



The power of mobility data understanding the when, who and why

PMA Conference & Networking Event

19th June 2024



Property and real estate are ahead of the curve in their data use



A pink sticky note is positioned in the upper left quadrant. It has a white tab at the top center. The word "Where?" is written in a bold, black, sans-serif font in the center of the note.

Where?

A pink sticky note is positioned in the upper right quadrant. It has a white tab at the top center. The word "Who?" is written in a bold, black, sans-serif font in the center of the note.

Who?

A pink sticky note is positioned in the lower left quadrant. It has a white tab at the top center. The word "When?" is written in a bold, black, sans-serif font in the center of the note.

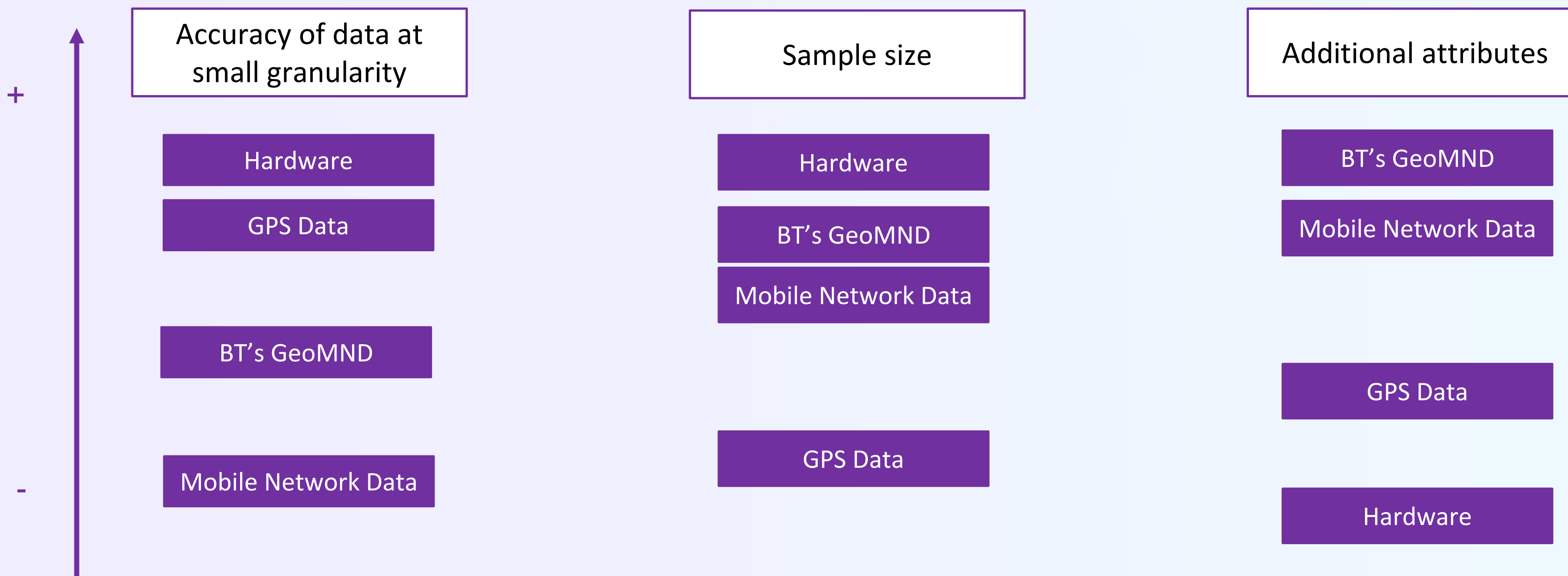
When?

A pink sticky note is positioned in the lower right quadrant. It has a white tab at the top center. The word "Why?" is written in a bold, black, sans-serif font in the center of the note.

Why?



Key decision criteria for choosing data source



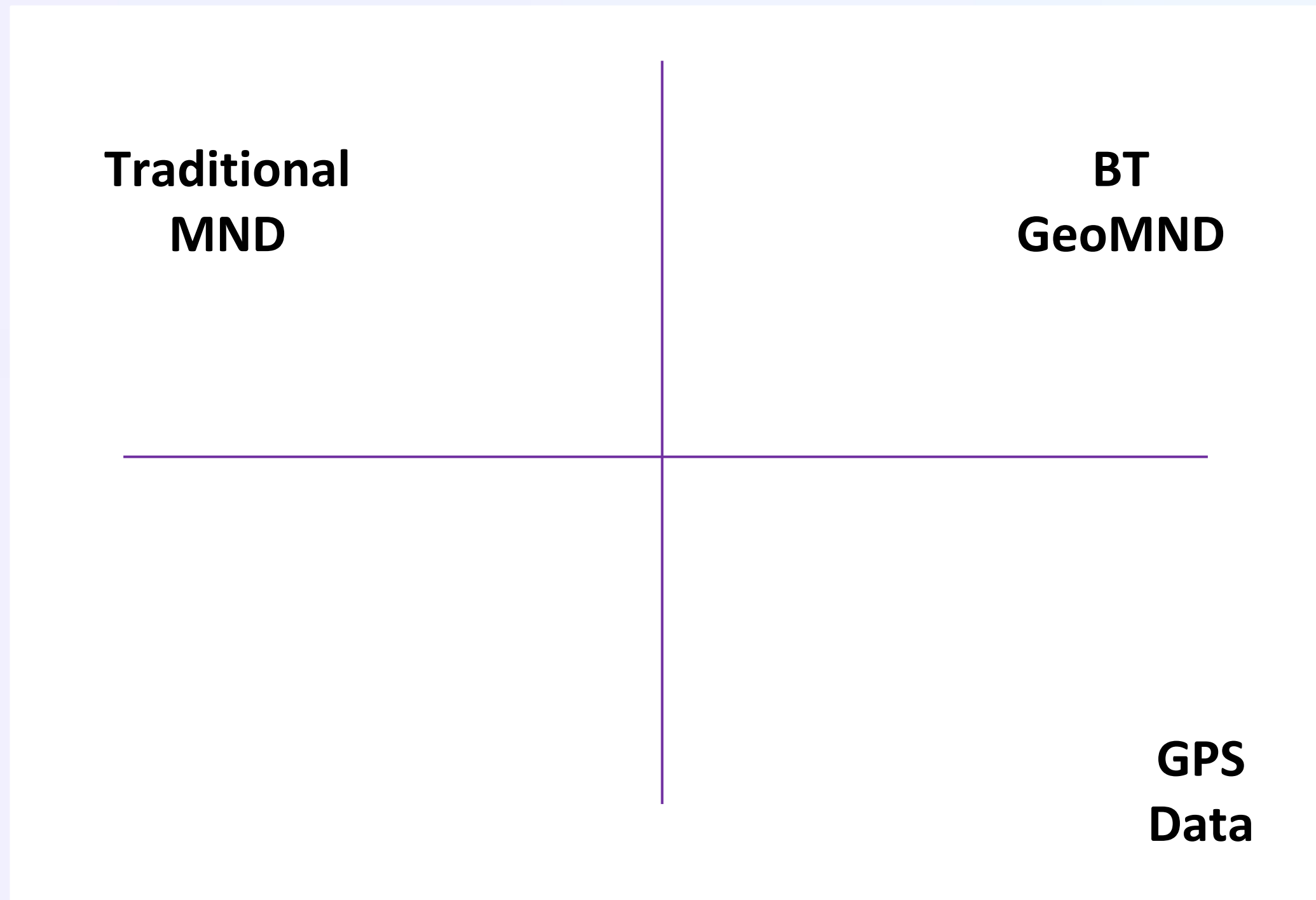
Better data, better sample, better insights



Large, consistent, sample that scales to UK population

Sample Size ↑

Small, inconsistent, "biased," sample



4km

500m

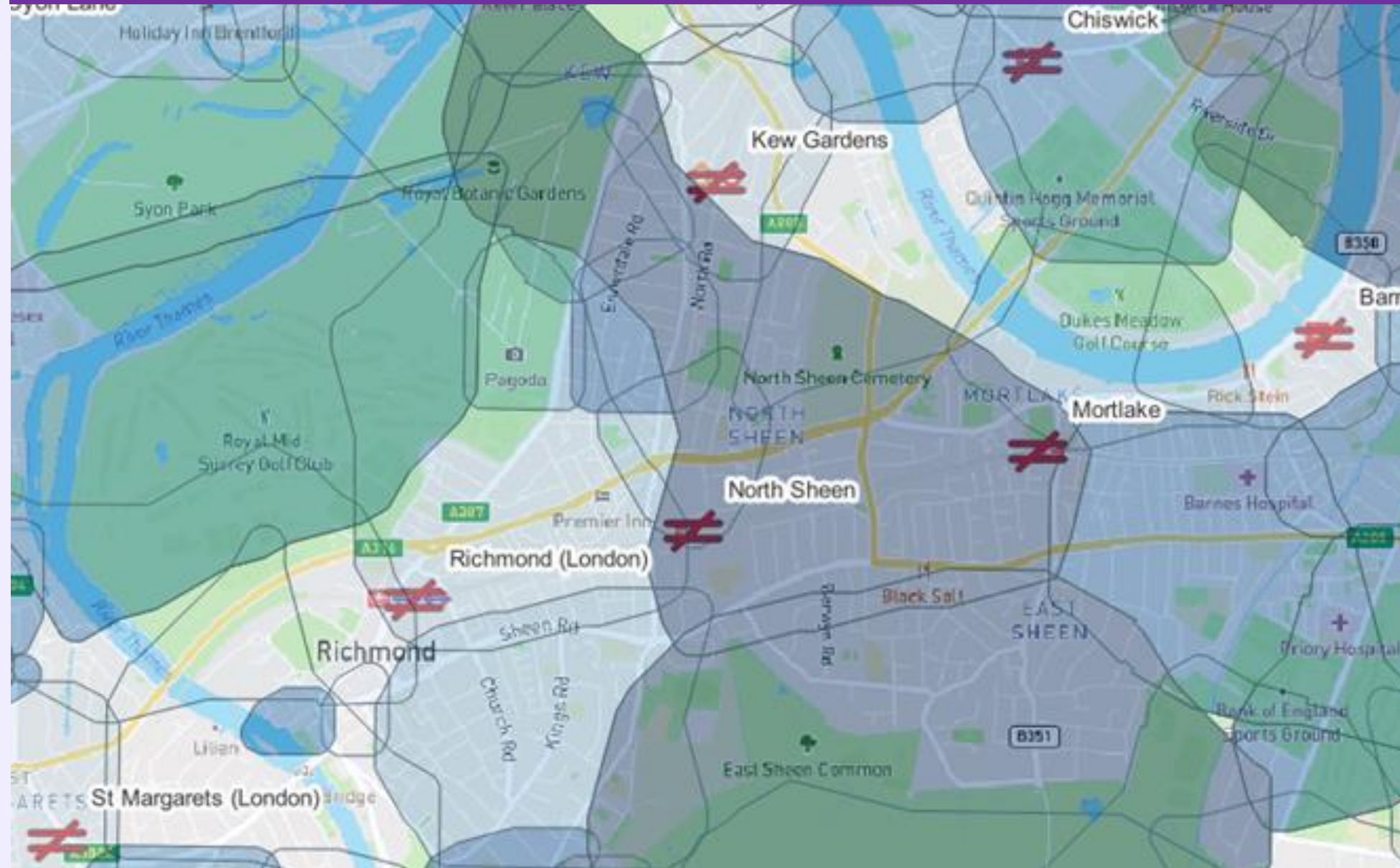
50m

Location accuracy →

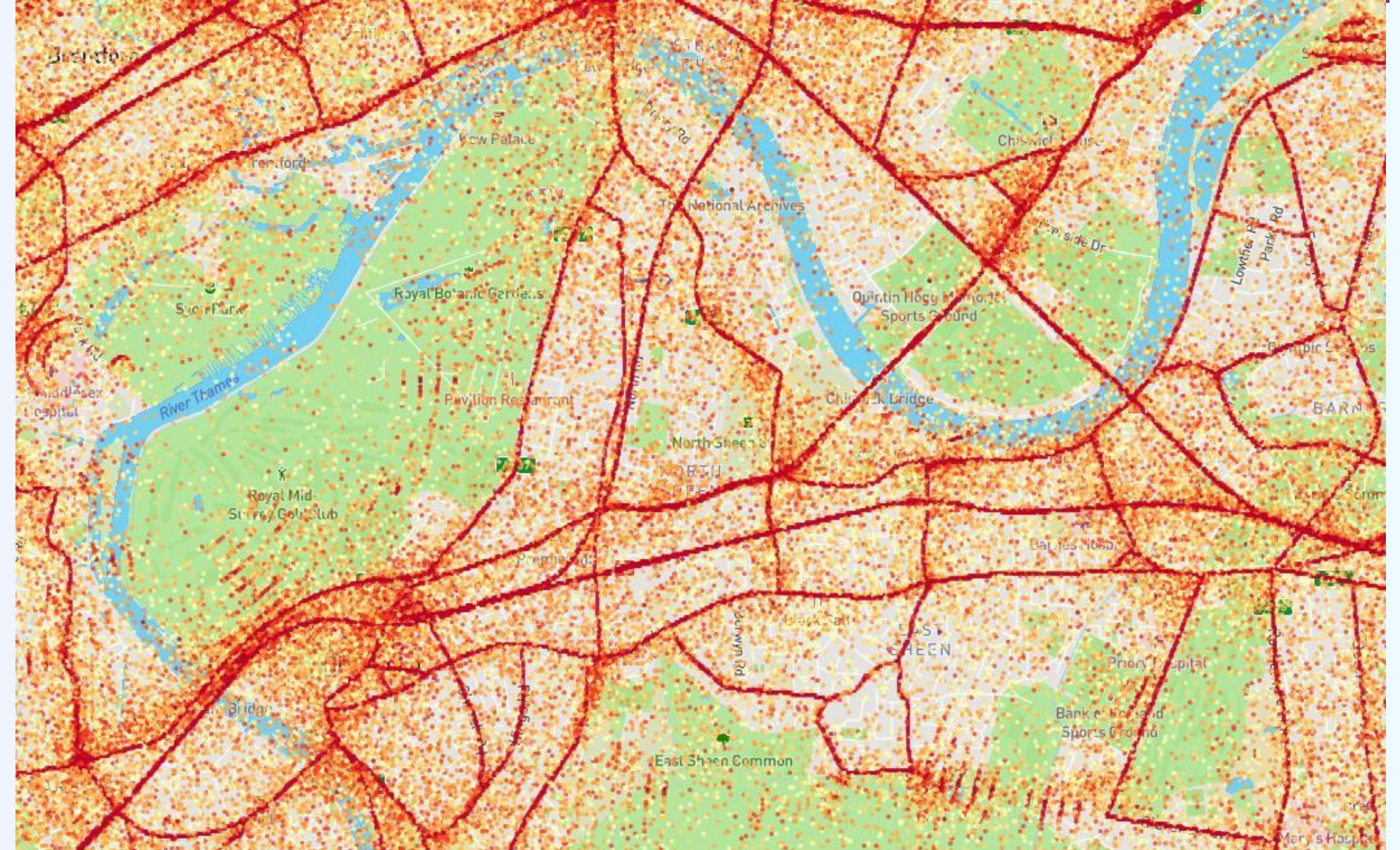
Triangulation to coordinates instead of inference



Traditional MND
Example Cell Range shape outlines in London



GeoMND
Example lat/long allocation





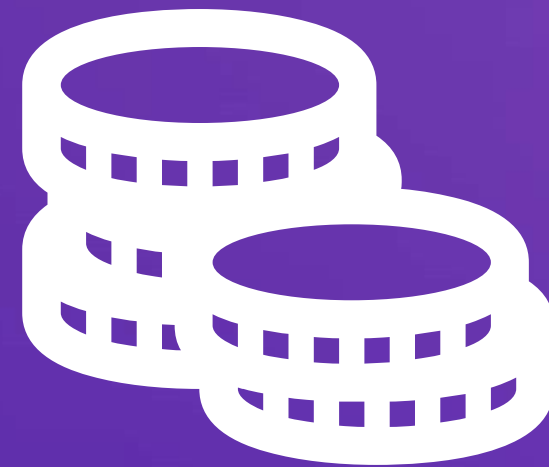
Myths of Mobile Network Data



Mobile Network Data isn't granular enough



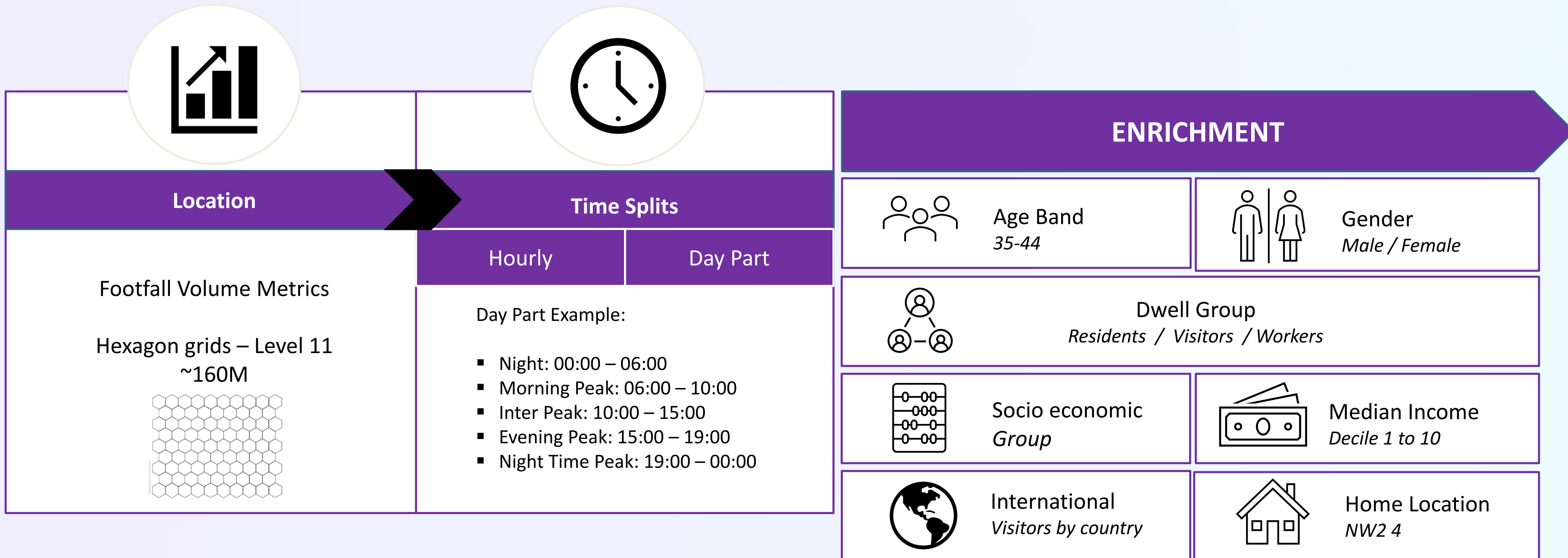
Mobile Network Data is too expensive



Time consuming delivery



People profile insights at a location e.g. High Street



Home > Location Insights > Results 3849 days remaining

Catchment

Home catchment area | Top home postcode sectors

Previous month | 01/05/2024 - 31/05/2024 Download data

Westfield Stratford City, Newham

Key

- Primary catchment areas
- Secondary catchment areas
- Tertiary catchment areas

Home > Location Insights > Results 3849 days remaining

Footfall Insights

Visit trends | Peak visiting hours | **Dwell time**

Previous month | 01/05/2024 - 31/05/2024 Download data

Visit Volume (K)

Dwell time (min)

Key

- Westfield Stratford City, Newham - London, England
- Westfield London, Hammersmith and Fulham - London, England

Home > Location Insights > Results 3849 days remaining

Customer Insights

Age and Gender | Income distribution | Visitor purpose | International visitors

Previous month | 01/05/2024 - 31/05/2024 Download data

Westfield Stratford City, Newham - London, England

Female | Male

Age

Visit Volume (K)

Westfield London, Hammersmith and Fulham - London, England

Female | Male

Age

Visit Volume (K)

Home > Location Insights > Results 3849 days remaining

Footfall Insights

Visit trends | **Peak visiting hours** | Dwell time

Previous month | 01/05/2024 - 31/05/2024 Download data

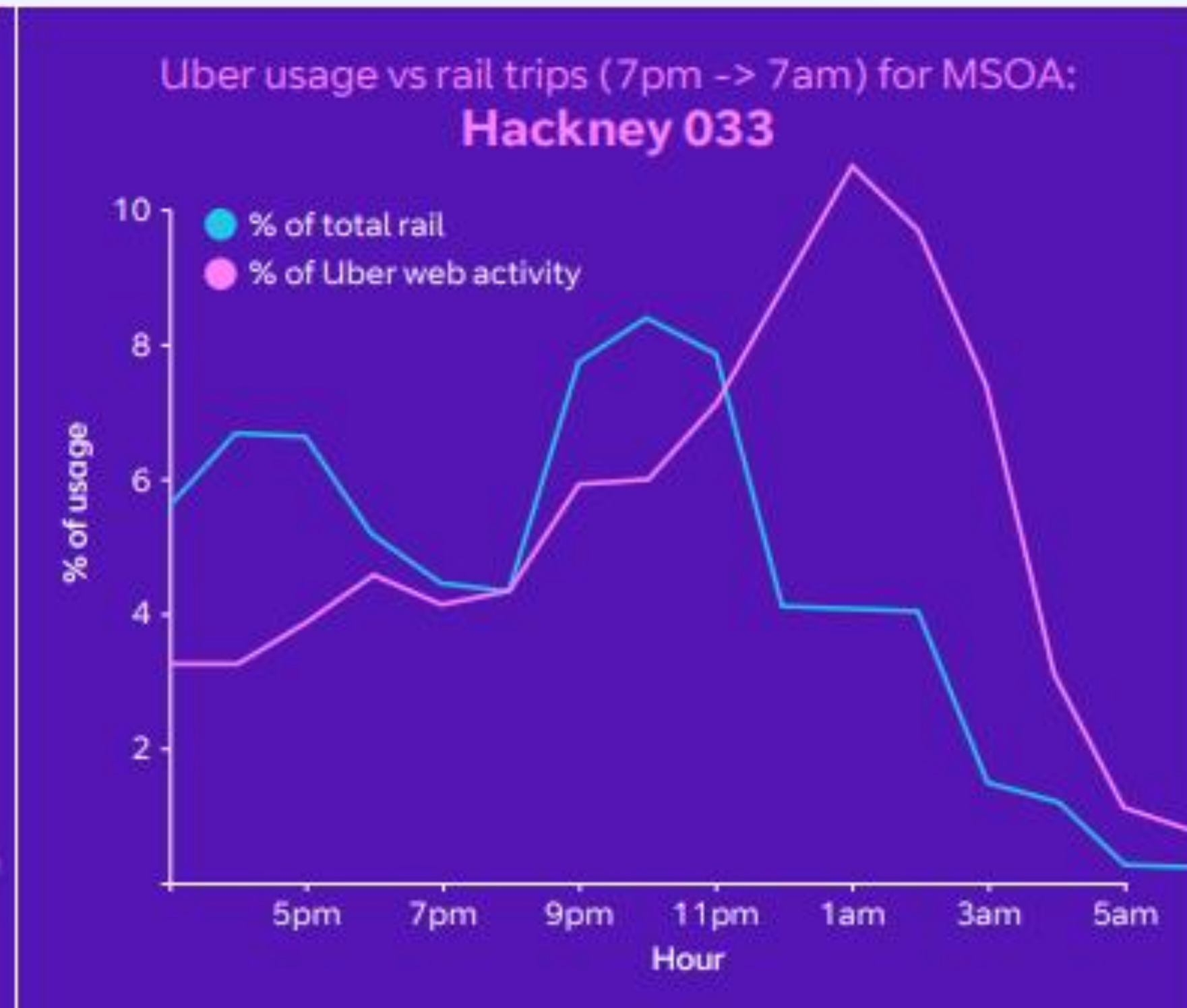
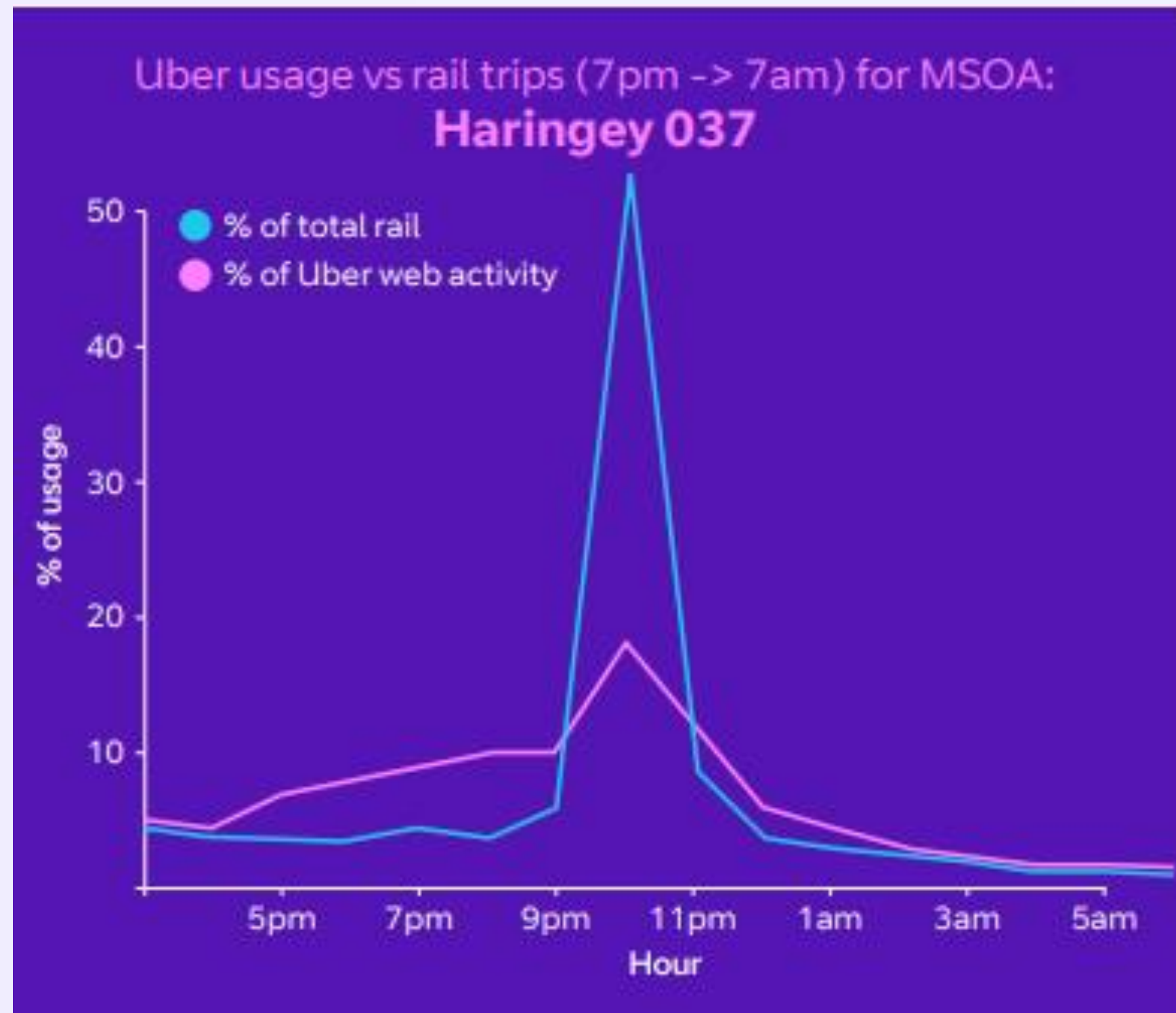
Westfield London, Hammersmith and Fulham - London, England

Day	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
MON	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.6%	0.8%	1%	1.3%	1.2%	1.3%	1.2%	0.9%	1.1%	1%	0.8%	0.7%	0.5%	0.4%	0.4%
TUE	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.5%	0.6%	0.7%	0.8%	0.8%	0.8%	0.7%	0.8%	0.8%	0.7%	0.6%	0.5%	0.4%	0.4%	
WED	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.5%	0.6%	0.8%	0.9%	1%	0.9%	0.9%	0.8%	0.8%	0.8%	0.7%	0.6%	0.5%	0.4%	0.4%	
THU	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%	0.5%	0.8%	0.9%	0.9%	0.8%	0.7%	0.7%	0.8%	0.7%	0.6%	0.5%	0.4%	0.4%	
FRI	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.3%	0.4%	0.5%	0.5%	0.6%	0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.7%	0.6%	0.6%	0.4%	0.4%	0.3%	
SAT	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.6%	0.7%	0.9%	1%	1.1%	1.3%	1.2%	1.2%	1%	1%	0.9%	0.8%	0.8%	0.5%	0.4%	0.4%
SUN	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.5%	0.6%	0.8%	1%	1.1%	1.2%	1.1%	1%	0.7%	0.6%	0.5%	0.5%	0.5%	0.4%	0.4%

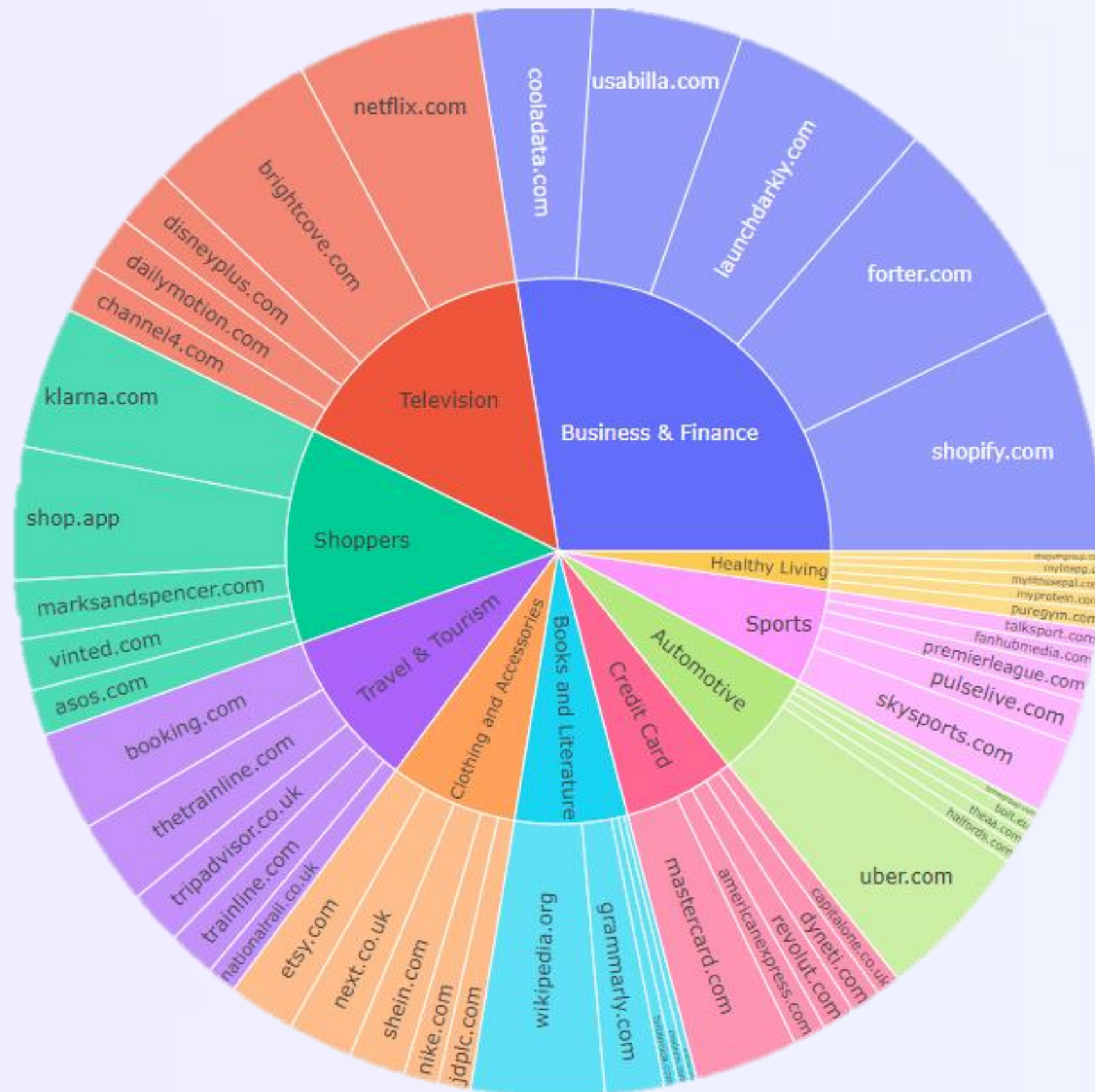
Hour

Low footfall | High footfall

Heading home: Leaving time and homeward travel model in London



The power of our weblog data: Unveiling Spotify user trends

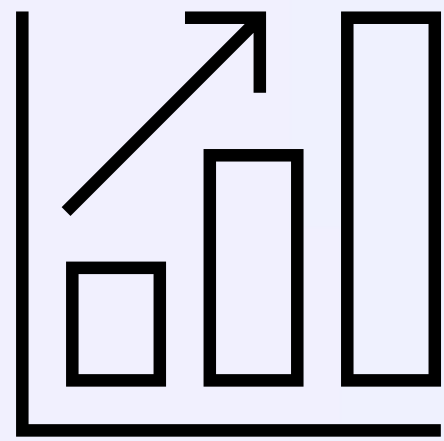


“Better understanding of your target customers with our omnichannel insights across 40+ attributes and breakdowns. Derived from Mobile Network Data, collected server-side, bypassing alternative data sets reliance on 3rd party cookies”

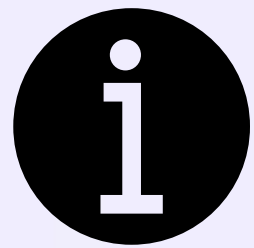


How would you use this data?

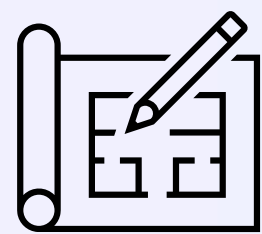
Use cases



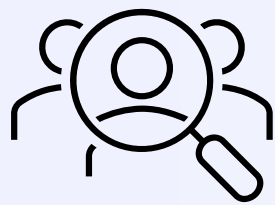
Drive revenue and growth through



Location, movement and behavioural insights



Planning and site identification



Who your customers are and aren't





Unlocking insights for every location in the UK

Active Intelligence

<https://activeintelligence.bt.com/>

active.intelligence@bt.com

