

Experian FootFall People Counting Solutions

Accurately counting footfall and customer traffic in your locations to improve your business performance



Experian FootFall use location-optimised data collection devices, to integrate seamlessly with your existing systems, for the reliable capture of footfall and customer traffic numbers. Our sophisticated audit and reporting capabilities ensure that the information captured is a reliable base for your business decisions.

Why Experian FootFall?

As the solution set focused on understanding shopper behaviour inside Retail and Commercial Property environments, Experian Footfall's reputation has been built on providing information solutions, which have the accuracy and integrity to offer customers the confidence to make actionable business decisions.

Experian Footfall is committed to providing the retail and property industry with solutions designed to optimise performance and maximise leasing, marketing and operational efficiency.

Experian FootFall provides an unprecedented view of customer and visitor traffic to your locations and stores. This information is collected '24/7', so it is suitable for collecting in a variety of applications, from retailer and commercial property, through to visitor attractions and transport hubs.

Wherever it is important to understand the flow and numbers of people movement, Experian FootFall can deliver the accurate information you need to support your business decisions.

Accurately counting footfall and customer traffic

Experian FootFall use industry-leading, location-optimised data collection devices, to integrate seamlessly with your existing buildings and POS (point of sales) systems, for the continuous and

reliable capture of footfall and customer traffic.

Our capability extends beyond merely counting footfall at the entrances to your locations. We have developed sophisticated solutions to help you understand:

- Internal movement : floors, zone and peel-off behaviour
- External movement: external counting solutions
- Car parking utilisation.

In addition to our standard solution set, Experian FootFall offers bespoke consultancy services providing insight into different areas of a client's business. We have industry specialists to help you understand and benefit as much as possible from your information. We are leading experts in the fusion of footfall intelligence with contextual data, and we have many years of retail and commercial property experience.

Information auditing and validation

We know that you need to be confident in the accuracy and consistency of customer counting information. If business changing decisions and actions are to be based upon visitor count data, then there must be the utmost confidence in the data. Experian FootFall's Data Auditing Service ensures this.

Data is checked via our automated solutions every 24 hours for issues. Our auditing techniques use



Experian FootFall People Counting Solutions

Accurately counting footfall and customer traffic in your locations to improve your business performance

sophisticated models to check the pattern of actual data to predicted figures. If any issues are found, our Data Audit team examines the issue manually, fixes it within agreed tolerances, or reports it directly to client.

We can integrate your human resource information with footfall numbers and conversion performance, to identify times where there are significant selling opportunities, and potentially, where staff could be rebalanced.

For example, footfall information can be a powerful input variable for third party resource planning and scheduling tools. You can use your count information data within other applications to suit your business needs, which allows you to translate awareness of opportunity to realisation. Our solutions have been providing insight and actions based upon visitor count information for more than 16 years.

Monitoring footfall across more than 44 countries from 9 dedicated offices across the world, Experian FootFall counts and validates the equivalent of the worlds' population each year. Our count data provides industry-standard benchmarks in the form of National FootFall Indices on a weekly and monthly basis in the UK, Ireland, France, Germany, Spain, Portugal, Italy and Hong Kong. Every year, our coverage extends to new territories, such as Australia.

Why Experian?

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries.

The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information please visit:
www.experianplc.com

About Experian FootFall

Experian FootFall is a leading provider of information and solutions related to the numbers of people visiting retail outlets, shopping centres and transport locations. Globally, we count more than 6 billion people every year, helping our clients understand their market opportunity through the measurement of customer numbers, and the provision of related metrics, such as conversion rates.

Our scale allows us to deliver the well known and regarded 'Experian FootFall retail indices' – a series of regional and national benchmarks across Europe that inform on the change in customer numbers throughout the year.

We also provide an understanding of consumers, markets and economies in the UK and around the world - past, present and future - through consumer profiling and market segmentation. This provides our clients with the added value of a deeper understanding of their markets and customers and the true potential for your shopping centre or store.

Experian FootFall
Yorke House
Arleston Way
Solihull
B90 4LH
T +44 (0) 121 711 4652
F +44 (0) 121 711 8318

**For further information please contact the Experian
FootFall sales team T +44 (0) 121 711 4652
footfallenquiries@uk.experian.com
www.footfall.experian.co.uk**

© Experian 2010.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.

RD 06-10

Experian FootFall Proposition Product Sheet - People Counting Solutions