



The Real Estate Guide

Use location intelligence to strengthen your commercial real estate strategy

With this guide, learn how to:

- Attract potential tenants to your properties and negotiate with existing occupants
- Invest wisely by keeping up-to-date with the latest visitor trends
- Bring visitors to your shopping centres with targeted marketing campaigns



#01 — Leasing



Attract tenants to your locations

Challenge:

As a leasing professional, how do you convince your tenants on a specific location without information to support your case? What proves that your location has value? How do you adapt your sales pitch and convince them to rent your unit?

Solution:

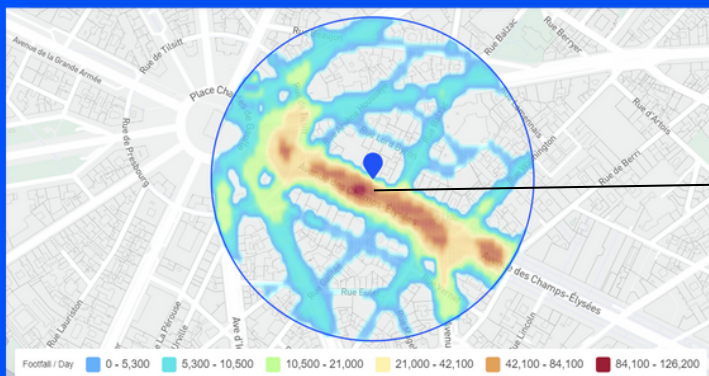


Leasing professionals use our platform to access up-to-date visitor insights, which are key to showcasing the location's past and current performance, as well as current visitor profiles.

Benefits:

Present the benefits of your locations supported by accurate information. Convince potential tenants of your location's strengths.

Demonstrate the potential of your location



Our heatmaps provide future tenants with a better understanding of footfall variations at their address and in the neighbourhood.

84,000 to 126,000
visitors on average

Busiest spot
in the area



"When promoting empty units and talking with retailers, we show heatmaps and socio-demographic profiles to strengthen our pitch."

Andrew Wood
Commercial Financial Controller @LCP

LCP

Benchmark against competitors locations

Challenge:

It is crucial to differentiate yourself from your competition when building your sales pitch. How can you convince the prospect that your location is the best? How can you show that competitors' locations are less attractive than yours?

Solution:

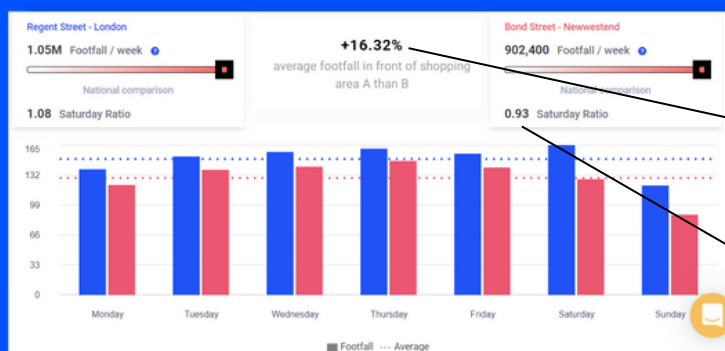


With Mytraffic insights, you can compare the footfall and socio-demographic insights on different locations. Presenting this data to your potential tenants is a great way to set yourself apart from your competition.

Benefits:

Show that your location and proposal are the best. Build trust with your prospects.

Demonstrate strengths against competitors in the area



"Mytraffic is the perfect tool to gain our prospects' confidence and stand out from our competition in more ways than ever."

Cédric Van Meerbeeck
Head of Research & Marketing @Cushman & Wakefield

Support lease negotiations and fix rent prices

Challenge:

Fixing the rent price is an important step in lease negotiations. How can you justify the rent price to your tenants? How do you build trust during negotiations? How can you show that your location is resilient?

Solution:



Using visitor data to find common ground is the ideal solution. Providing insightful and transparent data builds a trusting relationship with your prospects to further support negotiations.

Benefits:

Create proposals and leases that fit the current state of the unit. Build long-lasting relationships with tenants.

Illustrate the resilience of your property



Providing tenants with both historical data and real-time data, will strengthen your pitch and alleviate any concerns they may have on the resilience of your rental property.

+60% in June
compared to previous year



"To fix rental prices and negotiate leases, we now rely on location analytics."

Gaetan Grelaud
Investment Director @F&A Asset Management



#02 — Investment

Anticipate market trends

Challenge:

As an investor, it is essential to be reactive and sensitive to market trends. How do you identify visitor trends without recent insights? How do you know when to invest in a specific area?

Solution:

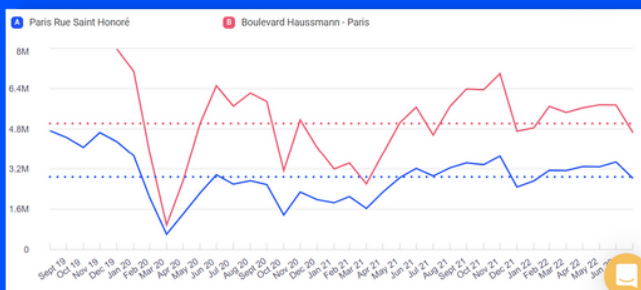


Location analytics is a reliable tool used by investors to identify trends in footfall in areas such as city centres, shopping centres and retail parks.

Benefits:

Get a head start on competitors by identifying trends early on. Reduce risk and invest wisely in promising locations.

Analyse footfall dynamics before investing



Acquiring new properties comes with significant costs. Using recent data to inform your decisions is essential.



"We can identify major footfall trends earlier than other players on the market."

Gaetan Grelaud
Investment Director @F&A Asset Management

Convince your stakeholders of your location's strengths

Challenge:

When you specialise in investment management, convincing your stakeholders is part of your challenges. How do you convince investors to choose this property? What insights should you choose to illustrate the dynamism of the area?

Solution:



The platform helps real estate professionals illustrate to investors the resilience and value of properties. Location insights provide impartial and accurate data that resonate with any audience.

Benefits:

Show the resilience and dynamism of assets. Justify the relevance of one or multiple investments.

Strengthen your sales pitch with data



Investors are looking for dynamic and promising rental properties. Presenting a location's insights is a great way to reassure them ahead of making any decisions.

23,400 to 44,700
visitors on average



"We use visitor insights to strengthen our sales pitch and reassure investors."

Jessica Jaoui
Head of Retail Capital Markets @JLL



#03 — Marketing

Understand audiences and visitors' behaviour

Challenge:

As a marketing professional, learning about your target audience is essential to implement successful campaigns. Where are they travelling from? What is their income? Where do they work? When are they visiting your shopping centre?

Solution:



Our platform helps marketing experts understand their audiences by analysing their visiting habits and defining their profiles. The solution provides data on visitors' origins, place of work, gender, income and more.

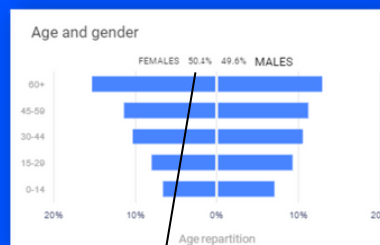
Benefits:

Increase your internal knowledge of customers. Get instant access to visitors' information.

Build accurate customer personas



Catchment area



50.4%
women

Socio-demographic data on your catchment area gives you a better understanding of who your customers are.



"We use quantitative and qualitative insights to deepen our knowledge of customers."

Véronique Ottelard
Marketing & Communications Director @Apsys



Build and optimise data-driven marketing campaigns

Challenge:

One of the biggest challenges for marketers is running effective and targeted campaigns while minimising costs. How do you make sure that you're targeting the right audience? How can you optimise your campaigns to reduce unnecessary costs?

Solution:



You can identify where visitors are coming from with qualitative and quantitative data on your visitors. You can also identify if you're losing visitors from specific neighbourhoods, cities etc.

Benefits:

Minimise costs by targeting the right audiences. Attract visitors and measure on investment in your campaigns.

Optimise your marketing campaigns

A 45 Cheapside, London EC2V 6AH			
	Jul 22 %	Aug 22 %	Evolution points
London - City of London	100%	100%	+0
London - Tower Hamlets	78%	78%	+0
London - Hackney	67%	67%	+0
London - Newham	58%	56%	-2
London - Westminster	49%	49%	+0
London - Redbridge	48%	48%	+0

Knowing where your visitors come from helps you create cross-channel campaigns; online, physical, in-store etc. You can also determine where your competitors are stealing market share.

-2%

Newham visitors



"We set very precise targeting on a geographical area and increased the number of visitors by 15%."

Véronique Ottelard
Marketing & communication director @Apsys

Measure the performance of marketing activities

Challenge:

Tracking the impact of campaigns is crucial. It is the best way to improve and optimise future actions. Is the footfall increasing? Who has visited my shopping centres? Where do they come from? Are they coming from places where I advertised?

Solution:

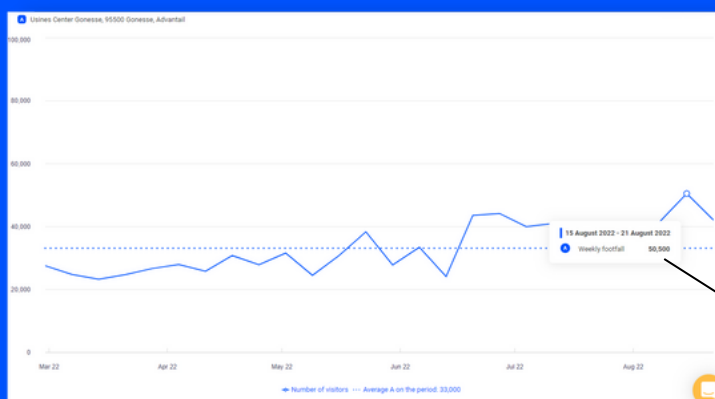


Weekly analysis of foot traffic makes it easy to analyse variations post-campaign. As a marketing professional, this is key information. This information allows marketers to evaluate performance and precisely monitor the results of each action.

Benefits:

Communicate to stakeholders about your results. Compare your performances with nearby competitors. Improve future campaigns.

Monitor the footfall variations at your location



"We are increasing our penetration rate in strategic territories."

Vincent Moreau
Marketing and Innovation director @Advantail

Some of our Real Estate customers



About Mytraffic

About Mytraffic

Mytraffic is the European leader in location analytics. Its SaaS platform provides accurate and dynamic information about physical locations: shopping centres, streets and city centres. Created in 2015, Mytraffic is growing very fast, has more than 400 customers and is already present in 7 countries.



Our mission

Its ambition is to set a standard for the quality and quantity of intelligence that real-world operators have access to. This means going beyond footfall analytics to encompass vehicle traffic, consumer behaviours, and other key metrics.

How it works

Thanks to more than 5 years of research and development, Mytraffic has developed a set of complex algorithms, able to handle terabytes of raw data points per year. Our software then transforms these data sets into easily accessible heatmaps, dynamic statistics and insights that respect the strictest GDPR compliance rules.



7
Countries



24h
Live



10m
Accuracy



0
Hardware required



3y
Historical data



1M
Addresses



5,000
Shopping centers



10,000
Shopping areas