



**SiteWatch® from ESA Retail is the new, cost effective way to monitor post-pandemic footfall trends. Enhancing your existing data, it gives you footfall insights at a “site-specific” level, supplemented with shopper profiling.**

How SiteWatch supports Property professionals...

- Granular data – providing a true reflection of footfall at your site in question, as well as helping you calculate a “Passing Shopper to Sales” conversion rate, giving you the confidence to make informed business decisions
- Site-Specific – flexibility to collect data at any site you require due to collection via our bespoke SiteWatch app
- On-Demand – a contract free service, so you gain insights as and when needed
- Acquisitions – location-specific, daily footfall measurement to support acquisitions and measure performance.
- Added Value – anecdotal information, customer profiling, benchmarking

## Service Purpose

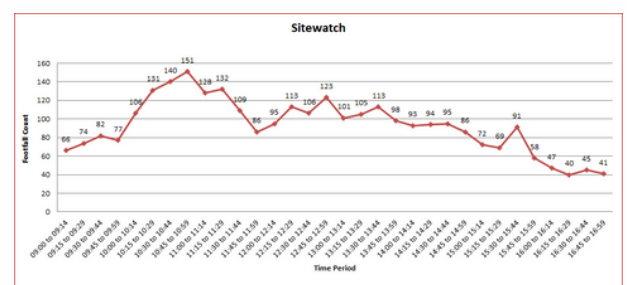


- New Site Acquisitions - Understand your ROI on a potential new site acquisition by measuring footfall against control stores within your current estate.
- Lease Reviews - Accumulate data that will give you the upper-hand when negotiating better leasing costs with current landlords.
- Performance reviews - Analyse the store performance of your estate by measuring footfall passing and peel-off into your store’s vs sales data.

## Analysis - Report Output

- Reports delivered in Excel format to be extracted into your systems.
- Trended data that can be measured against previous counts.
- Individualised reports with data aggregated into time-blocks suited to your requirements.

Time Slot	Number of pedestrians passing site	Weather conditions
09:00 to 09:14	66	Rain/cold
09:15 to 09:29	74	Rain/cold
09:30 to 09:44	82	Rain/cold
09:45 to 09:59	77	Rain/cold
10:00 to 10:14	106	Rain/cold
10:15 to 10:29	131	Rain/cold





“Our USP compared to others is the Human element of our Hybrid collection. Below are some examples of ‘real time’ anecdotal feedback”

## 1. ‘Real Time’ flow of traffic

"Although the general flow was more weighted towards the station there was still a noticeable number of pedestrians coming from residential areas and moving in the other direction towards Camden (away from the target store)."

## 2. Local, area specific enumerator feedback

"Lots of shops and eateries open today with fine weather but a slight cold breeze, which attracted an average amount of customers in my opinion, I am local to the area and have seen it much busier than this in the past, possibly still some effects of Covid lingering."

## 3. Obstructions affecting a ‘normal flow’

"As you can see from the picture of the doors I have attached (Image 1), this is the doors on the side away from Sole Trader (target store) that have been wedged open. This seems to be encouraging people to enter and walk on the opposite side of the centre, as so far in my count the 'other side' has been busier by about 40%."

## 4. Anecdotal info on weather and roadworks

"Incredibly windy weather, which could have affected the footfall today. Also, the opposite side of the road was approx. 60% less busy as there were two large construction works which severely reduce pavement size on that side forcing most people to use the target side."

If you'd like further information surrounding our SiteWatch service, please click this link below to view our creds:

[SiteWatch Overview Creds](#)