



Do You Know Your Market Shoppers?



A little about PFM

100+



HIGH STREETS

Inner-city spaces are increasingly being optimised using insights into footfall. Accessibility, parking, empty units and justification of investment spending are all KPI's that can be compared to footfall numbers.

30.000+



SHOPS

Conversion is the most important driver in retail. Insight into high and low conversions provides instant guidance for optimising stores. Staff rota's can be compared to footfall to optimise conversion and budgets.

22+



PUBLIC TRANSPORT

The retail offer in Airports and Stations has become a vital element of the customer offer for landlords. Monitoring passenger numbers enables operators to make the most efficient use of resource and investment funds.

30+



Markets

Markets are an increasingly important area of focus for PFM with 88.4m visits measured across the industry but this is still a small percentage of the total available market. Covid fall out, the cost of living crisis and the increase in home workers now makes shopping local more attractive.

15+



SMART BUILDING

Linking visitor counting to building management systems offers the chance to adjust heating & air conditioning to suit the demand. This saves costs and leads to CO2 reductions. Hot desking and working from home makes data essential for space optimisation

500+

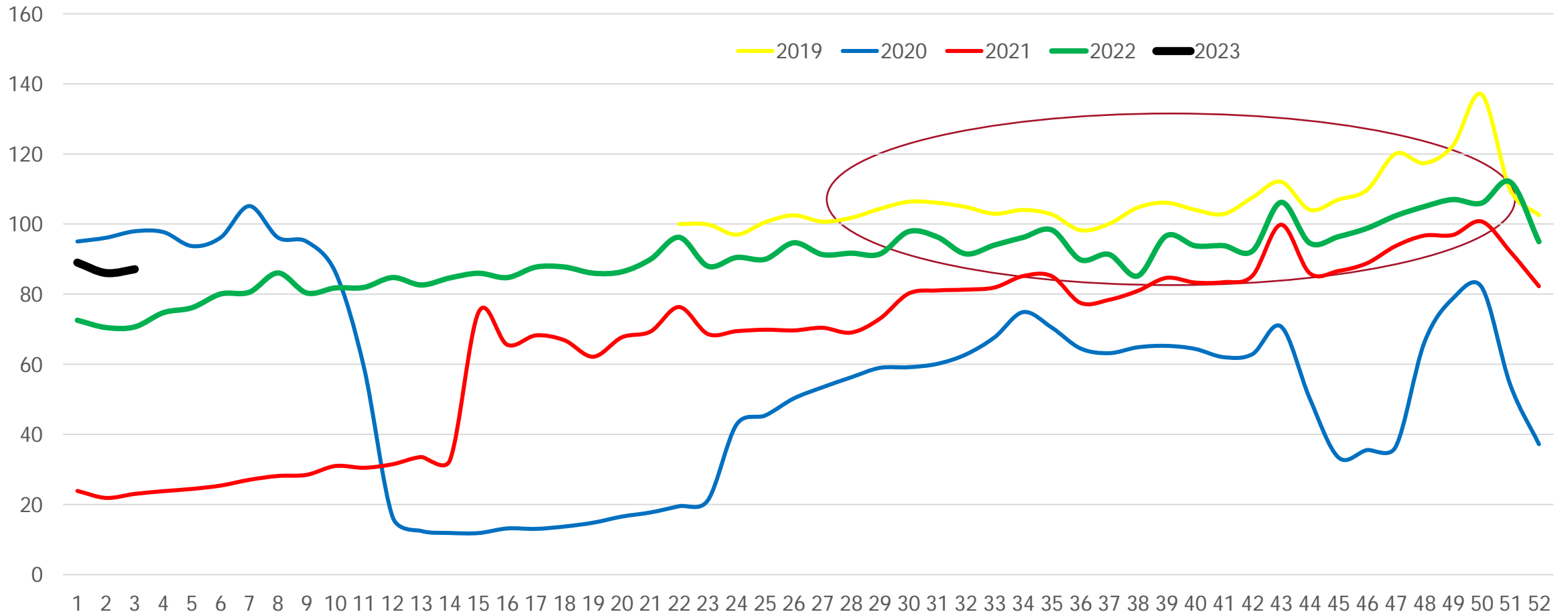


SHOPPING CENTRE'S

Footfall measurement has always been a key metric in assessing performance in Shopping Centres. Never more so than in the post pandemic and cost of living crisis world in which we live. Customer behavior is also now a key deliverable for PFM clients.

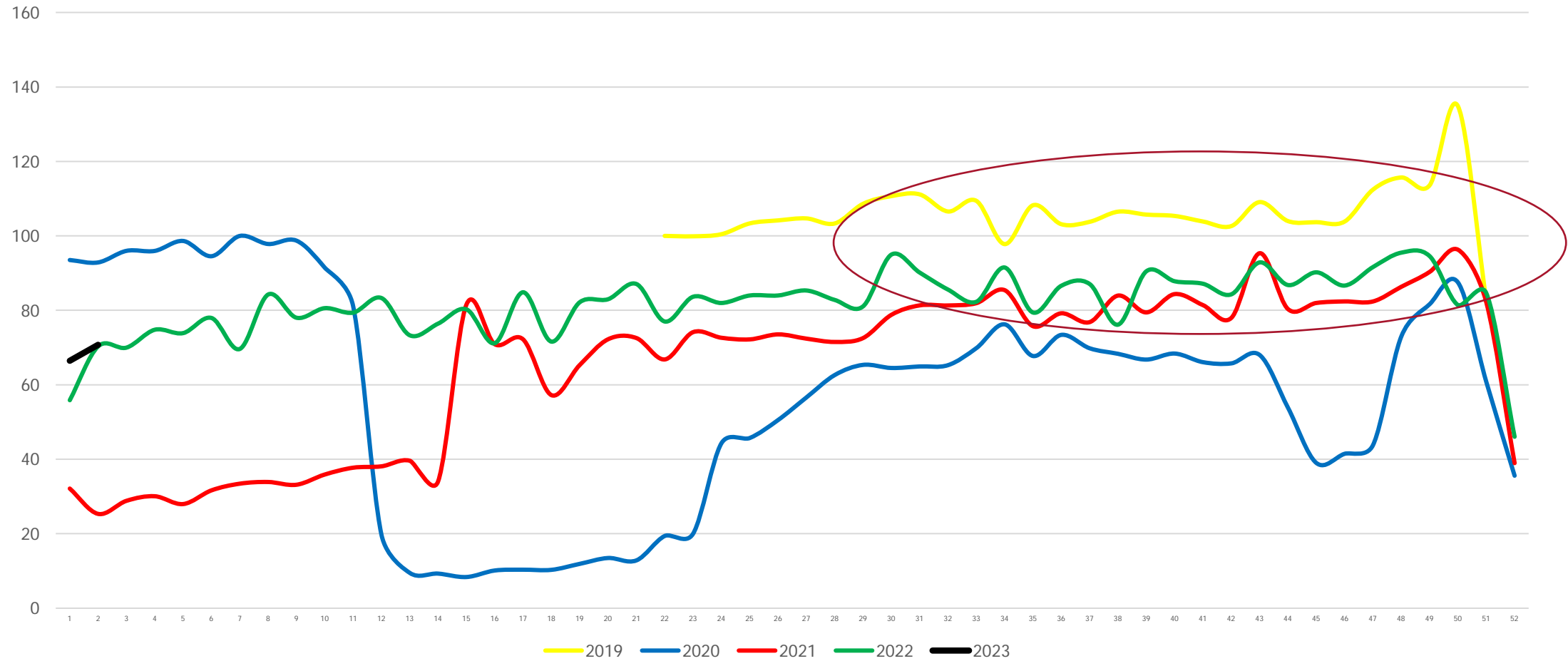
What is happening to footfall numbers?

Weekly Comparison – Consolidated – WEEK 3 2023



How do Markets compare?

Weekly Comparison - Markets



What does the data tell us?

- Markets are under performing in comparison to other sectors
- Retail Parks are more popular since Covid, investment is increasing
- Shopping habits are changing – business needs to change as well
- Shopping Centre owners are focussing on leisure
- Shoppers are spending more money – footfall down, spend up!
- Old retail formats are struggling or have gone
- Online sales are booming
- Businesses that embrace change are thriving



If you have no data or you don't trust the data you do have, how can you fully understand performance and more importantly validate the initiative you take?

What we offer- Help to improve your operation

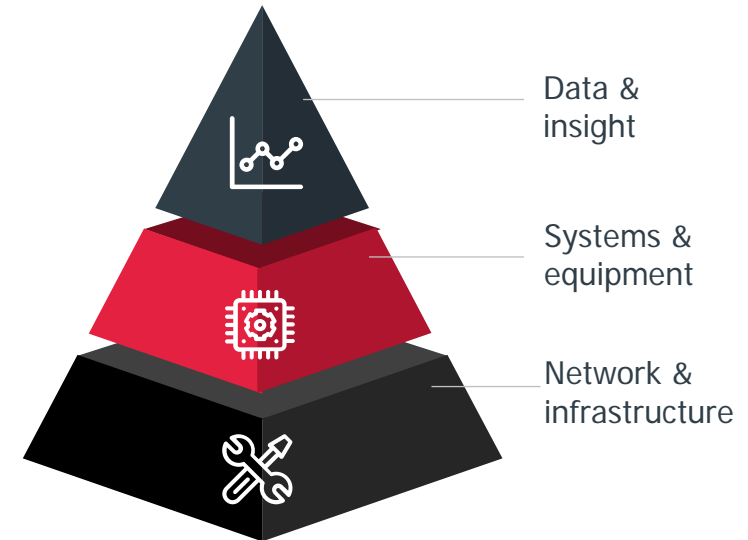
By translating movements into data

PFM's product-market combinations are orientated towards improving the consumer experience and tracking customer behavior. We measure movement whether footfall, passer-by flows:...

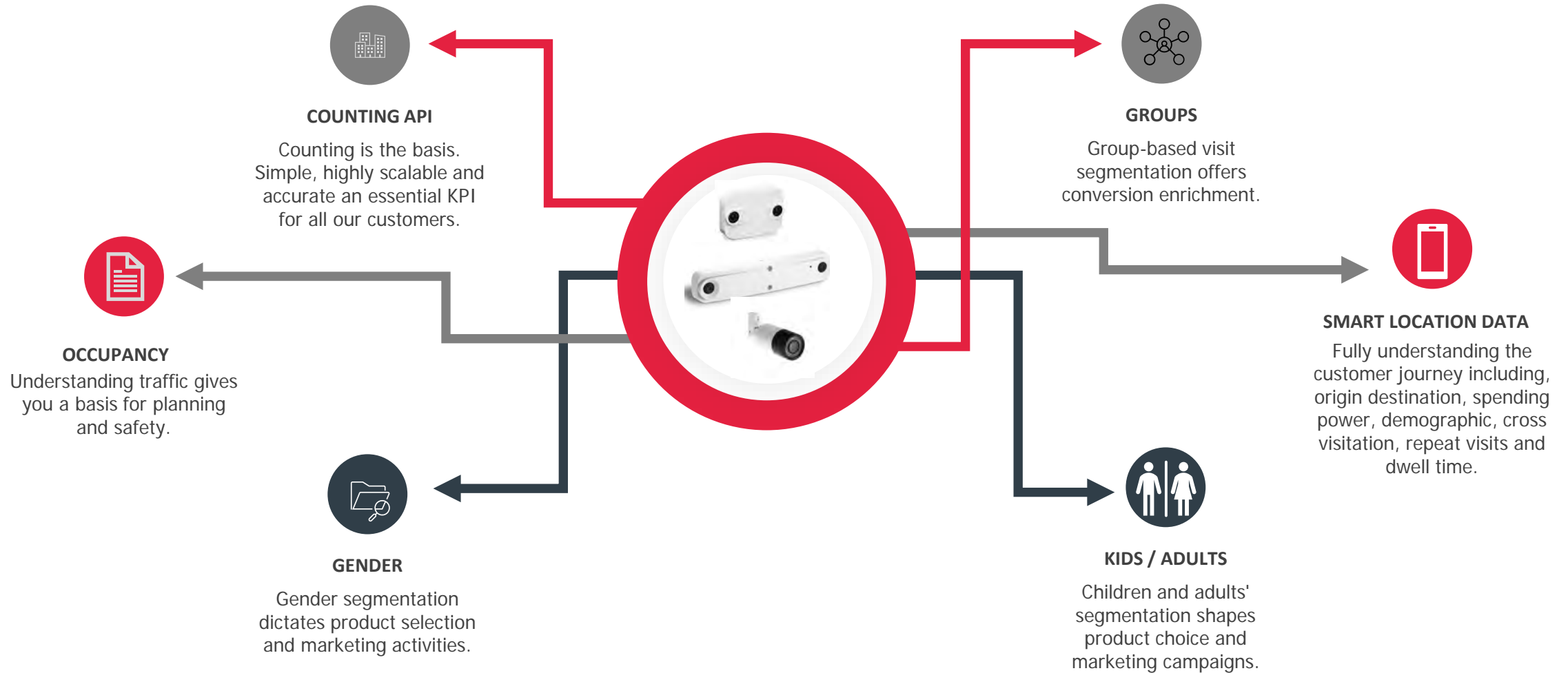


Insight comes when technology works

We understand the value of technology and the importance of making connections. Our customers count on the data we manage for them and trust us to oversee and maintain the entire chain.



State of the art AI Camera technology



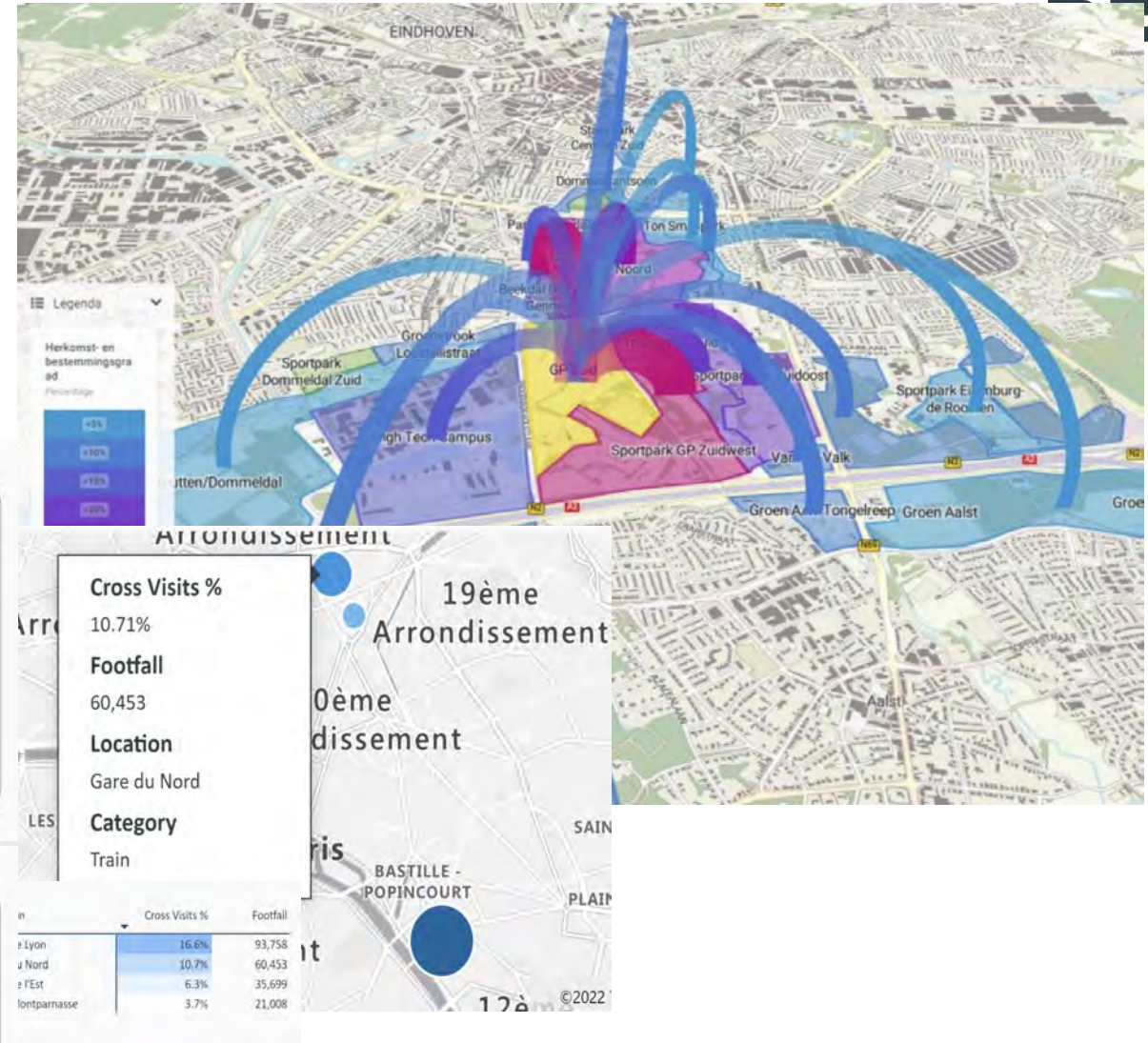
PFM Smart location data



- Customer Origin
- Customer Destination
- Category Spend Data
- Marketing analysis
- Brand affinity
- Cross Visits
- Catchment Area Analysis
- Regional Social Economic Data
- Customer Contribution by Postal Code

Brand Affinity	Brand Affinity %	Footfall	PM
Franprix	29.1%	164,406	27.7%
McDonald's	12.5%	70,492	9.6%
Auchan	11.8%	66,532	9.9%
Carrefour Market	11.6%	65,287	9.3%
Intermarche	11.3%	63,533	9.0%
Lidl	10.7%	60,648	8.5%
Naturalia	10.0%	56,461	8.5%
BNP Paribas	7.2%	40,451	5.3%

Category Affinity	Category Affinity %	Footfall	PM
Supermarkets	46.3%	261,432	43.4%
Quick Service Restaurants	17.6%	99,289	13.9%
Banks	15.6%	88,087	12.6%
Hypermarkets	13.7%	77,111	10.3%
General Clothing	11.7%	66,136	10.6%
Department Stores	10.3%	58,328	9.4%
Womens Clothing	10.0%	56,292	8.3%
Home Furnishings & Accessories	9.5%	53,746	7.6%



Reporting flexibility – your report – your way

PFM technology and solutions provide actionable footfall data and insights in real time.



Consultancy

Predictive analytics and event monitoring

Event monitor – Did/Will your event make you money?

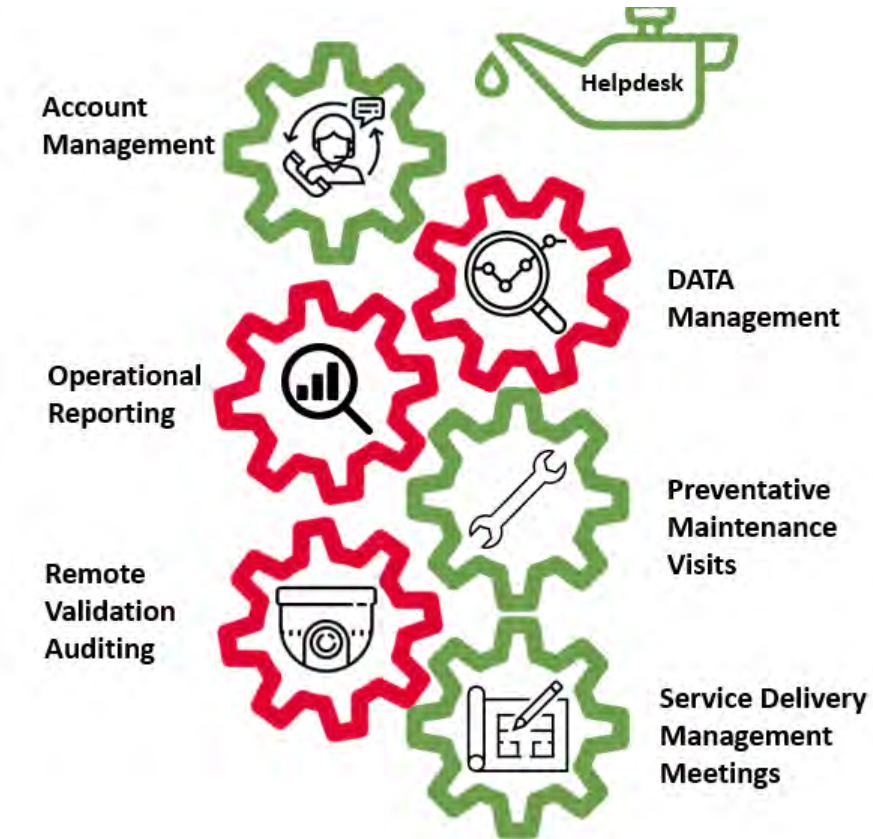
What footfall do we predict you will have next week



How will we support you?

"Service Delivery Management is fundamentally important across the whole lifecycle of a service, from the original strategy, throughout design, transition and into live operation, then providing the means to continually improve and refine the Service."

We believe our job starts when your new solution starts to deliver data!



Just some of the councils we have as clients

Over the years, our successful track record has earned us the privilege of helping a large list of clients with various data requirements. Within a broad spectrum from retail to transportation , we provide data services to more than 1000 clients worldwide with a multitude of KPI's to deliver



SILVERBURN – GLASGOW

CASE STUDY OF SEAMLESS FOOTFALL TRANSITION

PFM – SILVERBURNS NEW FOOTFALL PARTNER

Silverburn recently went to market for a new footfall system and data partner. It had a well-established and long used footfall system and the main concern was to find a partner that had experience in seamless platform migration, data alignment, project management and data reporting development.

PFM Footfall Intelligence were chosen to become the new footfall system and data analytics partner and the solution was a full refresh of the footfall counting technology, the ingestion and transition of the full historic footfall data, real time data reporting platform with live centre occupancy and full ongoing support solution.

PFM's real time data solution delivered via their Advantage analytics platform provides dependable and accurate data for the Silverburn management. After the new technology was installed and tested the count accuracy was over 99.5% accurate and the centre experienced a 10% increase of footfall reported figures.

David Pierotti of Silverburn stated: "PFM's project and data teams provided a seamless transition that improved on the previous solution. They demonstrated the increased accuracy of the system, which has improved our confidence in the Real-Time and the historic footfall data.

The PFM service gives us highly available and consistently accurate footfall data, combined with actionable insights for the evolving needs of my management team. We at Silverburn are looking forward to continuing the journey of customer insight with PFM"



David Pierotti – General Manager
Silverburn Shopping Centre

Get in touch: W: www.pfm-intelligence.com E: info.uk@pfm-intelligence.com T: [+44 1564 829722](tel:+441564829722)

TO SUMMARISE



- ✓ Flexible
- ✓ Reliable
- ✓ Accurate
- ✓ Innovative
- ✓ Future proof
- ✓ Your partner for IOT



- ✓ Data Integration service
- ✓ KPI reporting
- ✓ Real-time data insight
- ✓ Graphical Interface
- ✓ Heat maps
- ✓ Your reports your way!



- ✓ Consultancy
- ✓ Complex data analysis
- ✓ Interpretation & Advice
- ✓ Data combinations
- ✓ Event Monitor
- ✓ Predictive data



- ✓ Data checks
- ✓ Helpdesk
- ✓ Remote and on-site system support
- ✓ Annual preventative visit
- ✓ Annual Data validation
- ✓ Service delivery meetings

CONTACT US



David Sturdy

Sales Director UK



+44 (0) 7801596445



www.pfm-intelligence.com



david.sturdy@pfm-intelligence.com



Unit 1 Moons Park, Redditch B98 9PA UK