

WHAT MAKES **SOME** LOCATIONS PERFORM BETTER THAN **OTHERS**?

5 reasons successful businesses use Dynamic Footfall to understand demand and make effective decisions.

1

Built on Data You Can Trust

Built from anonymised location signals across 20 million monthly active users and 200+ consumer apps, providing population-scale insight.

200+
Consumer
Apps



2

See Where People Spend Time

Every signal is cleaned, deduplicated and classified to separate genuine pedestrian activity from vehicles and stationary devices.

20 Million
Monthly Active
Users



3

Street-Level Precision

Activity is mapped to a 5-25 metre grid, helping you compare nearby locations, entrances and micro-zones with greater confidence.

Up to
25 metres
Resolution

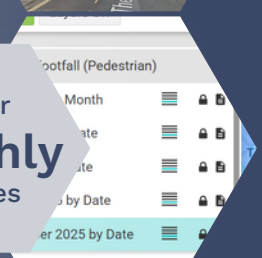


4

Visualise the Full Picture

Access hourly trends, origin and destination flows, competitor context and month-on-month comparisons, refreshed every month.

Regular
Monthly
Updates



5

From Data to Decisions

Combine footfall with demographics, competitors and accessibility to evaluate opportunities and support better decisions.

 Periscope®



✓ Validate sites

✓ Identify demand patterns

✓ Target campaigns

✓ Understand customer origins

✓ Benchmark competitors

✓ Support investment decisions

See Where Demand Really Happens

newgrove.com/dynamic-footfall