

PassBy Foot Traffic Data

PassBy delivers alpha-generating consumer foot traffic data for the buy side. Unlike single-source geolocation panels, our signal is triangulated across three independent data sources — mobile geolocation, physical in-store sensor hardware, and vehicle driving data — producing a ground-truthed, harder-to-crowd dataset for earnings prediction, thematic screens, and diligence.

Daily delivery,
T+5 lag

7+
years history

8,000+
Retail brands

364
KPI's with MAPE < =2%

158 KPI's
Top 3 alternative dataset

266 KPI's
Top 3 alternative dataset

Use cases

Hedge funds use PassBy's foot traffic data to build a proprietary read on consumer activity before it hits the tape:

- Model same-store sales ahead of print
- Generate long/short ideas from diverging traffic trends
- Run channel checks at scale, every store, every week
- Track new-unit ramp and verify growth claims
- Diligence REIT/mall tenant health
- Verify M&A and PE targets pre-close

Why it is different

Most providers rely on geolocation data alone — noisy, modeled, and unverified. PassBy combines geolocation with two exclusive sources: Johnson Controls (Sensormatic) in-store sensor hardware for ground-truth entry/exit counts, and Allstate driving data to capture car-based visitation geolocation misses. That triangulation produces a more accurate, harder-to-replicate signal.

Delivery Options

- Snowflake Share
- AWS pull and push
- GCP Push
- Azure Storage Blob Push
- Databricks Delta Share
- API

Available backtesting

PassBy makes our full historical dataset available for backtesting.