Experian FootFall Delivered Reporting provides regular snapshot views of performance within a retailer. They fit perfectly into weekly and monthly business reviews and are typically used to identify any potential issues which can then be further investigated in order to increase profitability and deliver great customer service.

Using footfall counts has moved a long way from just measuring whether more people are coming into the store. Successful retailers are using the data to identify relationships between footfall and transactions within each store.

Providing snapshots of performance
Delivered Reporting helps retailers understand their performance via pre-designed static reports which are designed to highlight key metrics of importance to the retailer.

No fuss reports straight to the inbox of the people who need them
Once the reports required and who needs them have been determined, Delivered Reporting simply sends the correct reports to the user inbox – no selecting the report, no waiting for it to run, no fuss – just an email in your inbox containing the reports in PDF format.

Delivered when you need them
Delivered Reporting can schedule the reports to be sent for when they are required: if a retailer needs weekly reports for an 8am Monday morning meeting, then they will be there.

Different areas have different needs
Experian FootFall is fully aware that areas of a retailer need to have different views of store performance and footfall – different reports can be set up to meet individual needs.

Reports to fit your business
Delivered Reporting has more than 100 standard report templates covering retail. However, if they don’t meet a retailer’s needs, then new reports are specified and created to ensure integration into the business process.

Integrating other data provides further insight
Easy integration of other data sets such as transaction details, staff numbers, site attributes and store hierarchies, provides richer data sets which lead to further insight.

Are you missing opportunities within your stores?
Only by having footfall counts – and clear, understandable reports that give the correct users the correct information – can the opportunities hidden in the footfall information be revealed.
Clear, graphical and easy-to-understand
Delivered Reporting provides a simple way for the measurement of store performance to be understood throughout a retailer.

The solution is designed to deliver:

- punctual snapshot in time summary reports of store and group performance sent directly to a user’s inbox in PDF format
- reports sent at a specified time
- the ability to have different reports sent to different people within the business who need to see the data in different ways
- group level summary reports to show trends across the business
- reports that can be designed for each individual business to fit into how they work
- varying levels of reports available to allow for basic – through to advanced – needs in one solution
- the ability to integrate retailer data such as transactional information and staffing numbers to enhance reports
- reports that can be optimised for black and white printing on site

Non-intrusive solution
Delivered Reporting is hosted by Experian FootFall. No software is installed at the site and no IT involvement is required to get it up and running.

Why Experian plc?
Experian plc is a global leader in providing the information and decision analytics needed to expand consumer and commercial credit in major economies around the world.

Why Experian FootFall?
We help organisations to find new customers and to develop and manage existing relationships by providing data, decision-making solutions and processing services.

As the solution set focussed on understanding shopper behaviour inside retail environments, Experian FootFall’s reputation has been built on providing information solutions which have the accuracy and integrity to offer customers the confidence to make actionable business decisions.

Experian FootFall is committed to providing the retail and property industry with solutions designed to optimise performance and maximise leasing, marketing and operational efficiency.

For further information please contact the Experian Footfall Sales Team

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