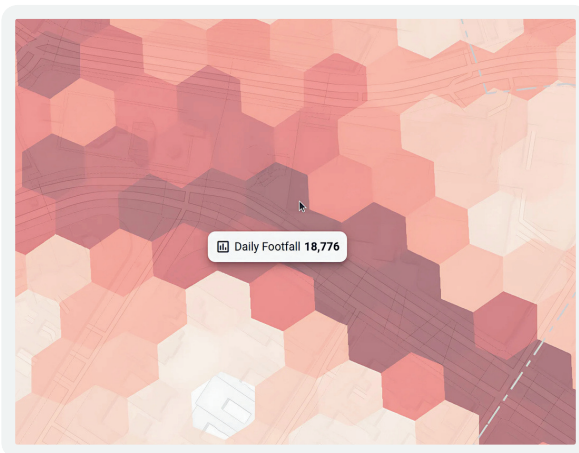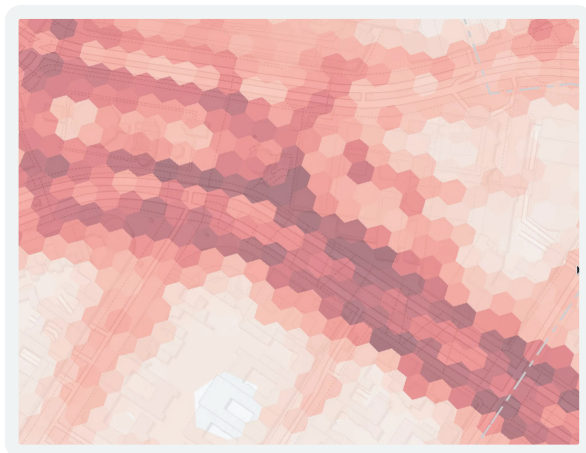# PRODUCT SHEET:
Foot Traffic Data

Targomo's Foot Traffic Data provides detailed insights into urban movement patterns. Our datasets, Footfall and Visitors, empower businesses and organisations to make informed decisions for planning, marketing, and analysis. Below is a summary of the key features and applications:

DAILY FOOTFALL

FOOTFALL INDEX

- Estimates the number of pedestrians passing through the respective cell on an average day.
- Find out how many unique people per day pass in front of your store or through a specific street.
- Compare footfall across your whole network, benchmark competitors, and perform cross-country comparisons.
- Hexagons with 28m edge length.

- Visualise footfall on the highest spatial resolution
- Index values from 0 to 100, with 100 corresponding to the busiest cell in the country.
- See the precise walking paths and analyse which side of a street is busier or which part of a mall is more frequented.
- Measure the busyness right in front of the store entrance.
- Hexagons with 4m edge length.

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SEGMENTATIONS

In sufficiently busy places (high streets, malls), footfall can be segmented by hour of day, day of week, month and distance from home. Use the slices to understand seasonality, peak visitation times and differentiate locals from tourists.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
13.4K	14.3K	14.3K	13.4K	17.6K	28.3K	6.9K

VISITORS

Visitors capture the number of people that stay in an area for at least five minutes, unlike the footfall data, which counts people that walk through an area.

- Count how many people visit a certain area, like a mall or supermarket.
- Quantify the daytime population of an area.
- Identify how many people are in an area for a specific purpose, like shopping, commuting or passing by.
- Visualised in a hexagonal grid with 28m edge length.

Visitor distribution inside Berlin Central Station

VALIDATION

Our datasets are validated against established data sources such as:

- Pedestrian counts by laser counters.
- Manual street counts.
- Public mall visitor counts published by mall operators.

Results consistently show:

- Very high correlation for overall footfall values.
- High correlation for footfall segmented by hour/day/month.
- Very high correlation with mall visitor counts.

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WHY CHOOSE TARGOMO'S FOOTFALL DATA?

Granularity & Precision

Unmatched spatial detail and accuracy.

Proven Accuracy

Backed by reliable validation methods.

Scalable Solutions

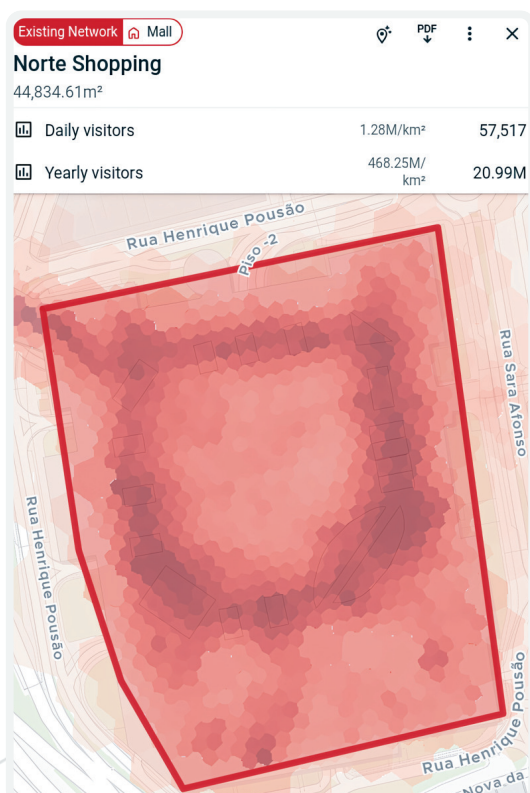Datasets tailored to client-specific needs.

GDPR Compliant

Ensuring data privacy and protection standards are met.

USAGE EXAMPLE: MALL ANALYSIS

If you are considering store openings in malls or optimising existing locations, analysing visitor behaviour and foot traffic patterns can provide invaluable insights into potential success and operational efficiency. TargomoLOOP offers a wide range of tools that enable comparisons between malls, existing locations and potential sites.

A typical analysis is to load all malls in the country and sort them by the visitor count to quickly identify the most promising malls, where you are not yet present.

	Zone Name	Category	Yearly visitors Visitor Profile | United Arab Emirates: Temporary visitor profiles 2023... ↑	
☐	Dubai Mall 317,195.29m²	🏠 Mall	323.5M/km²	102.61M
☐	Mall of Emirates 274,175.78m²	🏠 Mall	186.1M/km²	51.02M
☐	City Centre Deira 117,749.03m²	🏠 Mall	234.52M/km²	27.61M
☐	City Center Mirdif 307,471.37m²	🏠 Mall	68.23M/km²	20.98M
☐	Duabi Hills 301,157.82m²	🏠 Mall	66.72M/km²	20.09M
☐	Yas Mall 251,162.06m²	🏠 Mall	71.65M/km²	18M
☐	IBN Battuta Mall 225,818.86m²	🏠 Mall	76.35M/km²	17.24M

Existing Network 🏠 Mall

Norte Shopping
44,834.61m²

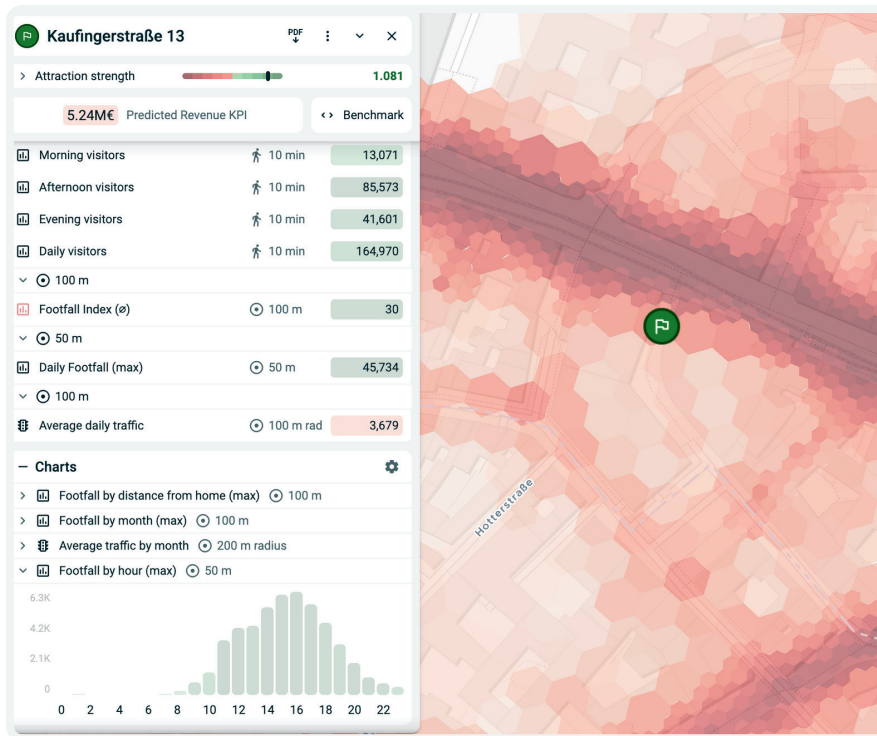|			
📊	Daily visitors	1.28M/km²	57,517
📊	Yearly visitors	468.25M/km²	20.99M

For individual malls, TargomoLOOP offers a variety of options for further analysis. The image on the left shows a typical configuration that takes advantage of mobility data.

- Daily and yearly visitors, aggregated within the mall.
- Visualisation of the Footfall Index, showing which parts of the mall are the busiest.

This data can be used to evaluate potential locations, estimate revenue potentials, facilitate lease negotiations and much more.

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USAGE EXAMPLE: STORE POTENTIAL

Our mobility datasets provide the flexibility to evaluate any location without restrictions. To gain a comprehensive understanding of a potential store, we recommend combining Visitor and Footfall insights. Below, one can see an image of potential visitors and footfall count for a random location in Germany.

- Daily Footfall (45,734) refers to the number of people passing directly in front of the store each day.

- Visitors within a 10-minute walking radius (164,970) represent the number of people who spend time in the surrounding area.

Values can be benchmarked against the existing network or a selection of top-performing stores, providing a quick insight into the potential of a location.

Unlock actionable insights today with Targomo's Foot Traffic Data!

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