// pass_by

Leverage powerful competitive market intelligence to improve store performance and accelerate decision making

→
established_2023

London_UK
New York_USA

Agenda
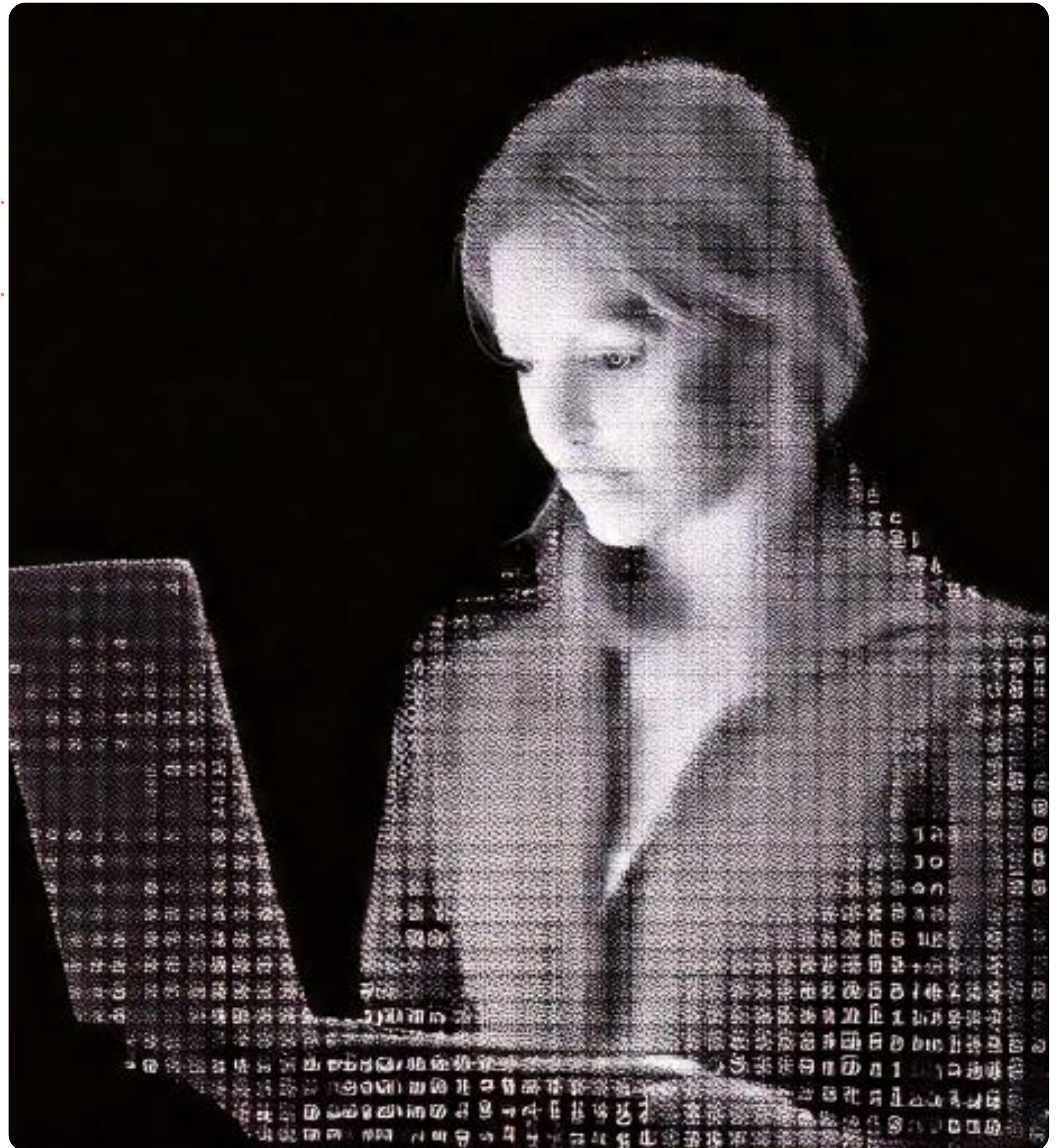
Are you lacking visibility into competitors?

Are you missing growth opportunities?

With pass_by you can:

⬜ Win the battle for the customer	**⬜ Turn data into operational gains**	**⬜ Unlock the customer journey**
See where your competitors pull ahead—and how to pull ahead of them.	Align teams with actionable insights that reduce costs and increase impact.	Connect visit patterns to behavior, intent, and outcomes.

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The Retail Data Blind Spot

⬜ Data is Hard to Access, Interpret, or Link to ROI

Fragmented data systems obscure the full picture.

⬜ Over-Reliance on One Dataset Skews Decisions

Single-source data misses the complexities of modern retail.

⬜ Competitors Seem Ahead of Market Changes

Without predictive insights, you're always reacting.

You *already* have this data for ecommerce.

Now, pass_by is bringing this to brick-and-mortar commerce, too.

Competitor 1

Daily Visitors

Competitor 3

Outperforming You By

The mall

Category Sales Growth

Loyalty

This is your store.

You measure it perfectly. But ever wondered what's happening in all the stores around you?

The city

Your Category Rank

Competitor 2

Key Shopper Profile

The zip code

Category Transaction Growth

Competitor 4

Trade Area

Competitor 1

Daily Visitors

5,445

Competitor 2

Key Shopper Profile

School Run Families

Competitor 3

Outperforming You By

+3.68%

pass_by uncovers not just your competitors performance, but also the intentions and actions of customers in your local markets.

Competitor 4

Trade Area

The mall

Category Sales Growth

+8.63%

The zip code

Category Transaction Growth

+4.74%

Loyalty

13%

The city

Your Category Rank

4/13

This helps retailers to answer competitive questions that help them grow

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Which underserved customer groups are we missing in our current trade areas?

Where are the optimal locations to expand our reach and attract more of our target customers?

Are competitors capturing higher-value customers within our shared market?

How do our store visits stack up against direct and indirect competitors in key trade areas?

Evaluation

Discovery

Market capture

Conversion rate

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Spend

Brand power

Retention rate

Loyalty

Does this store's location support our long-term customer retention and growth goals?

What strategies will drive higher visits from customers already close to our stores?

Is our specific product category seeing favorable spend trends in this mall/trade area?

Are our store's performance gaps due to internal execution or external market conditions?
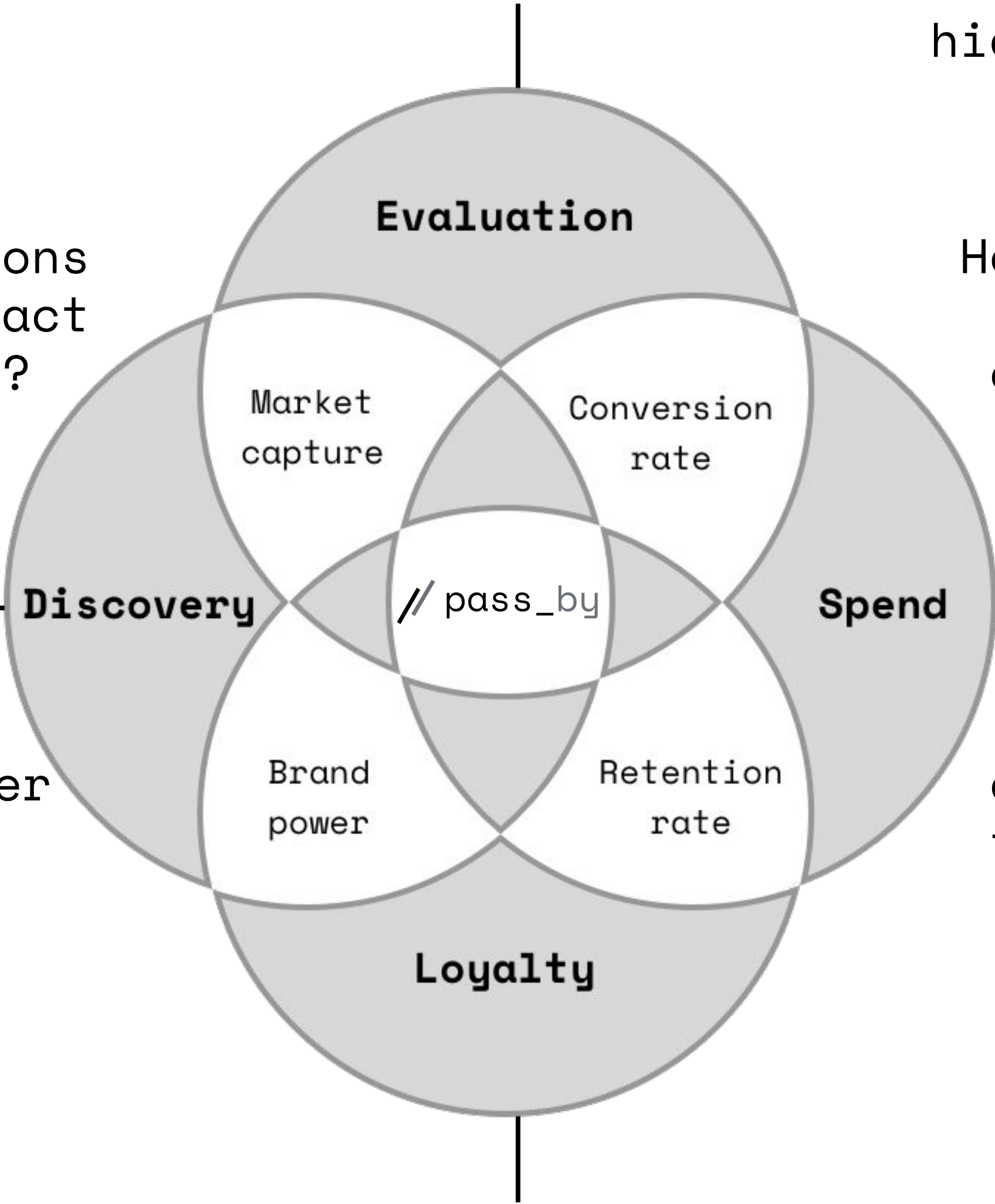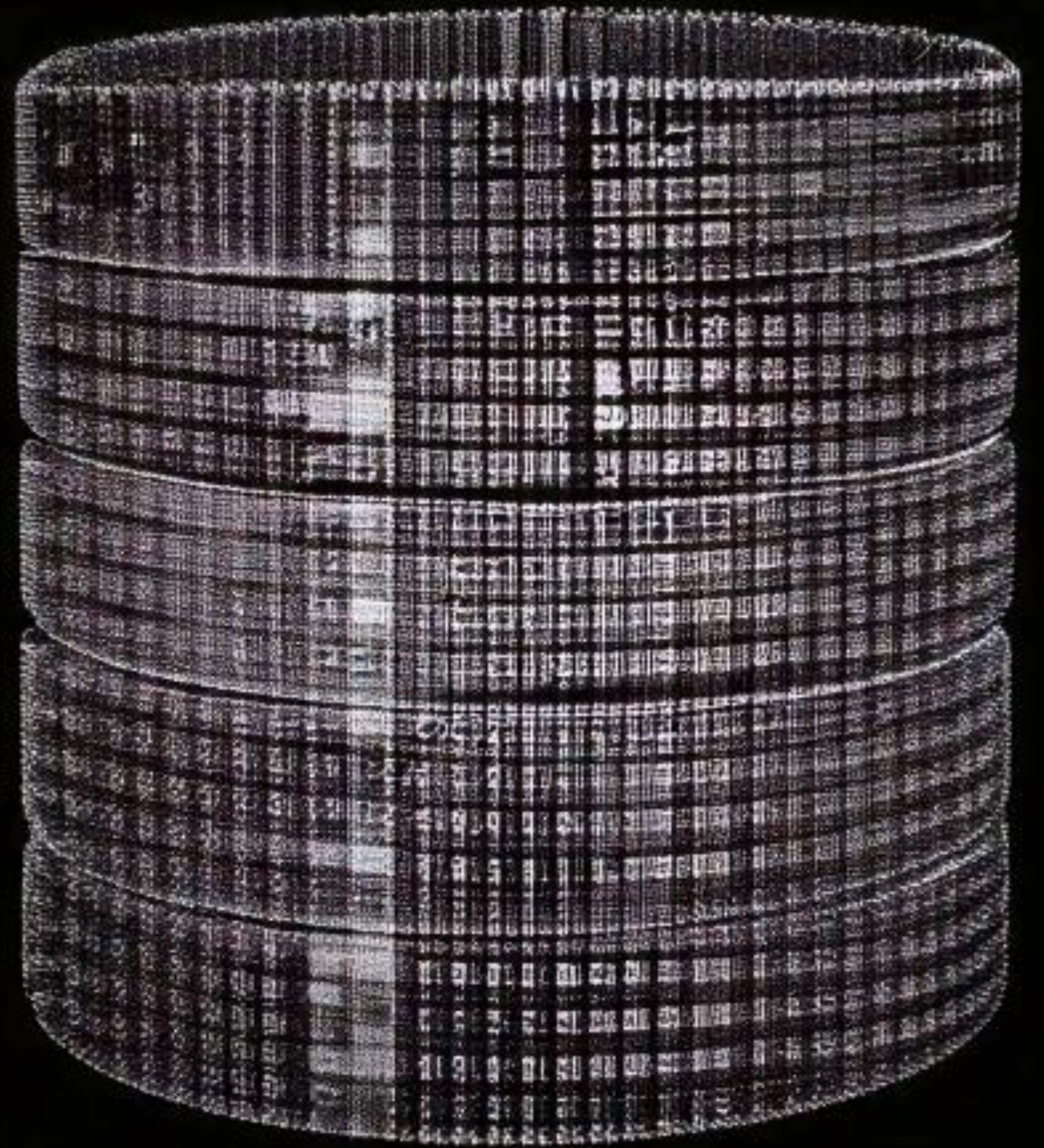
Agenda

/ pass_by leverages unique data to deliver best in class real world intelligence.

95%
Inside mall coverage

93%
Coverage of US retail stores

6+
Years of data history

#1
Ranked data provider accuracy in relation to S&P 500 retail brands

Powerful Location Intelligence on the customer journey at any geographical level

What's in our data?

Our AI is designed to cut through the noise, seamlessly connecting and making sense of the messy, disconnected, and incompatible datasets found in the brick-and-mortar world.

Revealing consumer behavior in brick-and-mortar for, unlocking insights, and leveling the field with e-commerce.

Sensors

Spend

Transactions

Events

Weather

Demographics

POI

Mobility
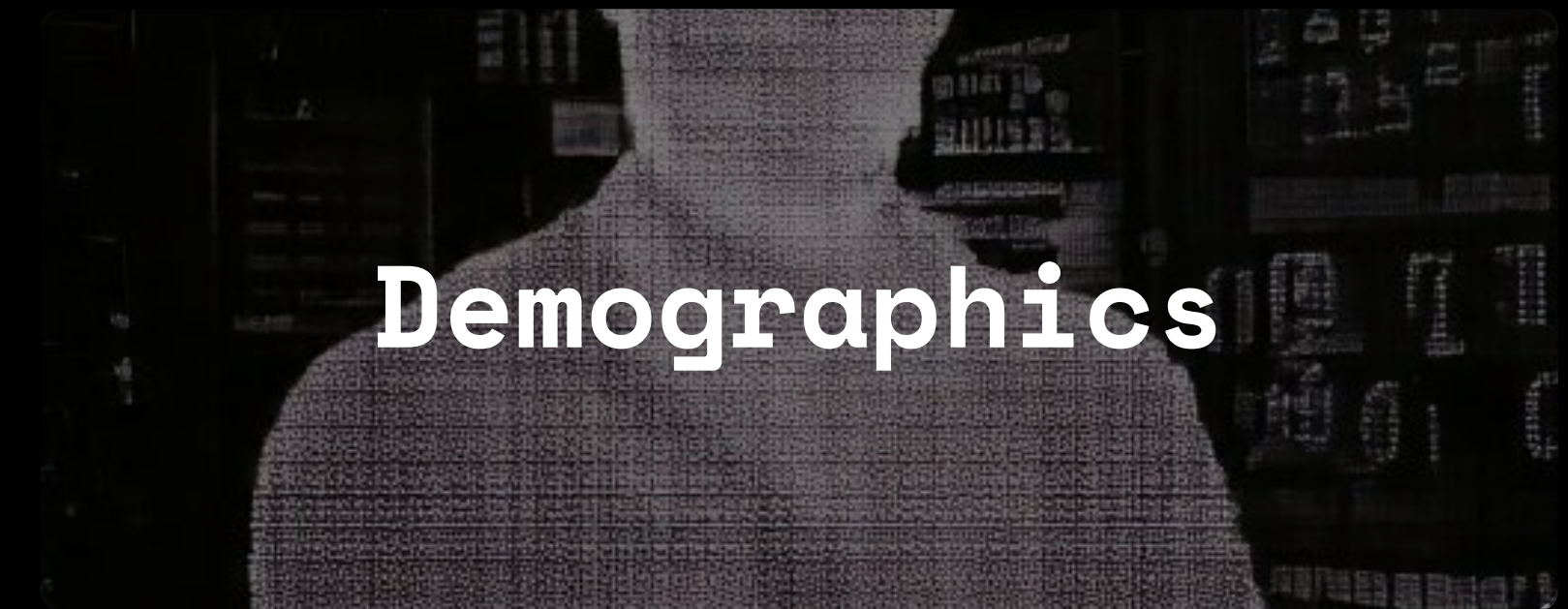
Our Products

Almanac
Core intelligence platform combining traffic, demographic, competitor data
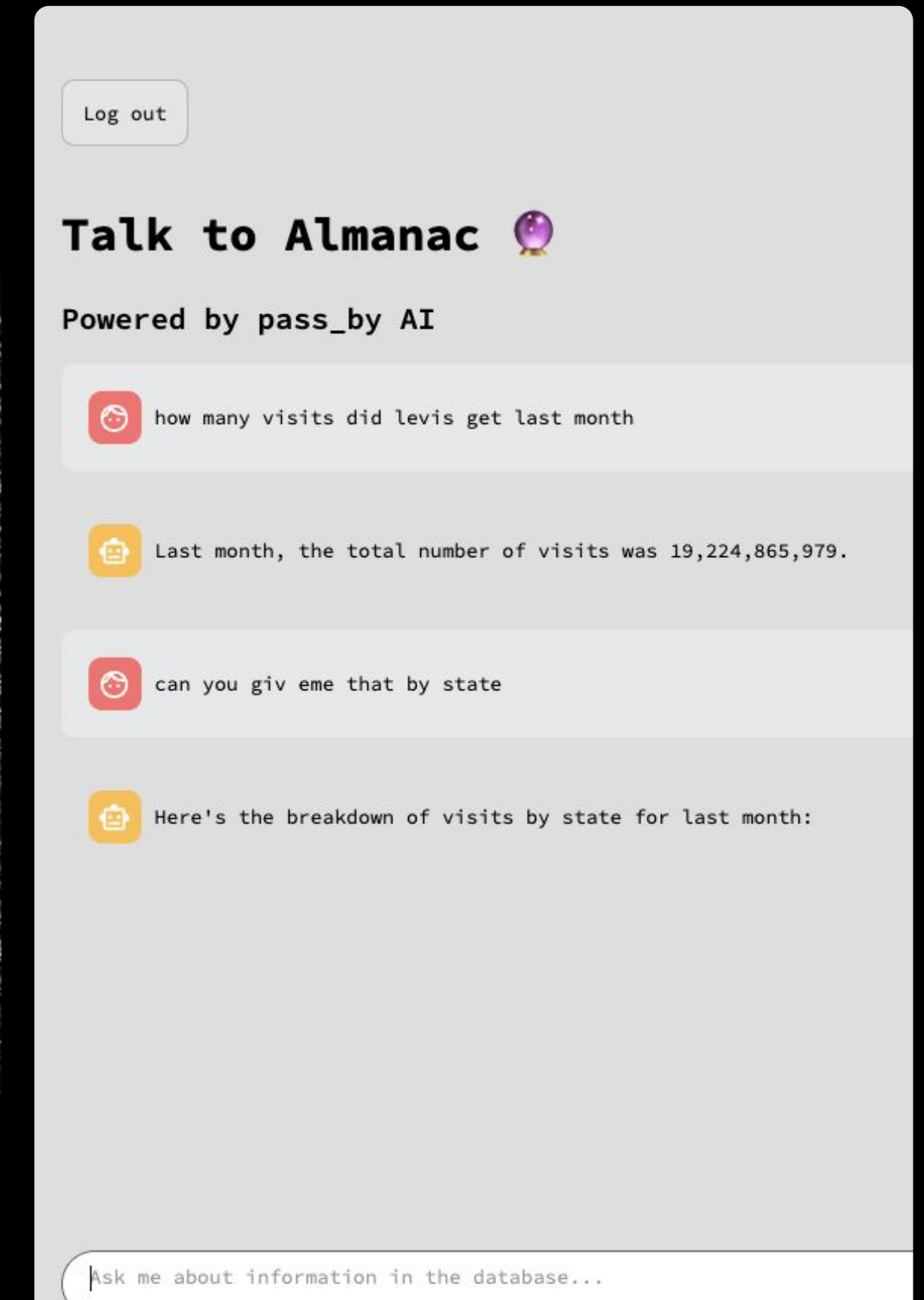
Data Feeds
Ongoing feeds for store-level and competitor analysis

API
Integrate pass_by data into existing systems

LLM (coming soon)
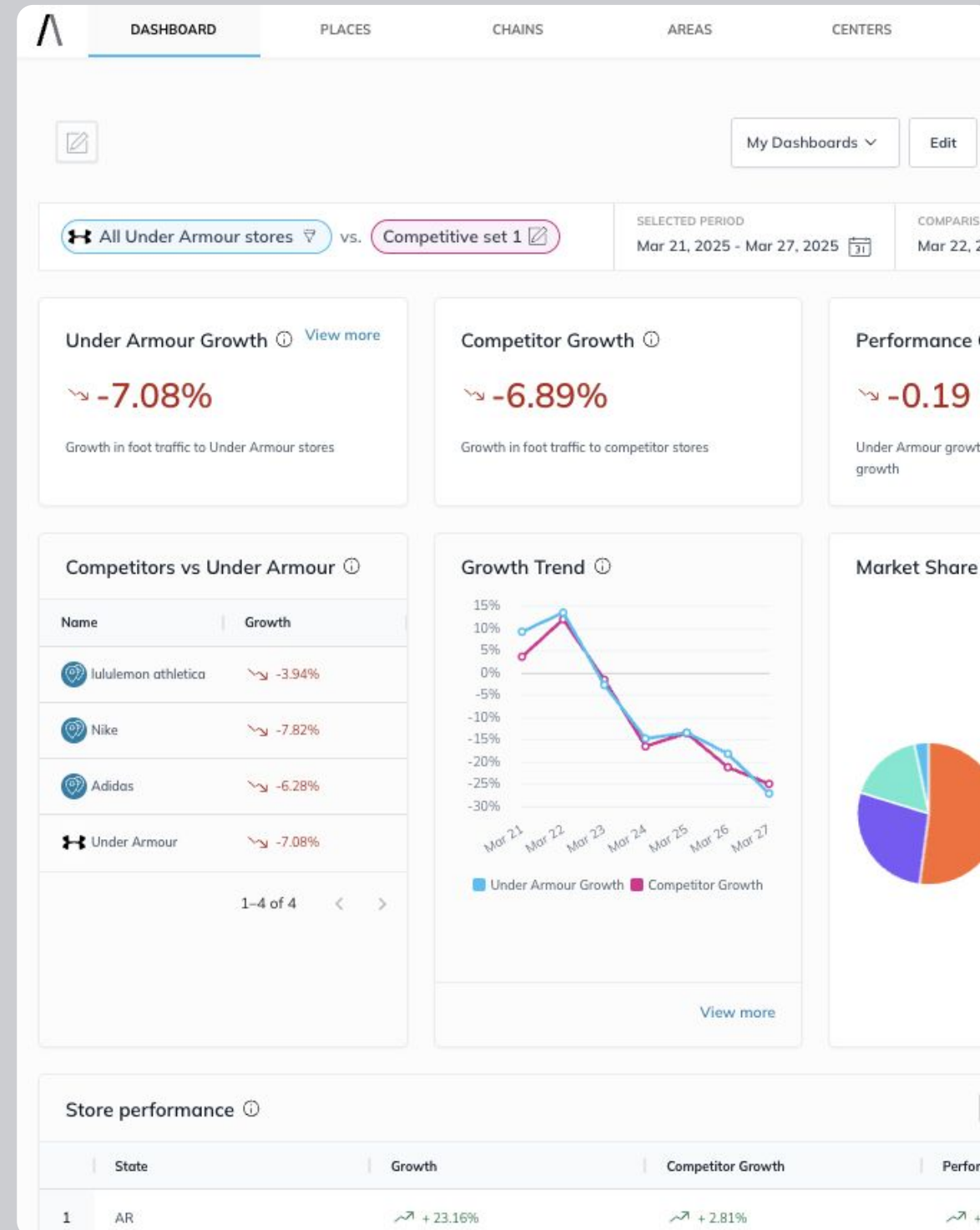Ask natural-language questions, get instant insights

pass_by

Almanac

The easiest way to access powerful market intelligence on your competitors.

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Almanac -
what's inside

Win the Battle for the Customer

Track foot traffic winners

Identify share losses to rivals

Spot sales gaps vs. competitors

Pinpoint competitor performance edges

Assess your standing in trade areas
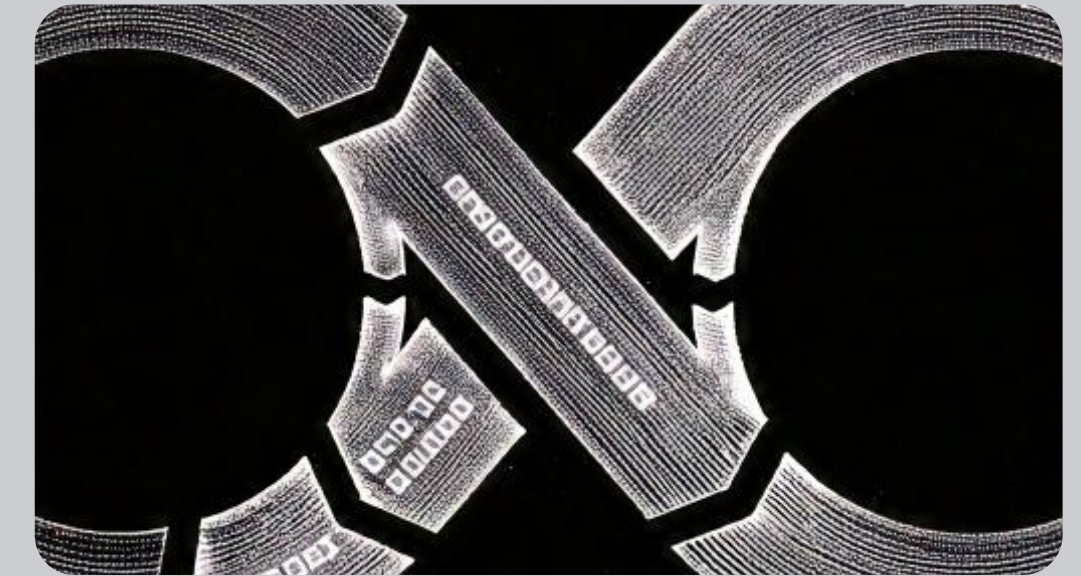
Turn Data into Operational Gains

Monitor changes with dynamic dashboards

Identify underperforming stores, act fast

Prioritize geos with precise insights

Give teams actionable answers, not just data

Find locations to improve or replicate

Unlock the Full Customer Journey

Target high-value shopper segments

Psychographics to explain customer visits

Track customer origin and cross-shopping

Link foot traffic to revenue insights
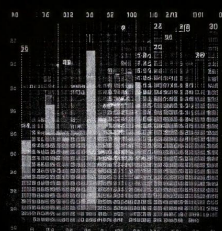
Align strategy with true customer profiles

Data feeds & API

Ongoing feeds for store-level and competitor analysis, directly into your own data infrastructure

Data feeds

Data tables	Delivery options	Format	Frequency

Data tables

store_visits: Tracks daily visits to stores, detailing the total number of foot traffic occurrences.

store_visitors: Provides anonymized visitor profiles to understand demographic and behavior patterns.

store_info: Contains detailed information about each store, including location, brand affiliation, and classification.

Delivery options

Bulk API

Push to SFTP

Snowflake Share

Push to S3 Bucket

Pull from S3 Bucket

Databricks Data Share

Push to BCG Bucket

BigQuery

Push to Azure Blob Storage
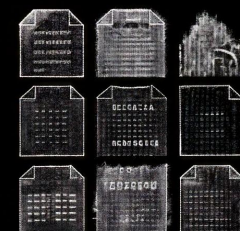
Format

Parquet

CSV

JSON Lines

Frequency

store_visits: Delivered daily with a 5 day latency

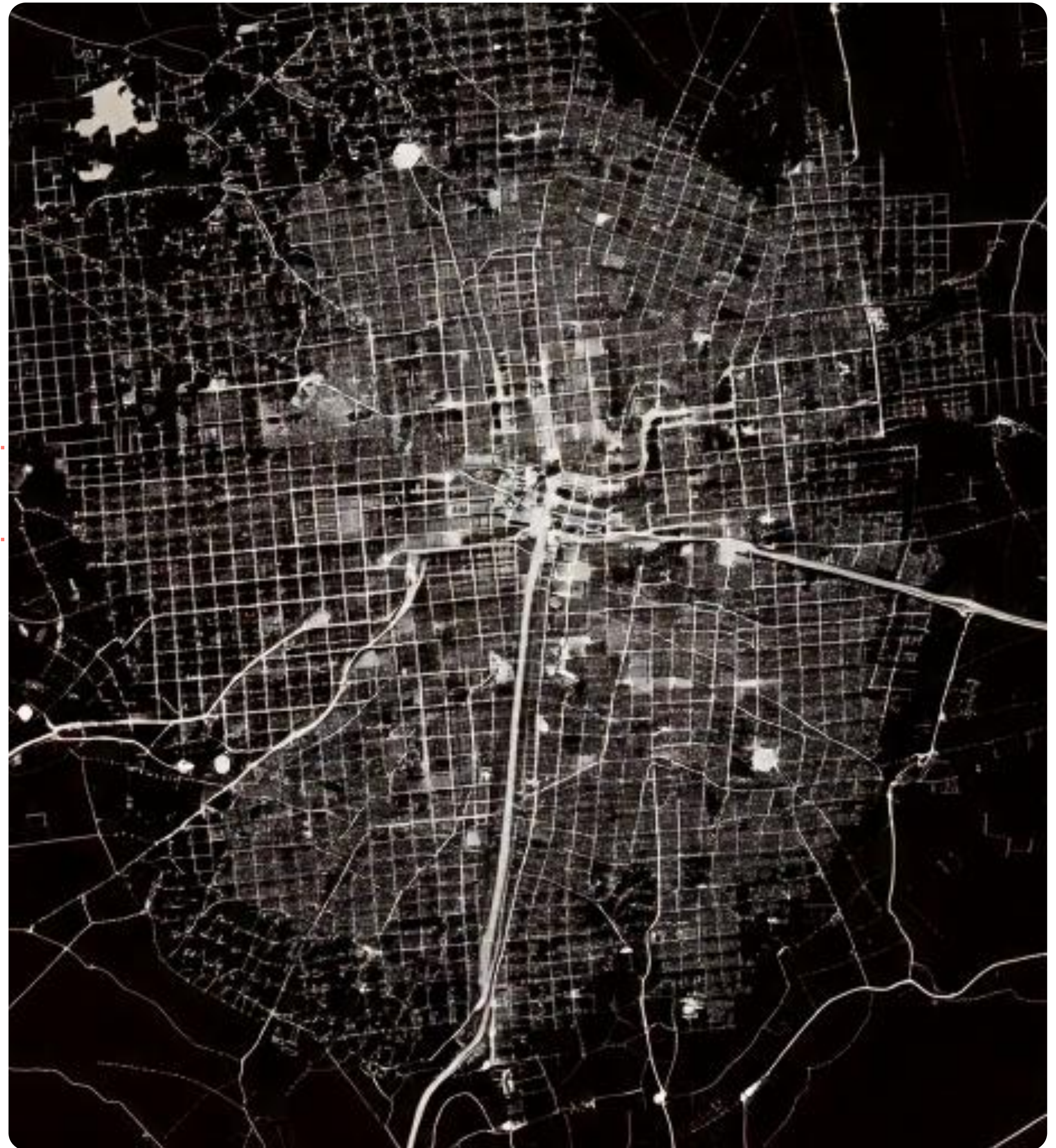store_visitors: Delivered on the first Monday of every month containing data for the prior month

Agenda

Our accuracy is unrivalled

● **Competitor**   ● **Groundtruth data (Confidence level 99%)**   ● **pass_by**
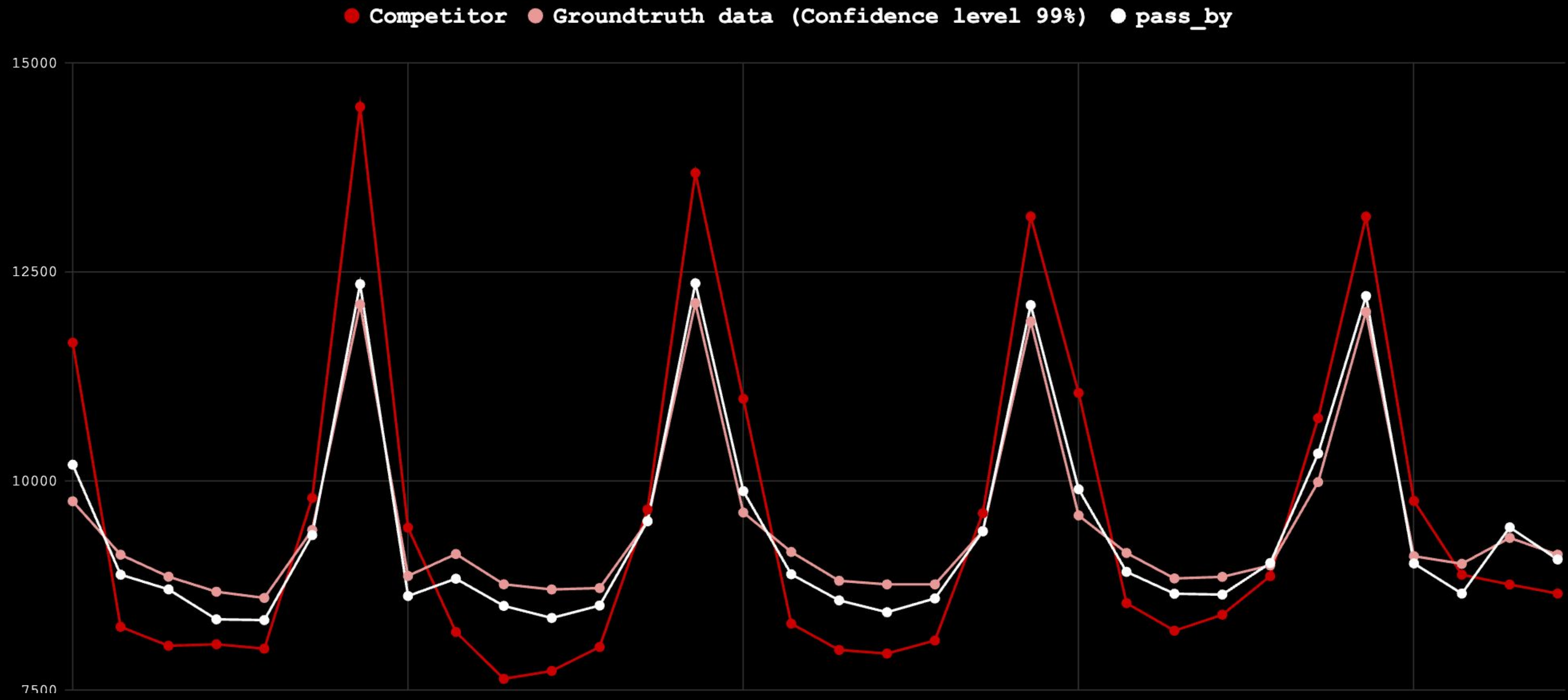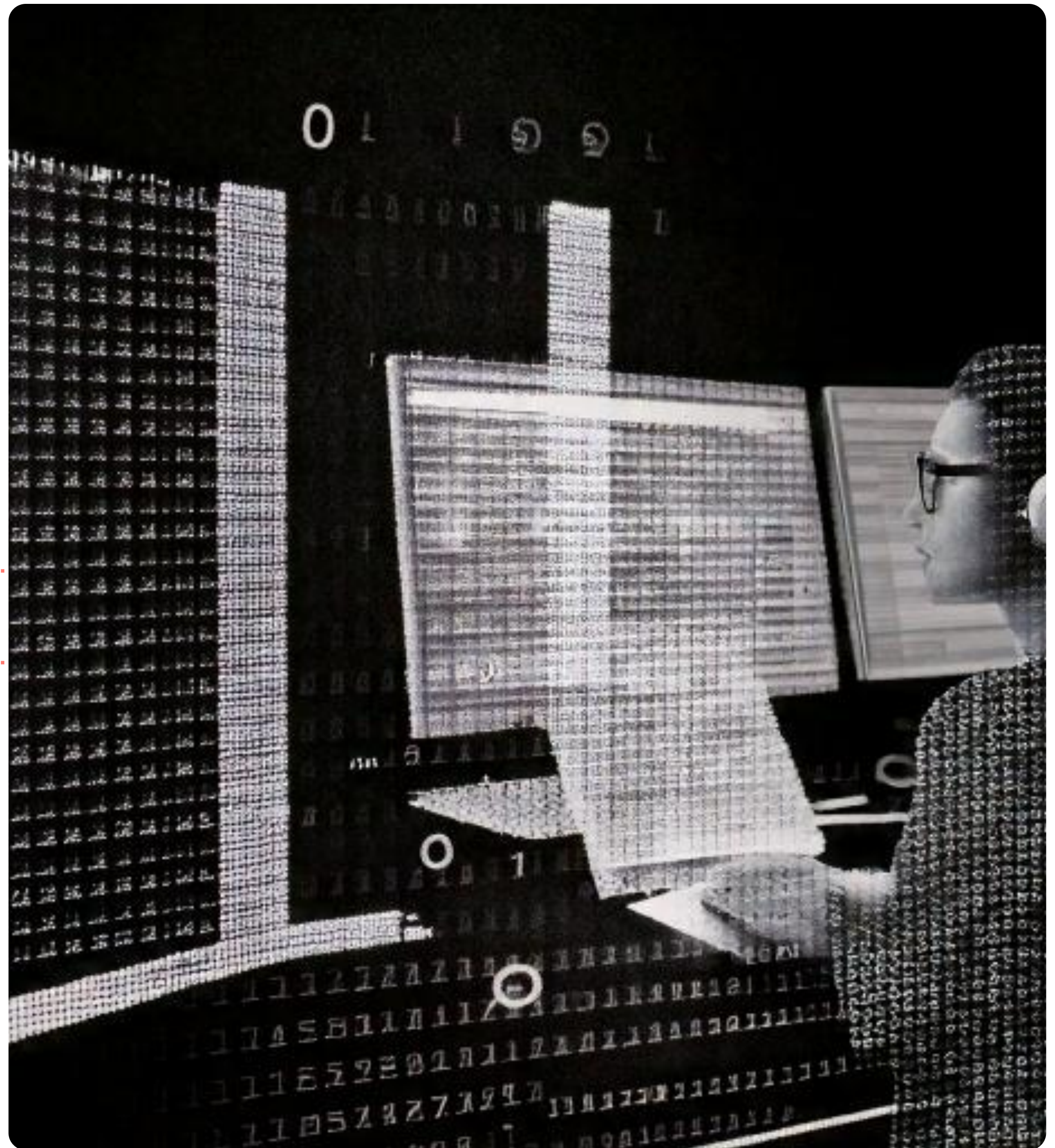
Time series comparison of our data v. a notable competitor; both anchored against actual traffic counts
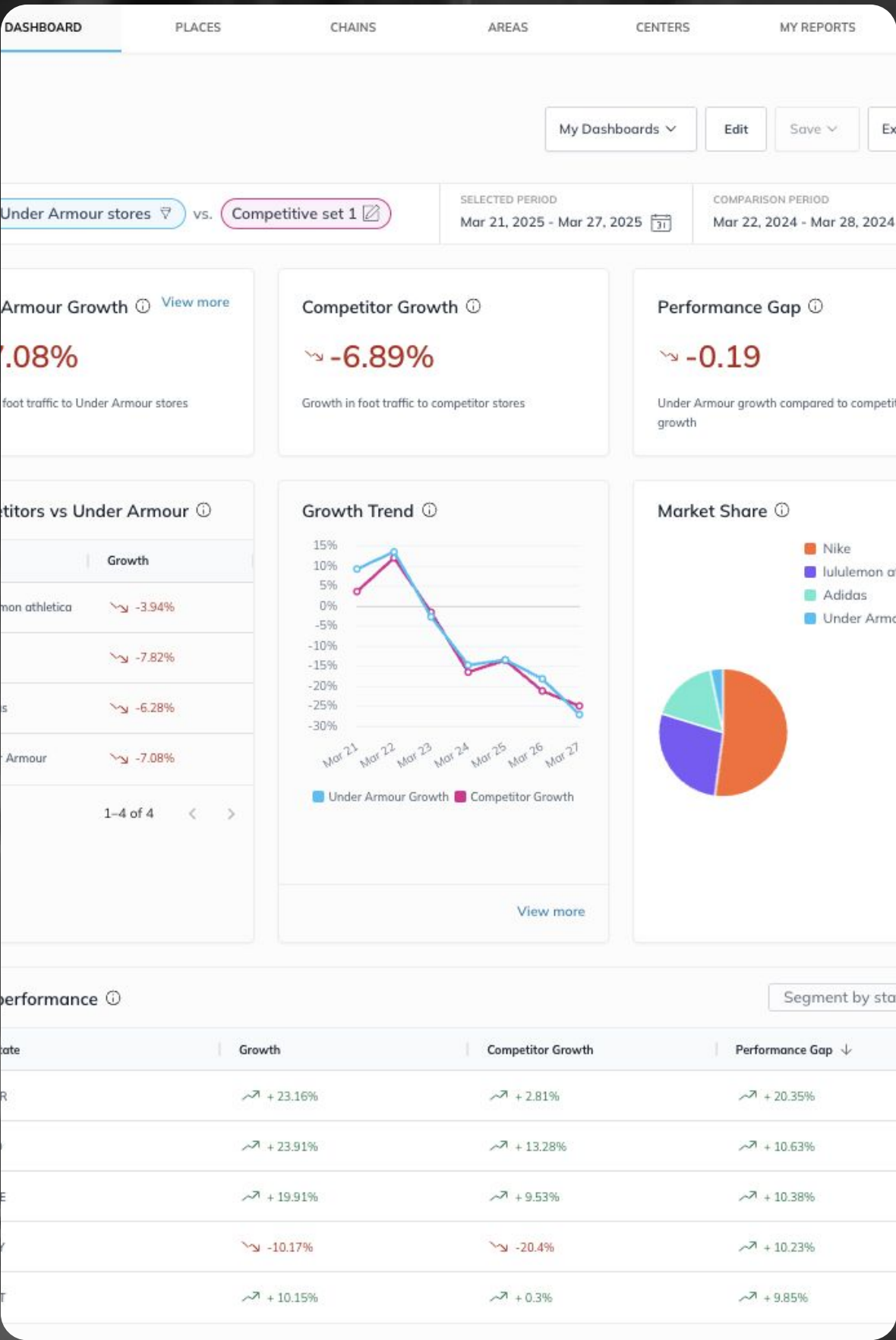
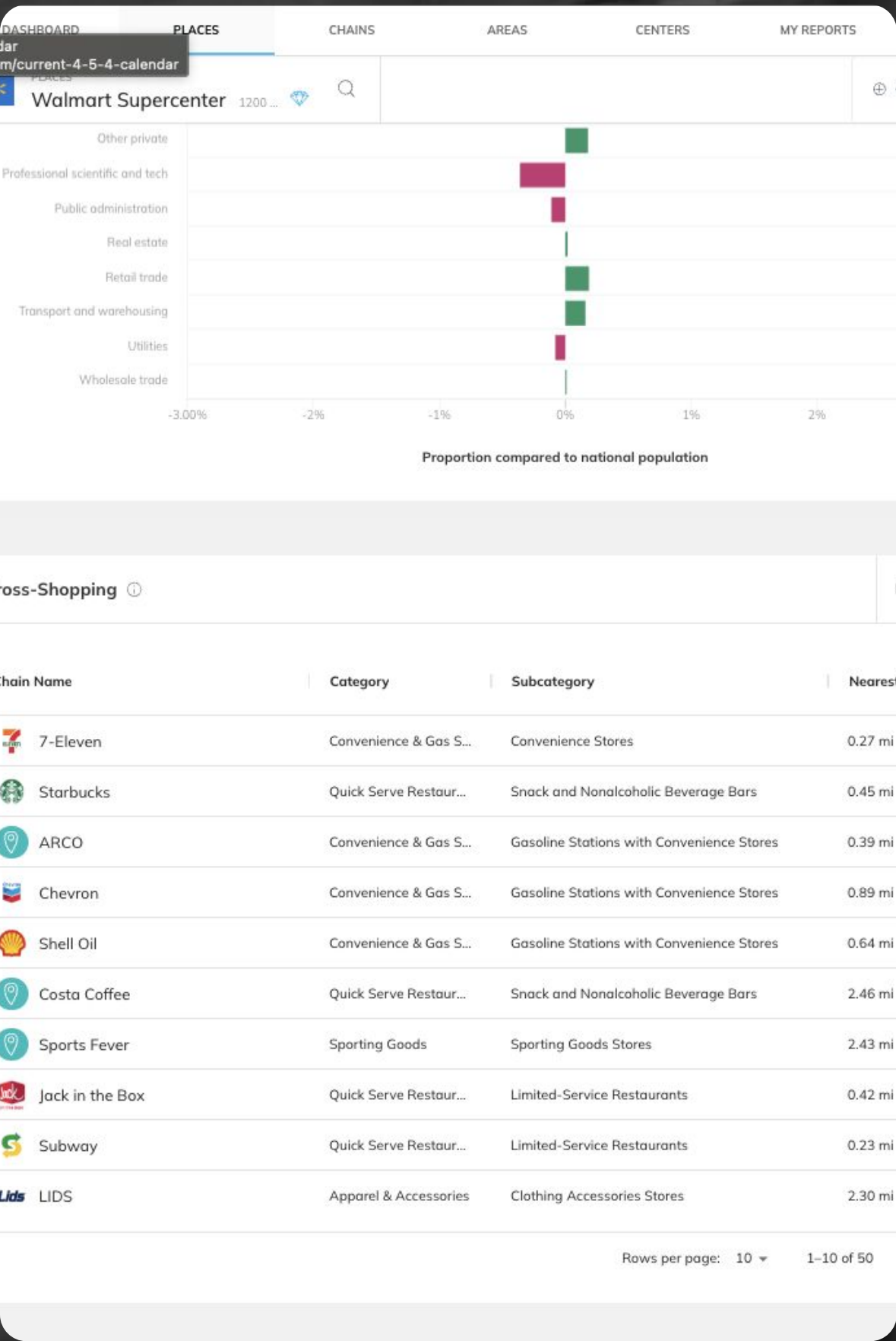# Agenda

Demand Forecasting

Useful for:

- Inventory Planning
- Workforce Planning
- Promotion Planning
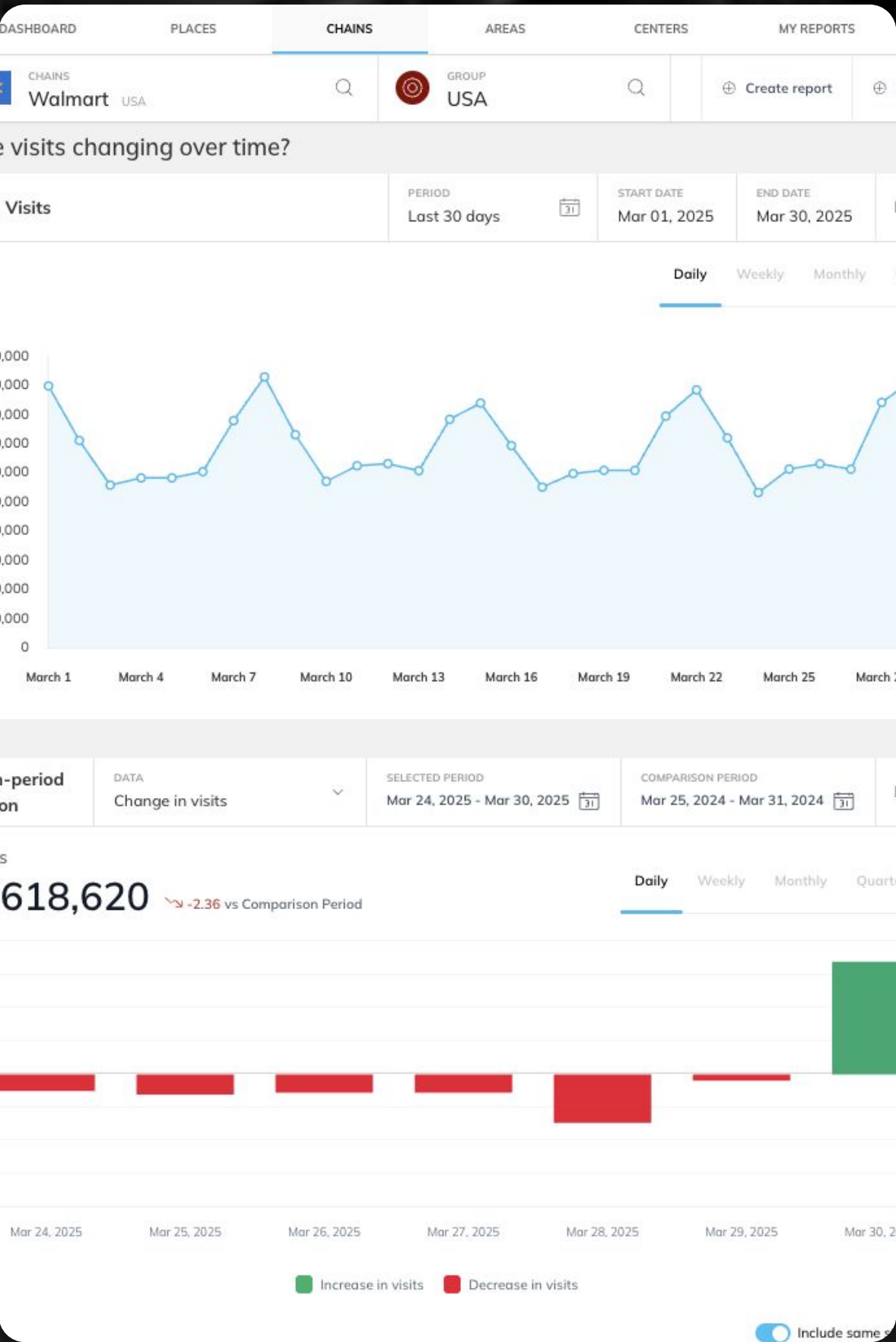
Competitor Benchmarking

Useful for:

- Comparing store traffic
- Tracking share shifts
- Benchmarking by market

Cross Shopping

Useful for:

- Spotting shared shoppers
- Revealing brand overlaps
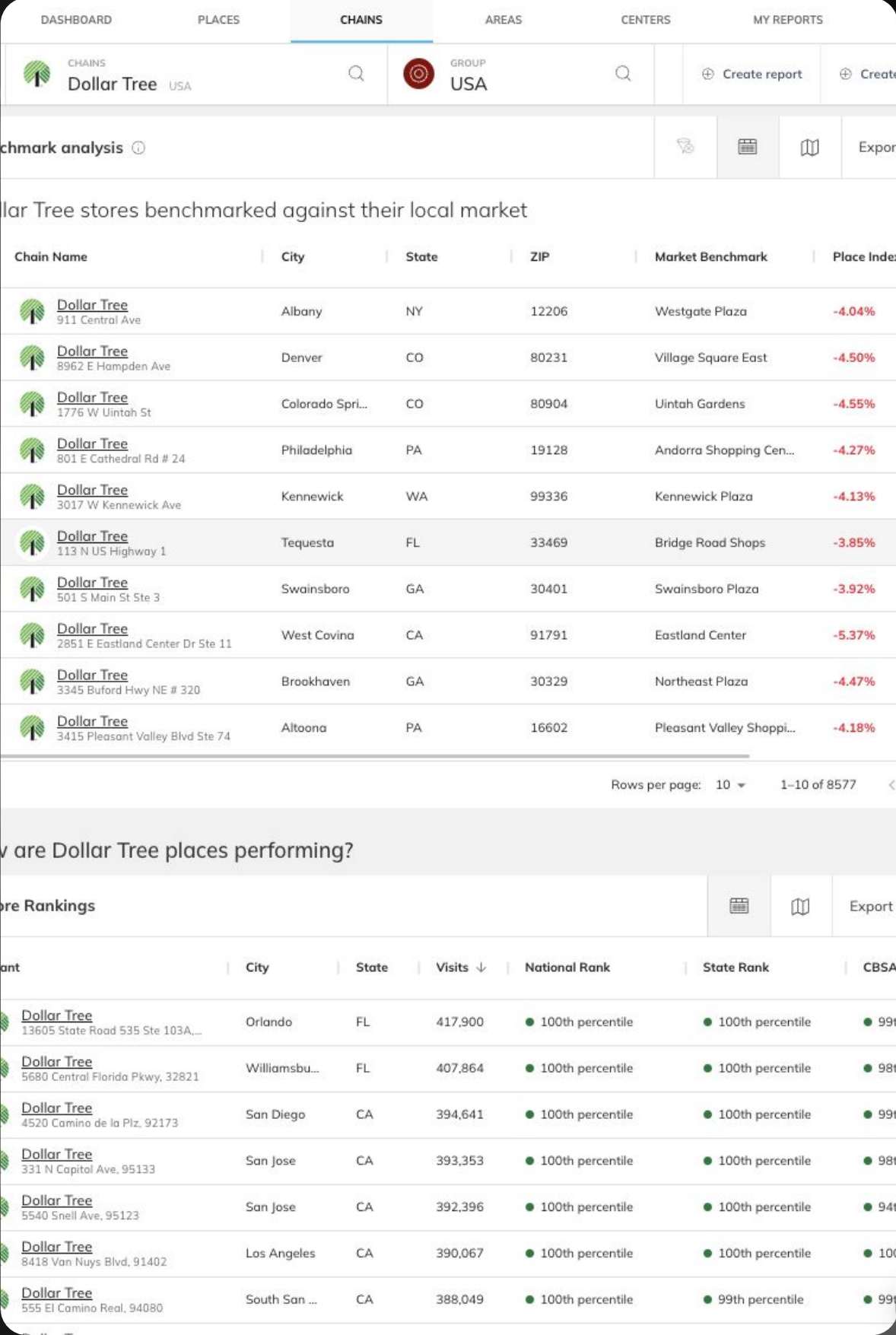- Targeting switcher audiences

Performance Troubleshooting

Useful for:

- Flagging weak locations
- Diagnosing traffic drops
- Prioritizing key fixes

Site Management

Useful for:

- Ranking store potential
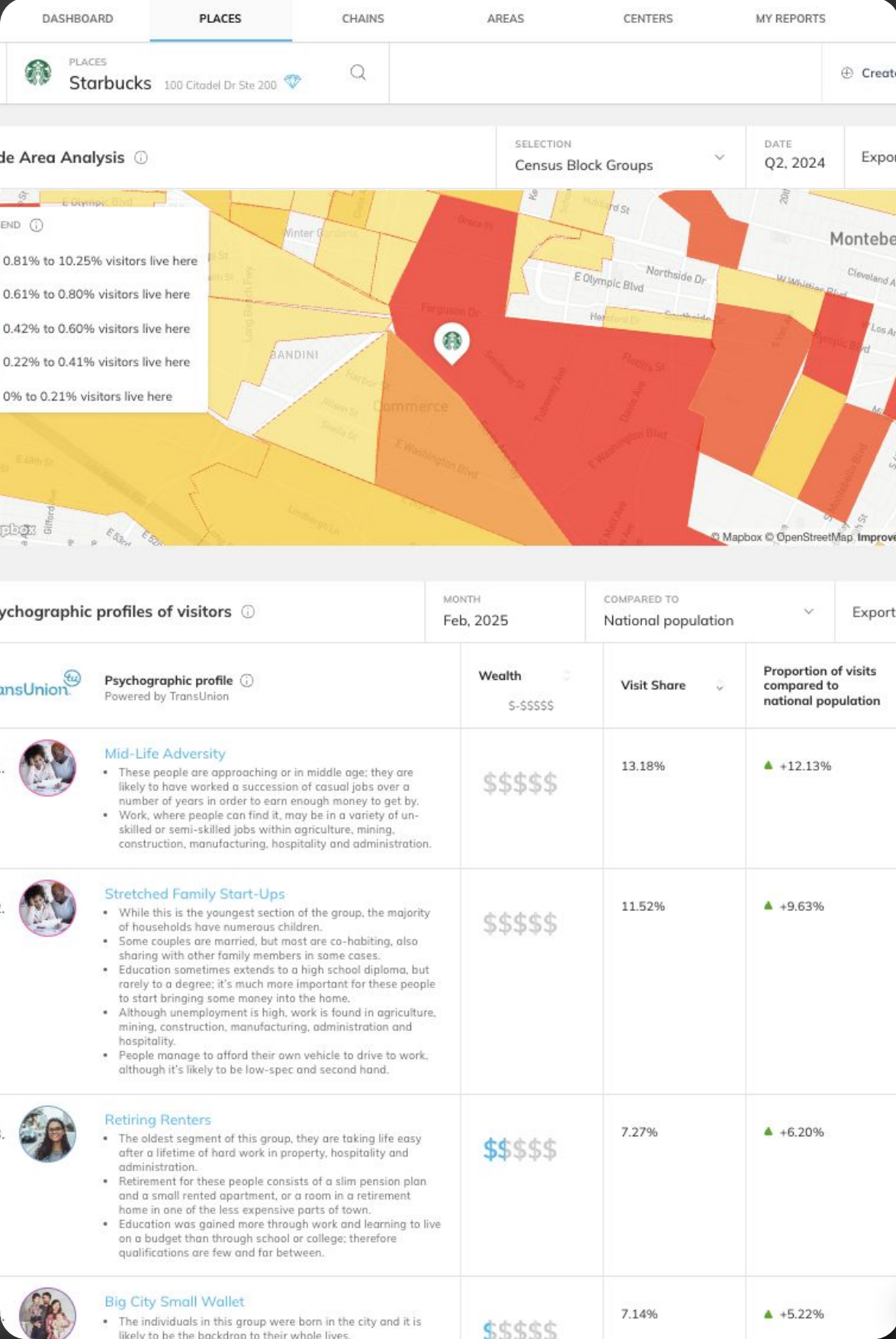- Reallocating by need
- Tracking store impact
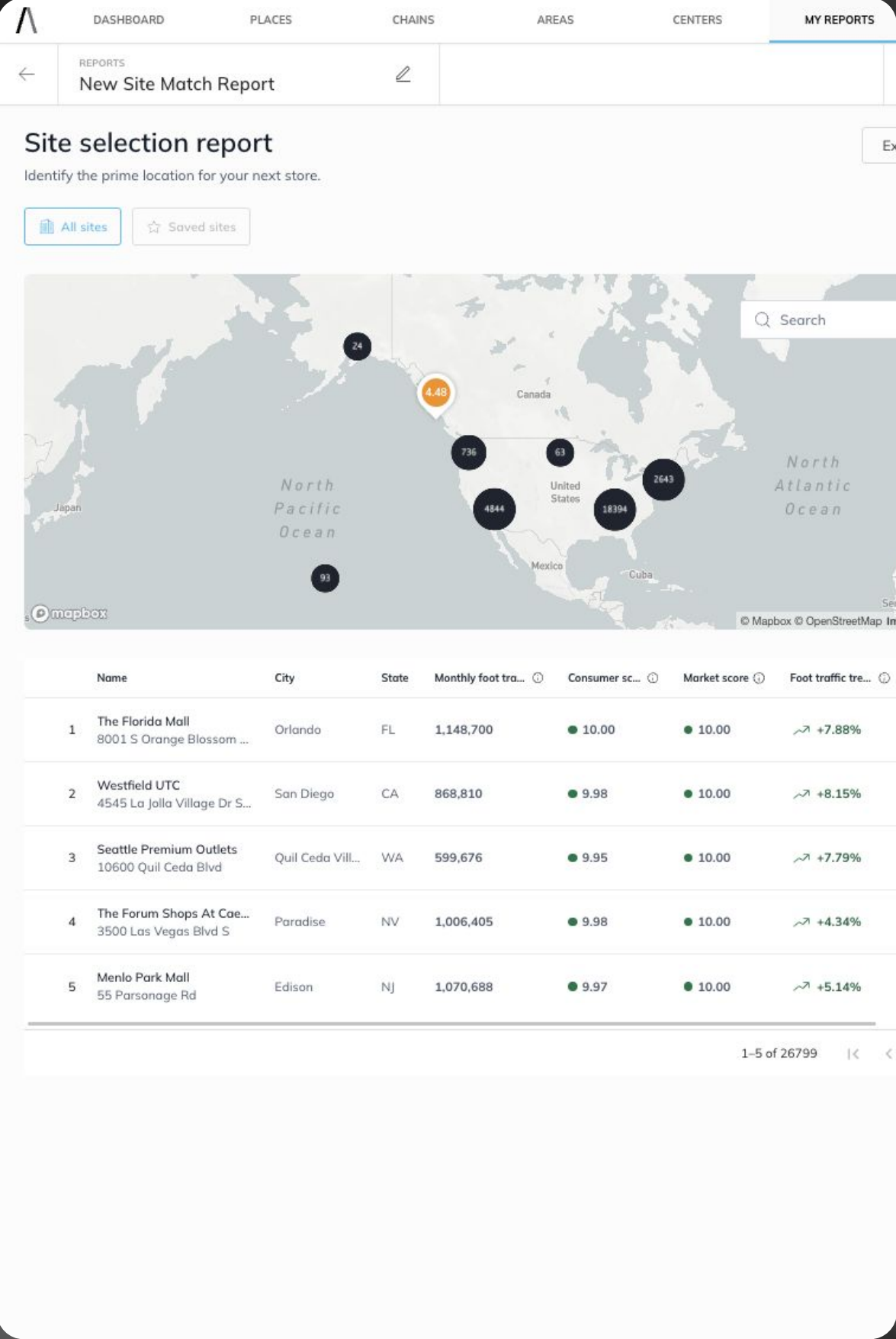
Site Selection

Useful for:

- Predicting site traffic
- Finding and comparing location options
- Matching with demand

Trade Area Analysis

Useful for:

- Mapping customer origins
- Comparing trade areas
- Finding growth gaps

Audience Demographics

Useful for:

- Profiling real shoppers
- Comparing brand audiences
- Targeting top segments

Agenda

Four recent examples from different verticals to illustrate direct value from market intelligence.

Site selection for
geographic expansion

Eyewear

Competitive Benchmarking
for Customer Loyalty

Department store

Case studies

Analyzing Customer
Origins and Gaps

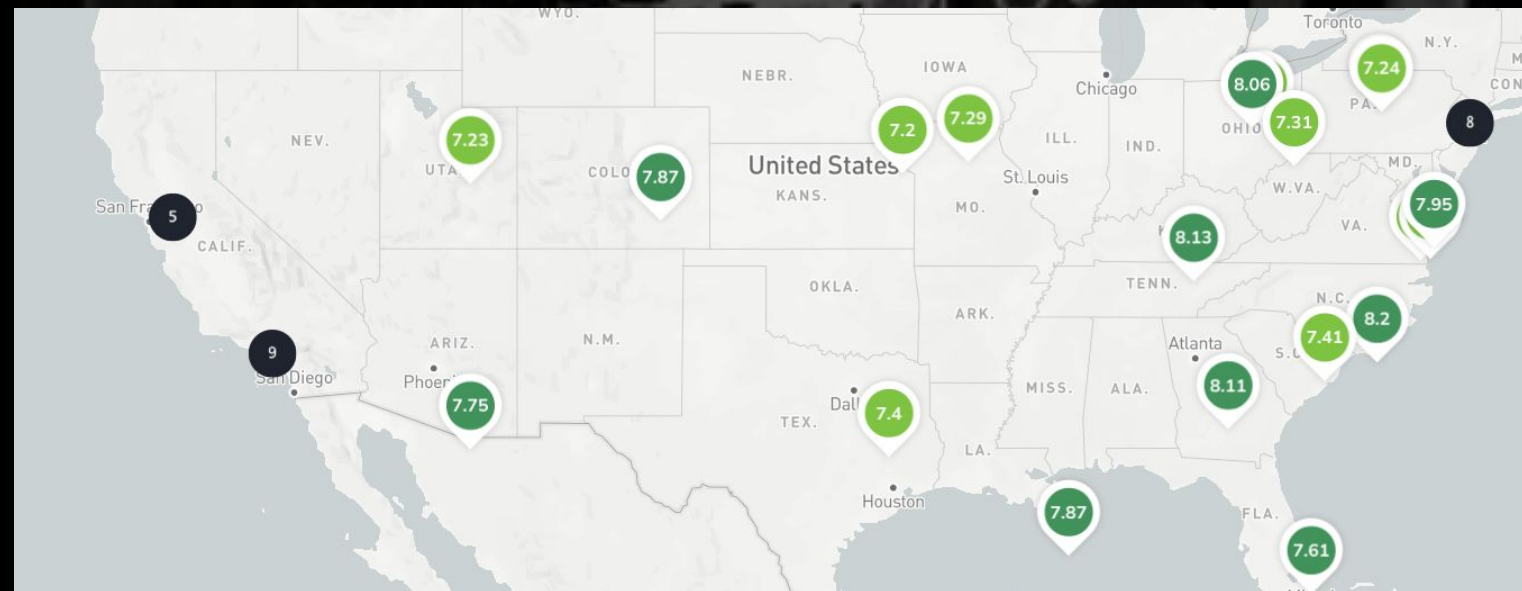**Footwear**

Benchmarking Competitor
Performance for Growth

Jewelry

Site selection for
geographic expansion

Client Profile:
Nationwide eyewear retailer
with ~800 locations

Problem: Choose the right location for business expansion based on the data.

Approach:

● Used pass_by's Almanac to benchmark trade areas.

● Pulled foot_traffic data to assess volume patterns in key malls.

● Evaluated demographic alignment with brand target audiences.

● Compared visit trends across potential and competitor sites.

● Prioritized locations with high conversion potential.

Result:

● The brand now consistently selects high-performing locations with strong foot traffic and aligned demographics.

● Opened up 21 new stores within the first 12 months of working with pass_by.

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Case studies

Competitive Benchmarking for Customer Loyalty

Client Profile:
Department store with ~300 locations across Southeastern US

Growth Trend ⓘ
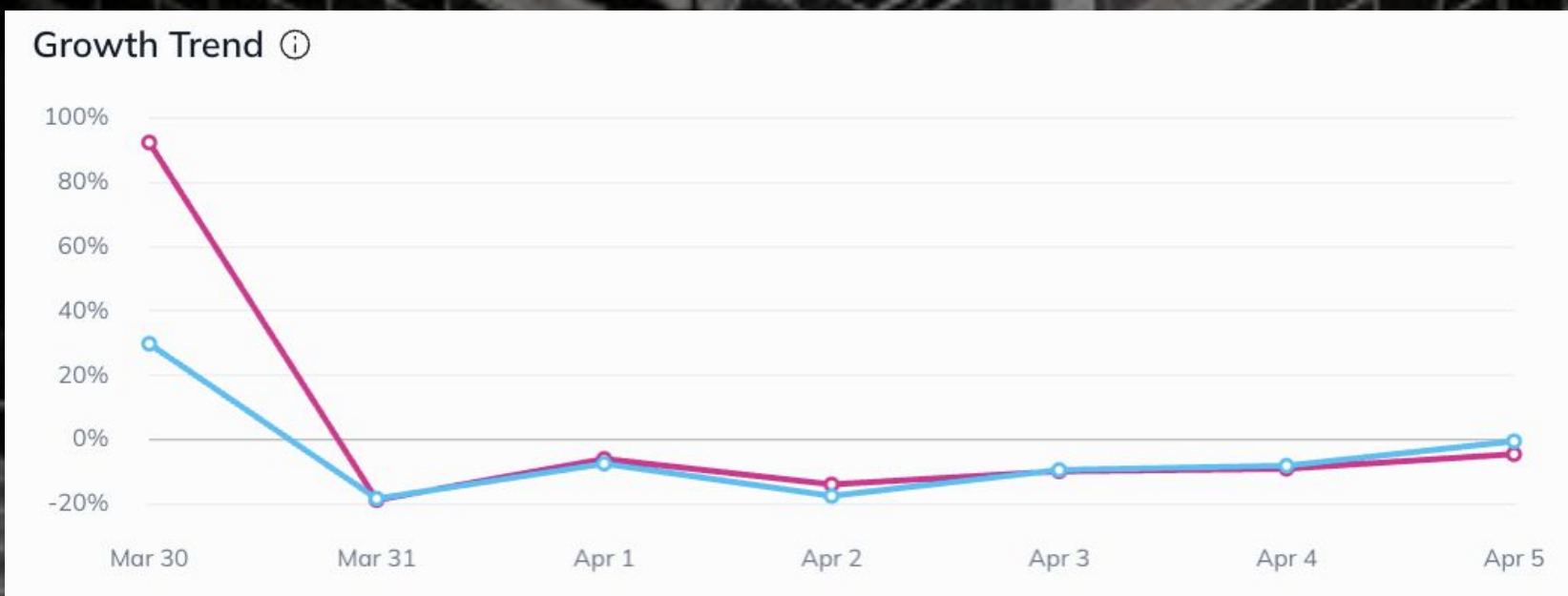
Problem: Enhance loyalty and customer experience by understanding local competition.

Approach:
- Integrated pass_by's API for real-time access to competitor traffic.

- Analyzed store-level demographic and visitation trends.

- Identified key competitive threats by market.

- Benchmarked performance against nearby retailers.

- Enabled field teams with competitive insights for local execution.

Result:
- The retailer now adjusts strategies at the store level based on local competition, improving customer retention and market responsiveness.

- Closed the performance gap to key competitors by 7.37% within the first 12 months of working with pass_by.

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Case studies

Analyzing Customer Origins and Gaps

Client Profile:
Global footwear brand with ~200 stores throughout the US
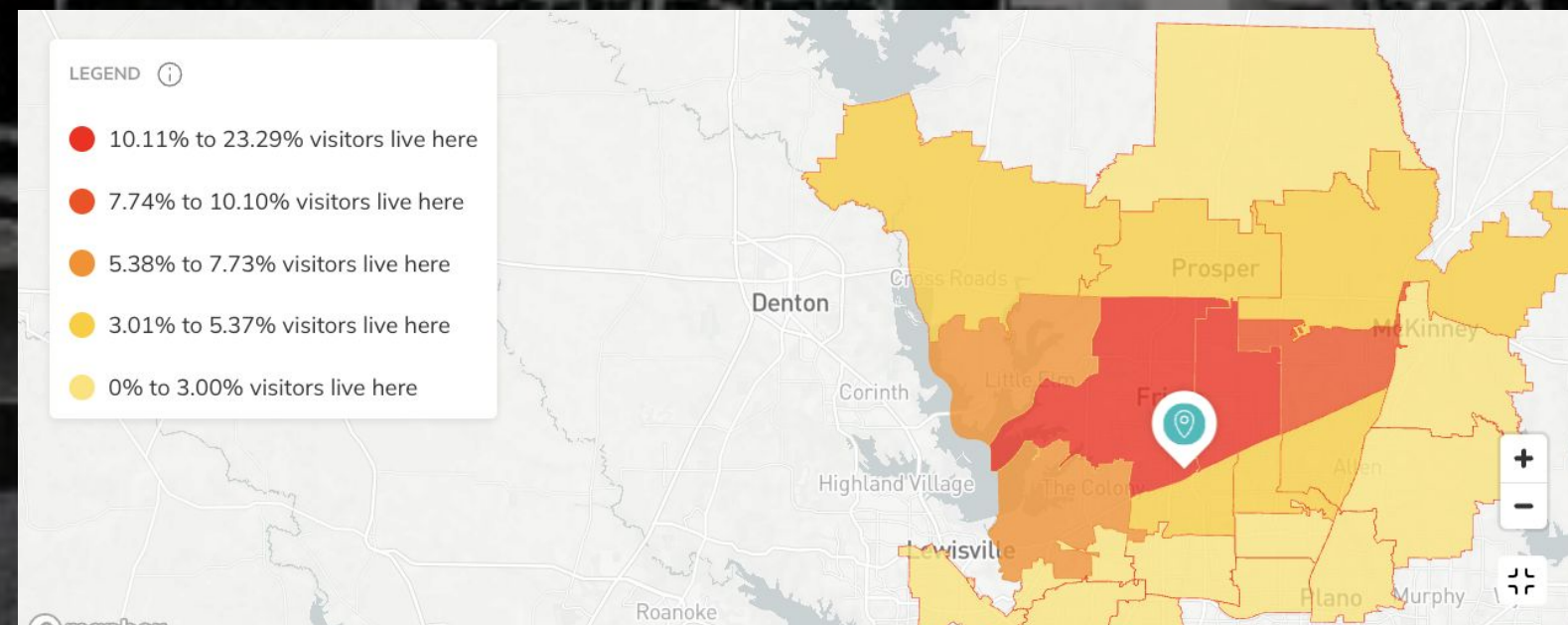
Problem: Lacked visibility into customer origins and trade area traffic patterns.

Approach:

- Leveraged pass_by's Almanac platform for comprehensive trade area analysis.

- Analyzed foot traffic patterns over time to understand customer movement.

- Identified customer origins and key market gaps.

- Mapped potential growth areas based on customer data.

- Refined marketing strategies to target underserved markets.

Result:

- Mapped customer origins and identified growth opportunities, enabling the brand to enhance in-store experiences, increase loyalty, and improve conversion rates.

- They expanded the number of zip codes attracting customers by 23% in the first 12 months of working with pass_by.

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Case studies

Benchmarking Competitor Performance for Growth

Client Profile:
Global jewelry brand with ~500 stores throughout the US

Place Index	Market Index	Difference ↓
+4.38%	-46.09%	+50.46
+3.41%	-41.60%	+45.01
+9.32%	-26.32%	+35.64
+1.86%	-31.04%	+32.90
+2.90%	-29.60%	+32.50
-0.31%	-31.02%	+30.71
+5.40%	-22.85%	+28.24
+1.63%	-24.48%	+26.12
+1.24%	-23.71%	+24.95
0.00%	-24.81%	+24.80

Problem: Understand competitor performance in malls and identify opportunities to capture market share.

Approach:
- Benchmarked the brand's performance against competitors in key malls.

- Analyzed competitor customer origins, visitation trends, and demographics.

- Identified areas with the highest potential for market share capture.

- Refined marketing strategies to target the right consumer segments.

Result:
- The brand successfully targeted high-potential regions with precise marketing efforts, capturing market share by focusing on the right consumers.

- Since partnering with pass_by, they've achieved 2.16% period-over-period traffic growth, with 96% of their malls trending above the average retail performance in each mall.

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