Instantly identify footfall hotspots by colour, hot-red for high density and cool blue for low.

View locations of your competitors/proxies in relation to your units and footfall hotspots; and view vacant units within the vicinity to identify potential locations.

Select the most relevant time zone to your brand: day time vs. night time view

Scroll to any hour of the chosen day and the heat map will automatically update with appropriate data.

Gain quick access to data on a location, including street-level address, peak footfall hour and any footfall generators close by.

Add layers of LDC's dynamic data including:

• Vacant units

• Openings and closures

• Retail mix

• Surrounding brands/competitor locations

• Drive time populations
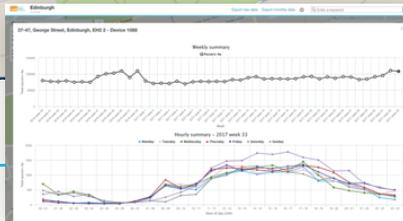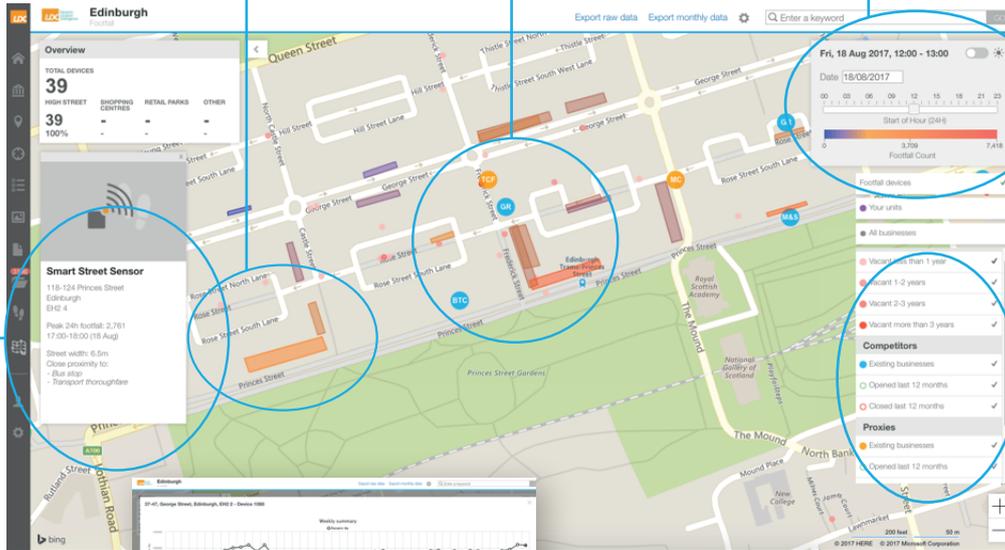
View weekly summaries of footfall for each street, or drill down into hourly totals, providing detailed insight into footfall flows in that location across the entire week in one place.

LDC's new heatmap will support:

Occupiers	BIDs / Local Authorities
• New site acquisition and optimisation of current estate locations. • Optimisation of operating models in line with peak footfall hours. • Benchmarking like-for-like sales with like-for-like footfall.	• Understanding the impact of seasonality and events on a location. • Evidencing and quantifying outcomes of local initiatives and BID work.
• Identification of footfall hotspots with street-level accuracy • Easy comparison of day and night time economies • Understanding impacts of changes in retail mix on footfall around your stores/area • Measuring the impact of marketing	

"
To have other sources at this micro level in any high street is key to understand not only our position but also the evolving nature of footfall on the high street. The footfall data provided by LDC supports our marketing campaigns, relocation strategies and really means we can understand if we are winners or losers in that particular market.

- FatFace Case Study (www.localdatacompany.com/case-studies)
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Get in touch to find out how our footfall heat map can support growth for your brand:
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Follow us on Twitter for footfall updates and more: @LocalDataCo