



Cross Pollination report

The Cross Pollination report gives the user an insight into visitor movement between their venues and how venues are 'pollinated' over time by visitors making repeat visits across the user's venue estate. The report provides an insight into the venues that both refer and receive the most visits based on visitor movement and the dates that visitors visited the venues.

The report uses the following terminology in regarding the pollination of venues:

Pollinators

A pollinator is a venue that 'refers' visitors to another venue where a visitor is seen chronologically at one venue and then at another. For example Joe Blogs visited Venue 'A' on 6th August 2019 then visited Venue 'B' on the 7th August 2019. Venue 'A' is a pollinator of Venue 'B' where Joe Blogs was seen firstly making a visit at Venue 'A', then Venue 'B'.

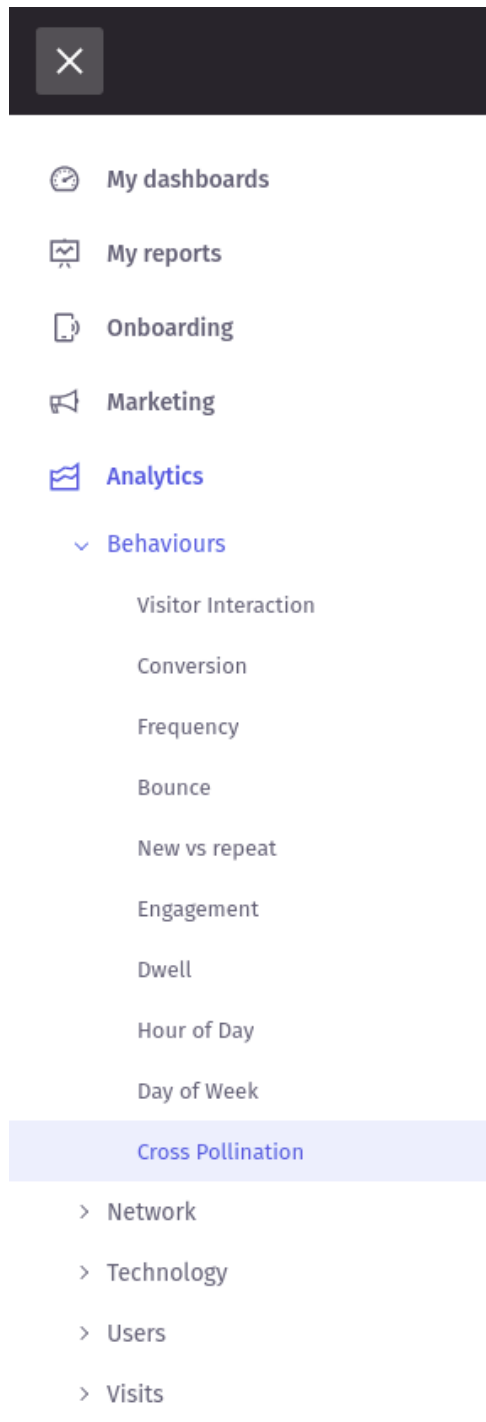
Pollinated

A pollinated venue is a venue that 'received' visits from another venue. For example Joe Blogs visited Venue 'A' on 6th August 2019 then visited Venue 'B' on the 7th August 2019. Venue 'B' is pollinated by Venue 'A' where Joe Blogs was seen firstly making a visit at Venue 'A', then Venue 'B'.

Pollination counts in the report are based on counting distinct authenticated user or unauthenticated device sessions between 2 venues. Pollinations are therefore the count of the number of sessions that an authenticated user or unauthenticated device made between 2 venues in the period.



A new menu item of 'Cross Pollination' has been added to the 'Behaviours' section in the analytics menu:





Report visualisation and features

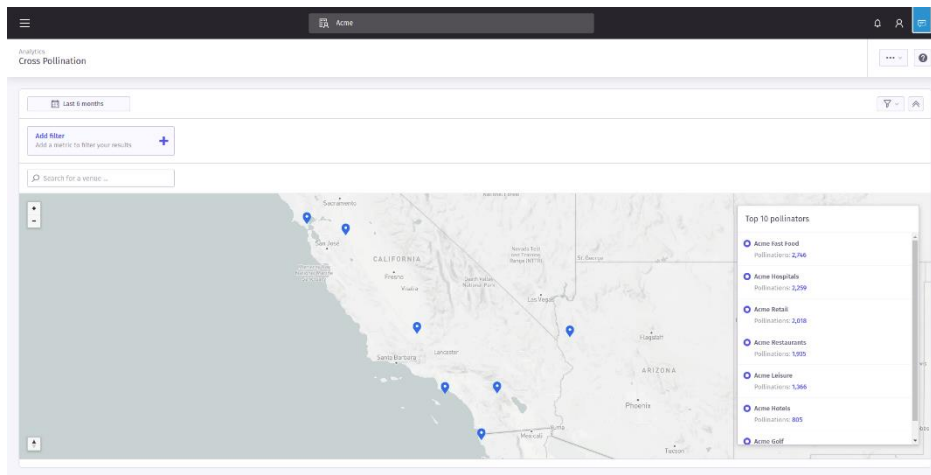
The Cross Pollination report provides analysis for the user's venues in the form of a geographical map where the user can locate and select each venue that they want to view analysis for.

Report defaults

The report will initially load with all the venues in the user's scope where cross pollination data exists within the 'Last 6 months'. The user's venues will be plotted on the map based on each venue's latitude and longitude coordinates and the map will automatically scale to show all venues. In addition to the map view the report includes a table of 'Top 10 pollinators'. The map will highlight the top 10 pollinating venues as dark blue venue icons and list the top 10 venues in the 'Top 10 pollinators' table. Any remaining venues outside of the top 10 will be presented as light blue venue icons.

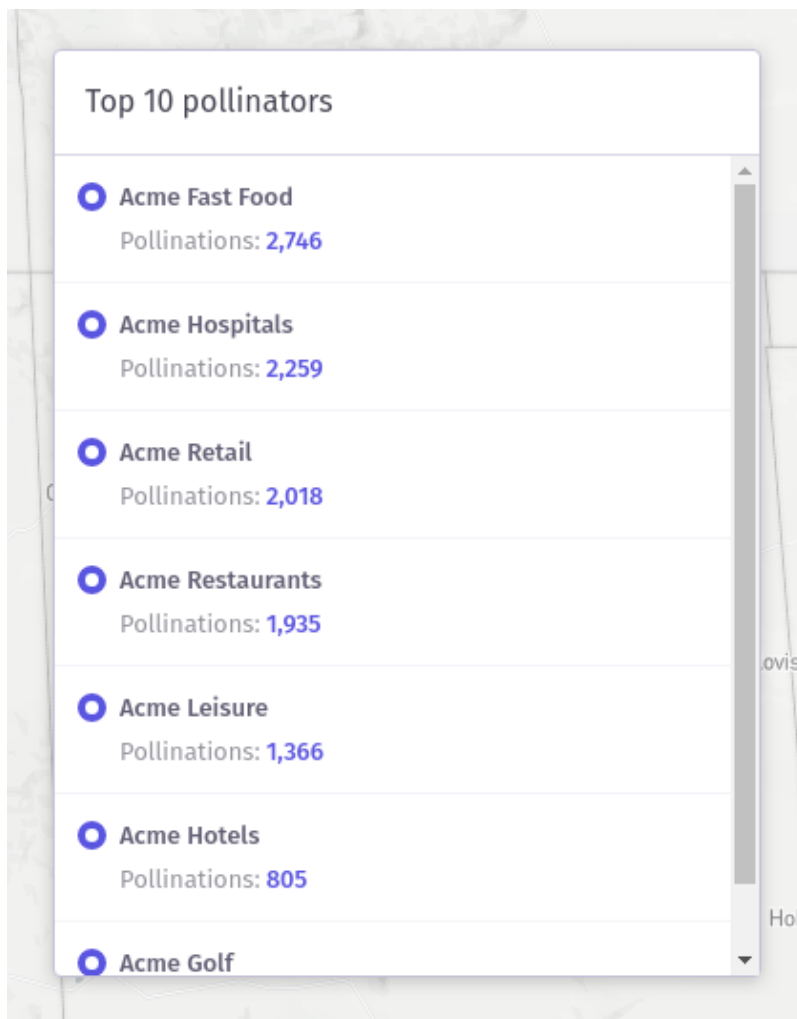
Initial map view

Below is an initial map view at the customer level showing 7 venues in the customer's scope and the venues listed in the 'Top 10 pollinators' list.



'Top 10 pollinators' list

The 'Top 10 pollinators' list lists each venue ranked by the total number of 'pollinations' (visits that the venue referred to other venues) within the reporting period. The venue at the top of the list is the highest pollinator in the period.



In the example above we can see that 'Acme Fast Food' venue is the top pollinator in the period referring a total of 1508 visits to other venues.

Pollination analysis for each venue

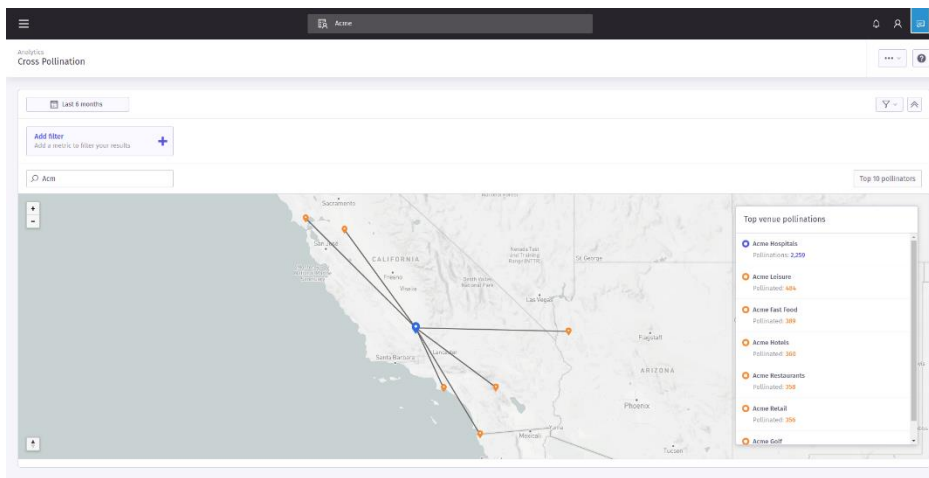
The user can access deeper pollination analysis for each venue and see the number of pollinations referred to other venues. The report will limit the analysis to a maximum of 10 venues displaying the top 10. Deeper analysis can be accessed in 2 ways:

1. By clicking on individual venues on the map
2. By clicking on individual venues in the 'Top 10 pollinators' list
3. By searching for venues



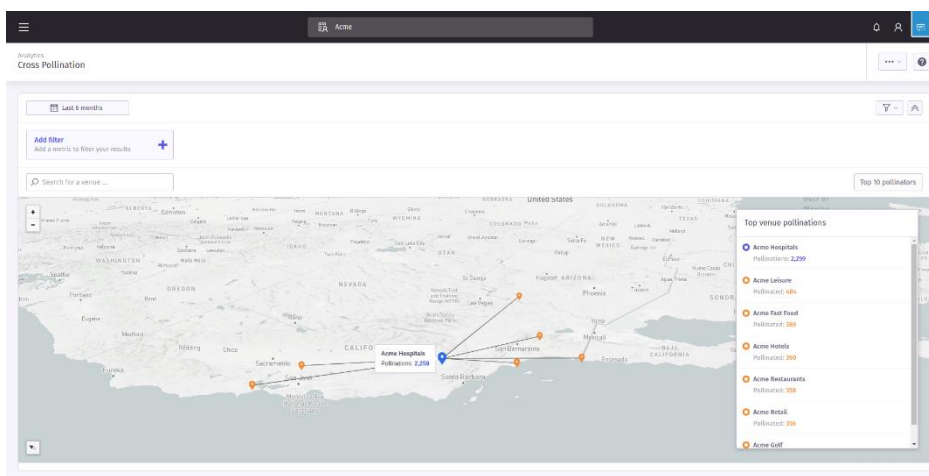
Accessing pollination analysis by using the map

When clicking on a venue within the map the user will see the top 10 pollinated venues as orange venue markers. Lines are also rendered on the map to indicate the geographic direction that the pollinated venues lie in relation to the selected venue. The 'Top 10 pollinators' list will also update to display the top 10 pollinated venues and the number of pollinations referred to each one. This can be seen in the image below where the user has selected the 'Acme Golf' venue:



Map rotation

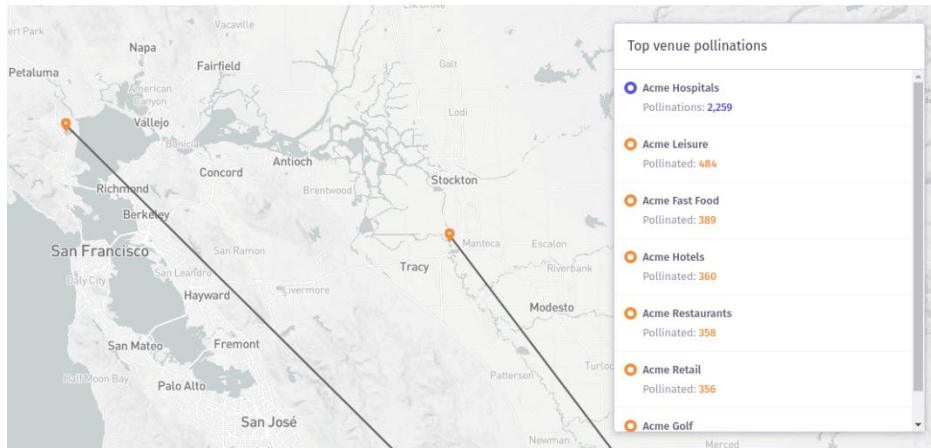
The user is also able to alter the scale the map along the z axis by clicking and dragging the right mouse button. The map can also be rotated by moving the mouse left and right whilst performing this action. An example of this result can be seen in the image below:





Zoom

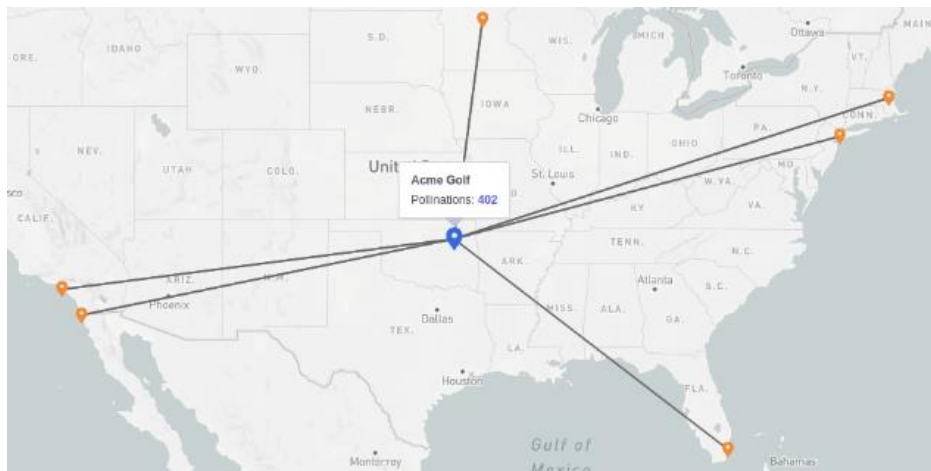
The user is able to use the zoom buttons found in the upper left of the map interface to zoom in and out of particular areas. An example can be seen below where the user has zoomed into the area of California in the United States when looking at analysis for the 'Acme Retail' venue based in San Diego, California.



Tool tips

The user can see the number of pollinations or pollinated visits by hovering over venues on the map. The images below show an example:

Hovering over a pollinator



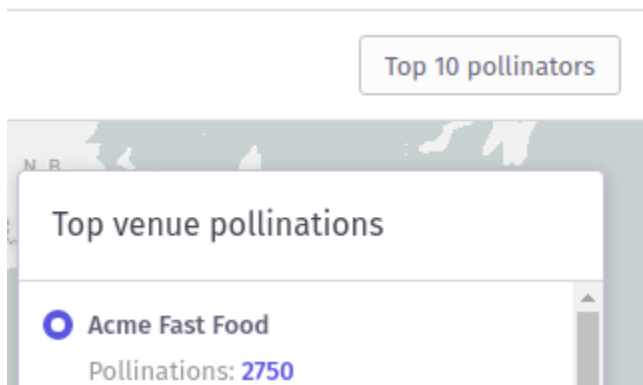


Hovering over a pollinated venue



Returning to the Top 10 pollinators view

After viewing analysis for a particular venue the user can return to the initial 'Top 10 pollinators' view by clicking on the button above the list:



The map will return to the initial view where the initial Top 10 pollinators will be displayed on the map.



Accessing pollination analysis using the 'Top pollinators' list

Pollination analysis can be accessed for any venue listed in the 'Top 10 pollinators' or 'Top venue pollinations' list by clicking on the venue name in the list. The map will move to the selected venue and display the pollination analysis in the same way it does when the user clicks on the map to select a venue.

Accessing pollination analysis by searching for venues

The user can also perform a free text search using a minimum of 2 characters to search for any of the venues on the map. The map will display pollination analysis for a venue when clicking on its search result in the list.

A screenshot of a web application interface for 'Cross Pollination' analytics. The page has a light blue header with the word 'Analytics' in a smaller font and 'Cross Pollination' in a larger, bold font. Below the header, there is a date range selector showing 'Last 6 months' with a calendar icon. Underneath is a filter section with the text 'Add filter' and 'Add a metric to filter your results' next to a blue plus sign. A search bar contains the text 'Acm|' with a magnifying glass icon. Below the search bar is a dropdown list of venue categories: 'Acme Fast Food', 'Acme Hospitals', 'Acme Retail', 'Acme Restaurants', 'Acme Leisure', 'Acme Hotels', and 'Acme Golf'.

Analytics
Cross Pollination

Last 6 months

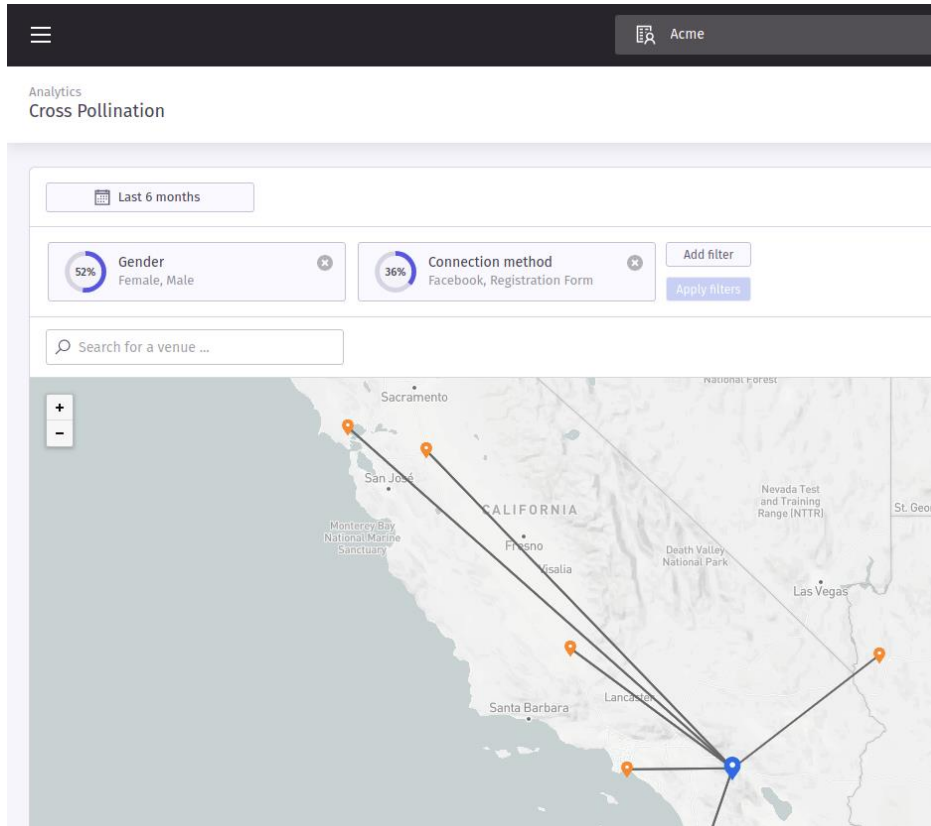
Add filter
Add a metric to filter your results +

Acme|

- Acme Fast Food
- Acme Hospitals
- Acme Retail
- Acme Restaurants
- Acme Leisure
- Acme Hotels
- Acme Golf



Filters



All current standard reporting filters are available on the report to filter visit data by subject to the user's licenses.