to their needs and generate loyalty through better customer service

Provide evidence for your planning

Extrapolate the data to represent the wider population and corroborate what might happen through strategic planning

Understand your individual sites

Take the data from wifi and Small Cells to understand behaviours at an individual site level so you can increase footfall, visit frequency or dwell time

Forecast trends that could affect you

Identify potential changes over time and add other data sets to understand the impact of external factors like weather, competitor activity or special events

O₂ Motion services at a glance

Audience Insights

Tailor your advertising and media buying to specific audiences for maximum impact



Audience Insights



Real Time Travel Insights

Real Time Travel Insights

See where people travel to and how with traffic speed and flow volume data



Movement Insights

Movement Insights

Get insights on visitors to larger areas so you can understand intention, target ads and plan your site



Travel Insights

Travel Insights

Cover road, rail and air routes to optimise services, reduce disruption and improve passenger comms



Micro Location Insights

Micro Location Insights

Get local, location-based insights on visitors so you can improve performance measurement



Origin-Destination Insights

Origin-Destination Insights

Get travel analysis between regions to identify demand for transport infrastructure

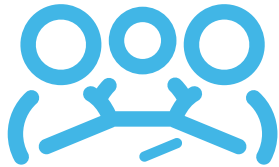
Who's it for?

Transport planners • Media agencies • Property developers • Retail brands + more...

Audience Insights

Audience Insights turns this data into insights about how people actually behave. You'll be able to see which postcode sectors or areas have the highest concentration of your target audience.

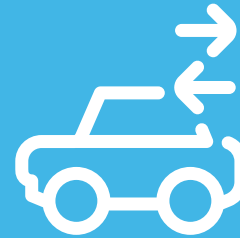
- If you're an advertiser or media agency, you can use this information to; improve personalisation, increase the accuracy of your campaigns, optimise marketing spend and enhance the return on your marketing investment
- If you're a retailer, you can use the information to make a more informed decision about opening new stores or local promotions for a particular type of audience



Real Time Travel Insights

Real Time Travel Insights provides data on the flow and profile of people movement along a particular stretch of road or rail.

- If you're a transport operator, it gives you the insights to manage and optimise your road or rail network
- If you're a traffic information provider, it gives you the latest data so you can recommend the best routes



Micro Location Insights

Micro Location Insights is a service that gives you insights into visitors at a localised area, such as a street, shop or venue.

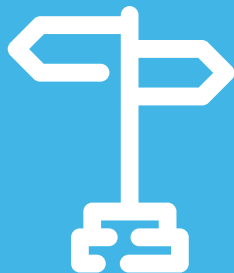
- Using this information, you can build up a rich picture of behaviours at an individual site level so you can understand visitor volume trends, visit frequency or dwell time and improve location planning decisions



Origin-Destination Insights

Origin-Destination Insights provides insight into population movement around different regions of the UK by trip mode, purpose, time of the day, day of the week and month of the year.

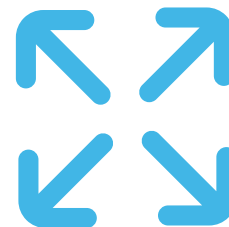
- We deliver these insights to local authorities, transport consultancies and government bodies looking to make evidence-based decisions on transport infrastructure in different regions across the UK
- O2 Origin-Destination provides an accurate and cost-effective picture of who is travelling where, enabling these organisations infrastructure investment decisions to provide real benefits to the UK



Travel Insights

Travel Insights provides insight into how travellers in the UK move across the transport network by; location, date of travel, time of the day, traveller profile (age range and gender), and web browsing habits.

- We typically supply this insight to train operating companies, transport consultancies and government bodies looking to understand how people use the UK transport network
- The dataset provides an evidence-based approach to modelling future traveller behaviour over time. Combined with other datasets, it can be used to understand the impact of external factors, like road, rail and airport closures or special events



Movement Insights

Movement Insights enables unique and timely insights to support your planning decisions by; delivering an understanding of mobility trends and behaviour over time, enabling data driven adaptations of supply and demand and monitoring the impact of changes.

- Movement Insights using anonymised O2 mobile network data, provides comprehensive area to area insight on population mobility, journey time, frequency of journeys, demographic profiles of crowds and Origin-Destination
- Whether you're planning new infrastructure, transport services, housing or retail locations you can do so with unparalleled insights that represent objective evidence



Example use cases

Transport

With micro analysis you can see how people move and how they behave at a granular level. You'll be able to segment by specific demographics too, including affluence, interests and digital use. You can use these insights to benchmark potential performance against rival schemes, predict passenger volumes or plan the most likely routes.

Retail

If you're planning a new store you can understand the real catchment area based on how far people tend to travel and where from. By modelling social demographics and movement trends you can also reveal the affluence of different groups. And by merging current and historical data you can plan for peak periods while also understanding when is best to use promotions.

Media

Using precise reporting on audience reach you can show your clients the impact of media spend. Instead of guestimating the reach and frequency of ads, you'll have real data to map against performance metrics. You can also offer OOH campaigns targeted at certain groups of travellers just as easily as with digital channels. Plus you can dynamically serve the right ads at the right time to maximise overall exposure.

Property

When attracting new organisations to a site, you can use demographic data and demand analytics to prove the business case. This forecast data can help you predict customer volumes, journey modes, route choices and other factors that you can add to your evidence base. That way you'll have the granular insights to plan facilities and understand future requirements.



Five more reasons to use O₂ Motion

- 1** Uncover the economic potential of a site or the true catchment area for a service based on real-life mobile and demographic data.
- 2** Plan for peak or quiet periods by combining historical and real-time information data to make short-term or seasonal resource decisions.
- 3** Target customers more effectively and create successful comms based on actual data that tells you the best time and location to reach them.
- 4** Eliminate the guesswork previously involved in finding out how and when people use services with factual data rather than speculative conclusions.
- 5** Enhance your own research with real-time and location-based mobile data as well as UK-wide trend analytics.

Want to find out more?

If you'd like to know more about our data and insight solutions, [contact our team](#) or call us on **0800 955 5590**

