



4th September, 2024

Agenda:

1. Pilot Pricing – Core Package
2. Pilot Pricing – Advanced Package
3. Metric Definitions

huq

Huq x Geospatial Commission

Licensing & Commercials

Pilot Pricing - Core Package

Option	Number of locations	Product Lines	Package	Term length	Annual License List Price	6 Month Licence List Price	6 Month Geospatial Commission Price
1	50	Dashboard & CSV	Core	6 Months	£40,000	REDACTED TEXT under FOIA Section 43 Commercial Interests	REDACTED TEXT under FOIA Section 43 Commercial Interests
2	100	Dashboard & CSV	Core	6 Months	£60,000	REDACTED TEXT under FOIA Section 43 Commercial Interests	REDACTED TEXT under FOIA Section 43 Commercial Interests
3	250	Dashboard & CSV	Core	6 Months	£90,000	REDACTED TEXT under FOIA Section 43 Commercial Interests	REDACTED TEXT under FOIA Section 43 Commercial Interests

Offer details:

- Commercial discounts are available until 30th September 2024.
- **Advanced Package includes:** Footfall, Daypart Footfall, Demographics, Density, Dwell, Catchment.
- Package includes access to all participating organisations with no limitations on seats.
- Includes Dedicated Account Management & Customer Success



Pilot Pricing - Advanced Package

Option	Number of locations	Product Lines	Package	Term length	Annual License List Price	6 Month Licence List Price	6 Month Geospatial Commission Price
1	50	Dashboard & CSV	Advanced	6 Months	£80,000	REDACTED TEXT under FOIA Section 43 Commercial Interests	REDACTED TEXT under FOIA Section 43 Commercial Interests
2	100	Dashboard & CSV	Advanced	6 Months	£120,000	REDACTED TEXT under FOIA Section 43 Commercial Interests	REDACTED TEXT under FOIA Section 43 Commercial Interests
3	250	Dashboard & CSV	Advanced	6 Months	£180,000	REDACTED TEXT under FOIA Section 43 Commercial Interests	REDACTED TEXT under FOIA Section 43 Commercial Interests

Offer details:

- Commercial discounts are available until 30th September 2024.
- **Advanced Package includes:** Footfall, Daypart Footfall, Demographics, Density, Dwell, Catchment.
- Package includes access to all participating organisations with no limitations on seats.
- Includes Dedicated Account Management & Customer Success

Unlock the secrets of customer behaviour shifts with accurate and actionable insights.

Don't just react, predict the impact on your location strategy.

Core

Footfall

Estimated number of visitors.

Density

Visual concentration of people to understand hotspots - combining footfall and time spent.

Demographics

Estimated visitor profile by age %, gender % and disposable income distribution.

Advanced (inc Core)

Day-Part Footfall

Estimated number of visitors by time of day.

Dwell

Average minutes spent by visitors by day of week.

Catchment Analysis

Highlights postcode of visitor origin as a % share of visits.

Extended Dwell

Split of visitation by buckets of time i.e 10-30 minutes, 30-60 minutes.

Questions? Contact us

**REDACTED TEXT under FOIA Section 40,
Personal Information**

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A large, vertical, blurred image of a crowd of people, likely at a public event or protest, with various colors of clothing visible. The image is oriented vertically and occupies the right half of the page.

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