Visitor & Event Analytics

Cleverly align your strategy to your visitors

To make decisions as an event organizer, retailer, tourist attraction or public administration, you need objective and precise information. Thanks to `Visitor & Event Analytics´ you gain insight into who visits an event or an area. This allows you to refine and improve your service and business strategy.

What is Visitor & Event Analytics?

Visitor & Event Analytics is a solution from Proximus Analytics, which helps you to better **understand traffic in a particular zone**.

You will receive the following info:
> **How many** people there are in a given area
> **How long** they stay
> **How often** they visit the area
> What the **key trends** are
> What their **spending behavior** is
> What their **social profile** is
> What **the weather** is like at the time of a visit

How does Visitor & Event Analytics work?

When a mobile phone connects to a mobile antenna, the location of the user is revealed. With Data Analytics, we collect **location data** from a specified area. We analyze these data and present you with reports and statistics. All that data is anonymized, secured and processed according to strict GDPR rules and respect for privacy, rendering it impossible to identify an individual.

proximus
enterprise

Analyze and compare in detail

To understand this data better, you can view it on **maps, in tables or graphs and you can delve deeper into it, analyze it and make comparisons**.

That means you can:
> Zoom in on a specific period or time
> Filter according to specific demographic data (residence in Belgium, country of origin…)
> Zoom in on specific profiles (day visitors, people who stay the night, passers-by, occasional or regular visitors…)
> Zoom in on specific socio-demographic profiles
> Zoom in on spending behavior by sector

On this basis, you can develop a **targeted strategy and check whether your measures are effective.**

A few of the possibilities that location data gives you:
> Adapt your infrastructure or measure the impact of the measures you take.
> Adapt your marketing and communication plans
> Evaluate whether your event is a success, take steps to improve it, and evaluate the impact of changes you make.
> Compare different locations or different areas within a larger zone.
> Better understand the behavior of visitors, detect key trends, and identify new opportunities or threats.
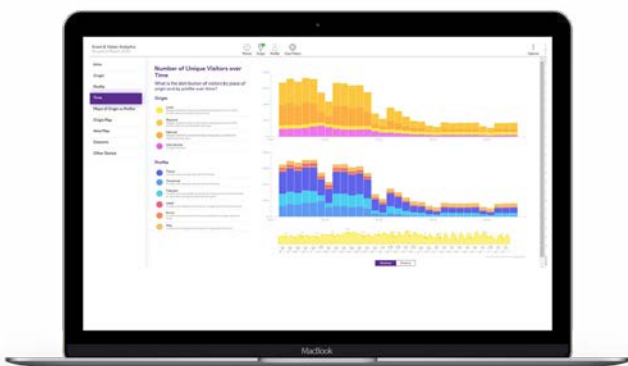
Visualize using the right tools

The data can be consulted and compared via:
> **MyAnalytics**, for ready-to-use reporting;
> **Proximus Data Dashboard**, in combination with data from other sources, for tailor-made reporting.

The tools are available for an optimal analysis 24/7.

Smarter and Cheaper Policy Actions

Thanks to the data in Visitor & Event Analytics:
> Have a look at your visitors' profile and where they come from
> Use your resources in a targeted and smarter way
> You can trace and follow evolutions over time

With this time-bound information about profiles and demographic data, you have a complete overview that allows you to boost **your policy and services**. At the same time, you save costs because you can **focus on specific target groups more intelligently**.

Want to know more?

Visit **proximus.be/analytics** and contact us.