WiFiLAB

Analyse - footfall analytics

Footfall analytics

Digital analytics of your physical environment.

Prove the success of your product with objective data analytics..

Thanks to the extensive possibilities of our in-house developed Wifilab-platform and the development of hardware that seamlessly integrates with it, Citymesh is able to provide you with unprecedented insights of the success of your physical presence. Our sensors detect passersby by analysing the Wifi and bluetooth signals broadcasted by their own smart devices. Thanks to specifically designed smart algorithms we can turn this vast amount of collected data into easy to read analytics and reports that will present an answer to the following questions:

How long are people in the vicinity of my product?

Get insights on how long people are in a predetermined area around your product. See if this behaviour changes over time.

Which places get the most attention?

Which locations get more attention than others? Can you improve this by changing certain parameters? Get real-time insights through our online platform.

How many people pass by each of my locations?

Compare how many people pass by with the number of people that stay in the area surrounding your product. How often do the same people pass by? Once a day, once a week, .. ?

Were we able to draw a lot of attention?

Do certain campaigns stop people in their tracks and attract the expected amount of attention? What kind of media gives the best result?

How does it work?

Every "smart device", which has its WiFi enabled, broadcasts a probe at least every few seconds. This probe is meant to discover known networks and potentially connect to it. Because of this you do not have to connect to your home or office network manually, but your device does it automatically. Citymesh has developed its own sensors that capture these probes, adds some values to it, such as a timestamp and measured signal level and then pushes this data to the WifiLab platform.

Do you need to be connected to a network?

We capture probe-frames which are being broadcasted continuously by smart devices looking for known networks. It does not matter if a smartphone is connected to a wireless network or not.

Fixed and mobile sensors.

Sensors can be installed in a static location, for example in street furniture or digital signage. Citymesh also has portable sensors which can easily be placed at certain points to analyse specific points for a short period of time to get some specific information.

Analyse a large area or a specific spot.

By doing a simple calibration, the sensors can be adjusted to collect signals in a large area or in a very limited radius.

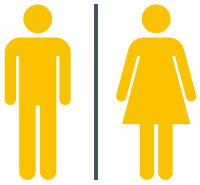
Convert passers by to engagers.

The success of a campaign strongly depends on the number of people that engage with it. WifiLAB provides graphs that show how many people stop to look at what's going on and how long they were there for.

Event analytics, Big Data for everyone!

It's only after collecting objective data that you can come to a conclusion on a certain topic. How successful was a specific campaign? How does a certain location perform? How does that hold up opposed to a similar location? Are weekends better than weekdays to show campaign X? Did people stay longer when shown a video?

How long is the average dwell-time in a railway station?



How many people stand or sit in front of a poster?

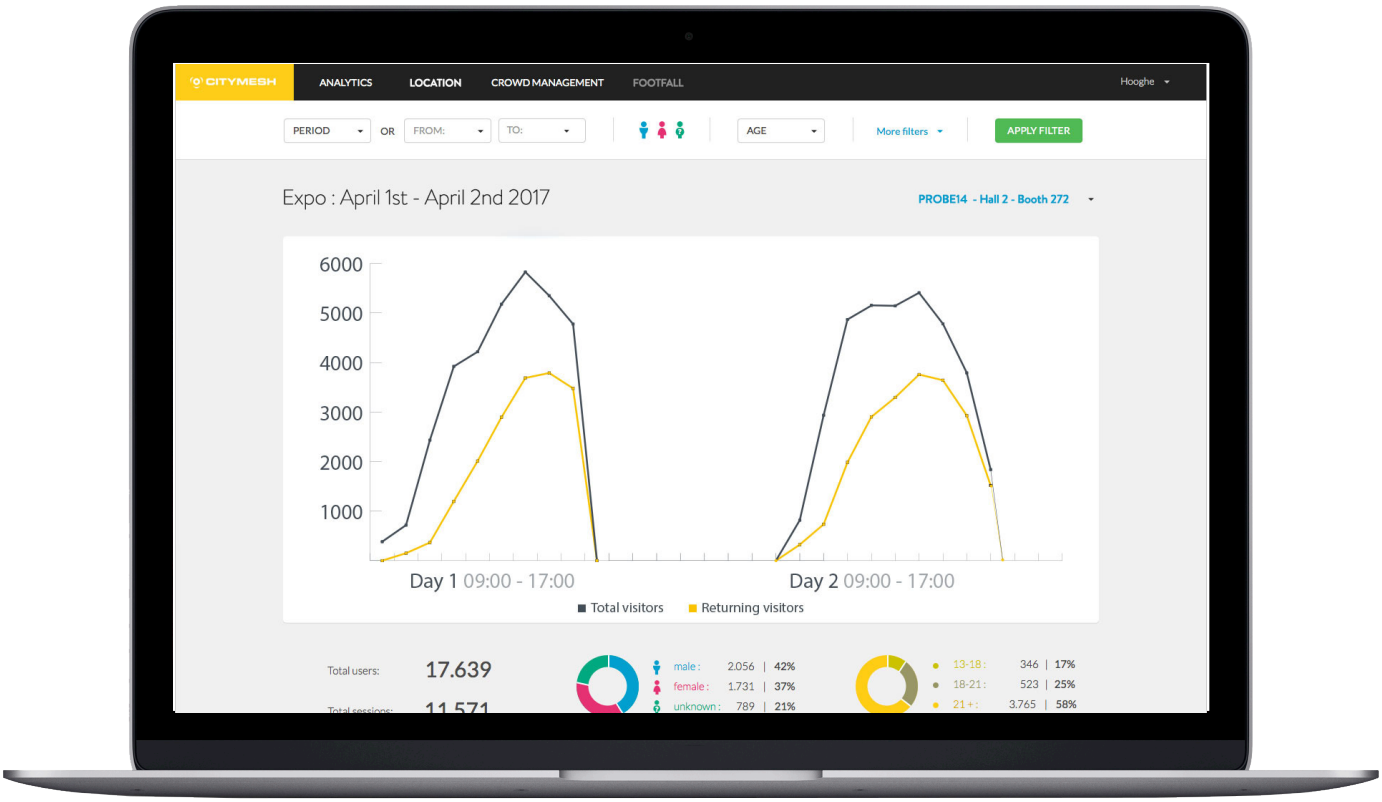
How many people see my advertisement and how many times do we reach them?

Do we see the same people at different locations?

Event analytics - Integrations

When people are informed about the usage of their personal data it is possible to gather some additional information. By providing Free WiFi in return for some generic questions (age, sex, location) we can get interesting insights in the diversity of the people that we engage. In future developments it will be possible to use small cameras to determine the age and sex of passers by and even track their emotions! Does a specific campaign make them smile? Analyse and see.

Event analytics - Visualisation



The graph above shows total amount of visitor for a chosen data range in gray and shows returning visitors in yellow.