Telia Crowd Insights for Retail

DIGITAL CONVERSION LOGIC FOR THE PHYSICAL STORE

Let the power of analysing and understanding people movement through location data, guide critical business decisions on purchasing power, store comparison and campaign impact.

CHALLENGE

HAVE THE ACCURATE AND RELEVANT INSIGHTS TO INCREASE PERFORMANCE

To choose the right location, negotiate rent levels with real estate owners, know where to target your marketing and benchmark against competitors is challenging.

- What do seasonality trends look like for our different locations, and how do weekdays/weekends and times of day differ?
- Where do visitors come from? And where are our white spots?
- We are launching a premium product line. Which store locations have the largest share of high income visitors?
- The real estate owners want to increase the rental levels, but we experience less visitors to our stores. How can I negotiate with with hard facts?

SOLUTION

TELIA CROWD INSIGHTS SHOW MOVEMENT PATTERNS BASED ON ANONYMIZED AND AGGREGATED MOBILITY DATA

By using anonymized and aggregated mobility data from our mobile networks, crowd movement patterns can be identified. These help you understand the behaviour patterns of the people who come to your store and, just as importantly, those who don't. You'll also know where people travel to and from, as well as how things vary depending on time, season and weather conditions.

We can also complement your insights from the mobile network with more granular WiFi probe data giving you insights on how people move inside your stores.

INTEGRITY FIRST

Telia Crowd Insights uses anonymized and aggregated mobility data from the Telia Company Network, with over 16 million subscribers cross Nordic, to measure and show crowd movement patterns.

Only grouped movement patterns are used, and the data is irreversibly anonymized. This means individuals cannot be identified as all personal information is removed and it is fully GDPR compliant.

PUT YOUR BUSINESS WHERE YOUR CUSTOMERS ARE

When deciding where to position a new store or business, the most important consideration is where your customers are. Telia Crowd Insights makes location scouting and competitor benchmarking easy with comparison views in your dashboards.

REACHING MORE TARGETED CUSTOMERS TO A LOWER RENT COST THAN BEFORE

With unbiased and fair visitor counts Telia Crowd Insights provides strong negotiation arguments with the real estate owner about rental prices and conditions.

OPTIMIZE MARKETING EFFORTS & STORE PERFORMANCE

Insights into where people come from and where people go to after a visit to one of your locations enables you to define trends and new catchment areas to optimize marketing efforts and campaigns.

By combining Telia Crowd Insights with internal data such as store specific offerings you can make more informed decisions and optimize store performance. This secures a better ROI and measure the impact of activities for quicker iteration.

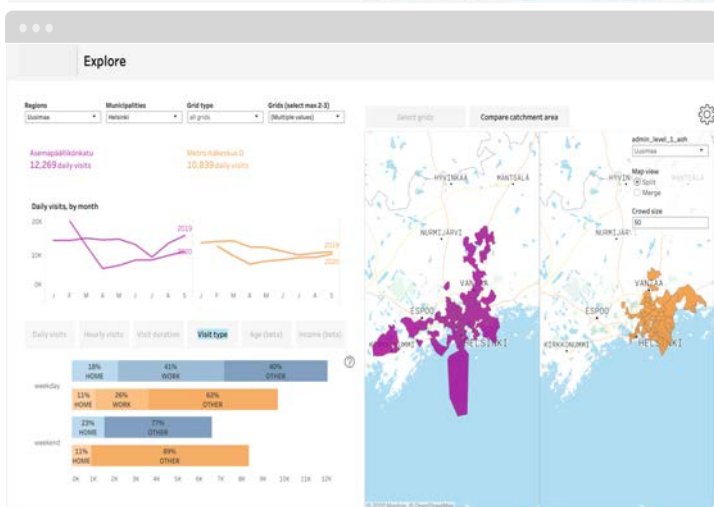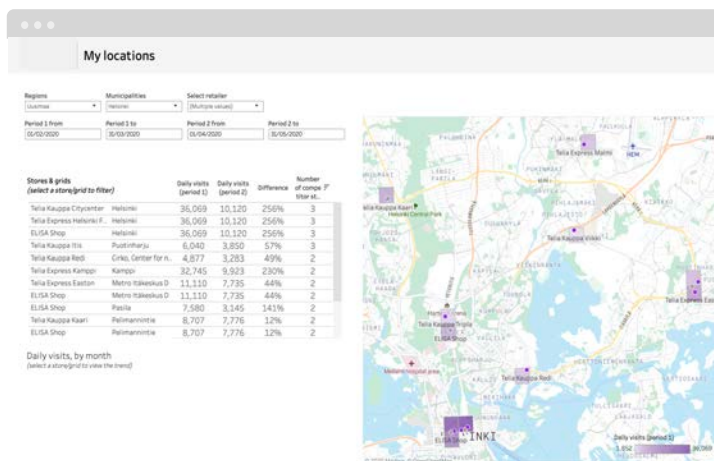+ **DECISION MAKING & PLANNING**

+ **STORE PERFORMANCE OPTIMIZATION**

+ **LOCATION SCOUTING**

+ **COMPETITOR BENCHMARKING**

+ **CATCHMENT AREA/WHITESPOT ANALYSES**

+ **DEMOGRAPHICS**

+ **MEASURING IMPACT OF CAMPAIGNS**

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Telia