

# BT Active Intelligence and pfbb UK Analysis

Enabling BIDs and town and city centres to improve their commercial area through in-depth Insights.

**The BT Active Intelligence Insights** and **pfbb UK Analysis** is the ultimate insights service for BIDs and town and city centres who want to make informed decisions. With the BT Insights' cutting-edge platform, and pfbb UK's expert analysis, data becomes empowering information which enables you to make informed decisions and detailed evaluation.

**BT Active Intelligence** processes over 25 billion data points from mobile phone activity daily. It is then aggregated and made anonymous to provide granular, large-scale insights into the physical movements of 53 million adults in the UK.

It offers a powerful alternative to traditional data capture methods:

- **Control over the data source** – through their EE network they have total control over their data source.
- **Larger sample size of 34% of adults** – results in a more accurate representation of the full UK population.
- **Always on** – continuous telecom signals from mobile phones means that the data is being continuously collected.

**pfbb UK Analysis** means that the data evaluation is targeted to the use and application of Business Improvement Districts and Town and City Centres. Our management of BIDs and town and city centres for the last twenty years means that our understanding of the data collection methodology provides insights and evaluation of events, business offer and your marketing and communications.

We provide weekly and bespoke evaluation and reporting to support planning of events, marketing and strategic planning:

- **Greater insight** – gives understanding population demographics attributes and home catchments of your town or city centre.
- **Targeted evaluation** – enables you to assess different parts of your town or city centre.
- **Weekly reporting on footfall** – gives peak visiting hours, dwell times, catchment origins of your visitors and demographics.

This service delivers invaluable location and demographic insights based on BT's EE mobile network data, helping you gain a deeper understanding of your target audience and uncover hidden opportunities.

## Data-driven decision-making



Absolute volume of visitors at a specific time.



Demographics including age, gender and spend profile.



Catchment area comprehensive view of visitor area.



Spot trends including peak times, downtimes and bank holidays.

### Catchment area

By identifying the catchment area, you can better understand who your visitors are, where they're coming from, and what type of events will appeal to them most.

This information can also help the businesses in your town or city centre tailor their products or services to meet the needs of these visitors.

Knowing where your current visitors come from will enable you to target your marketing efforts more effectively. It also means that you can target new areas and people who live near you but who do not currently use your town or city centre and increase the potential of attracting new visitors from further away.

### Footfall counts

Understand absolute volume of visitors at a specific snapshot in time – this could be particular days or weeks.

### Demographic profiling

Understand the characteristics of your customers based on footfall, and demographic information, such as age, gender, and income level.

All enabling you to tailor marketing strategies and event programmes and curate your business offer based on the preferences of your catchment area and target audiences.

## BT Active Intelligence and pfbb UK together



### Trusted partners

BT connects for good. BT understands the importance of the Ethical Data Collection Practice. 2030 ambition is to become the world's most trusted connector of people devices and machines.



### Greater accuracy

After investment in the network, BT has implemented a new geolocation platform.

This new technology has provided a step change in their mobile network data quality – it is up to 1600x more granular and provides 9x more signal event data points than traditional MND.



### Granularity

BT process and analyse over 10 billion data points daily, allowing us to understand the physical movements of 53m adults in the UK.



### Anonymised

Active Intelligence turns billions of data points from mobile phone activity (2G, 3G, 4G and 5G) into aggregated and anonymised data. The data is anonymised and aggregated over time, geography, age, and gender.



pfbb UK believes  
in partnerships for  
better business.

With over 20 years experience in managing town and city centres and supporting BIDs we understand the dynamics and challenges facing us all and how important accurate and insightful information is to making the right decisions for the future of your town and city centre. That is why BT is a trusted partner in providing data from a significant data source over which they have control.

**Do you want to know more about how our data and analysis service can help you make informed decisions?**

Get in touch – [enquiries@pfbbuk.co.uk](mailto:enquiries@pfbbuk.co.uk) or call **01332 419051**.