Hoxton Analytics for Retail Destinations

Case Study: Kings Mall

Location: London, UK
Owner: Ingka Centres
Managing Agent: JLL
Annual Footfall: >5m
Previous Supplier: ShopperTrak
Live Date: February 2019

The Challenge

Kings Mall is a 250,000 ft² indoor shopping complex situated in Hammersmith, West London. This popular retail destination has over 40 shops and food & beverage outlets with a focus on affordable high street fashion and convenience shopping.

An extensive renovation programme is underway, which includes structural work, changes to the tenant mix and enhanced marketing / promotional activities. Management want to understand the impact of these decisions, measure their return on investment and inform their ongoing strategy.

The Solution

Kings Mall appointed Hoxton Analytics to deliver a highly-accurate, GDPR-compliant counting solution that would inform key footfall, occupancy and capture rate metrics along with valuable behavioural/demographic insights on visitors to the shopping centre.

The Results

Hoxton Analytics has been covering the site since February 2019 with an audited accuracy rate of 97.03%.

The solution tracks pedestrians passing outside on King Street, those who cross a threshold into the centre as well as internal flows within the centre. This allows management to measure and understand the entire customer journey – i.e. street-to-mall ‘capture rates’ and internal movements with the centre, broken down by hour, day, week and gender.

Accurate, private & insightful pedestrian data

Footfall  Gender  Occupancy  Dwell-time  Direction  Capture rates