Yellow Submarine

100% Compliant, real-time footfall tracking solution

Providing insights on consumer activity enabling investment banks, hedge funds, family offices and other investors and decision makers to find alpha across multiple asset classes

Overview

We offer a **unique**, remote, **software only** (no mobile app data or hardware used) global footfall tracking solution.

We seamlessly track footfall from street into stores, including tracking dwell time at high frequency.
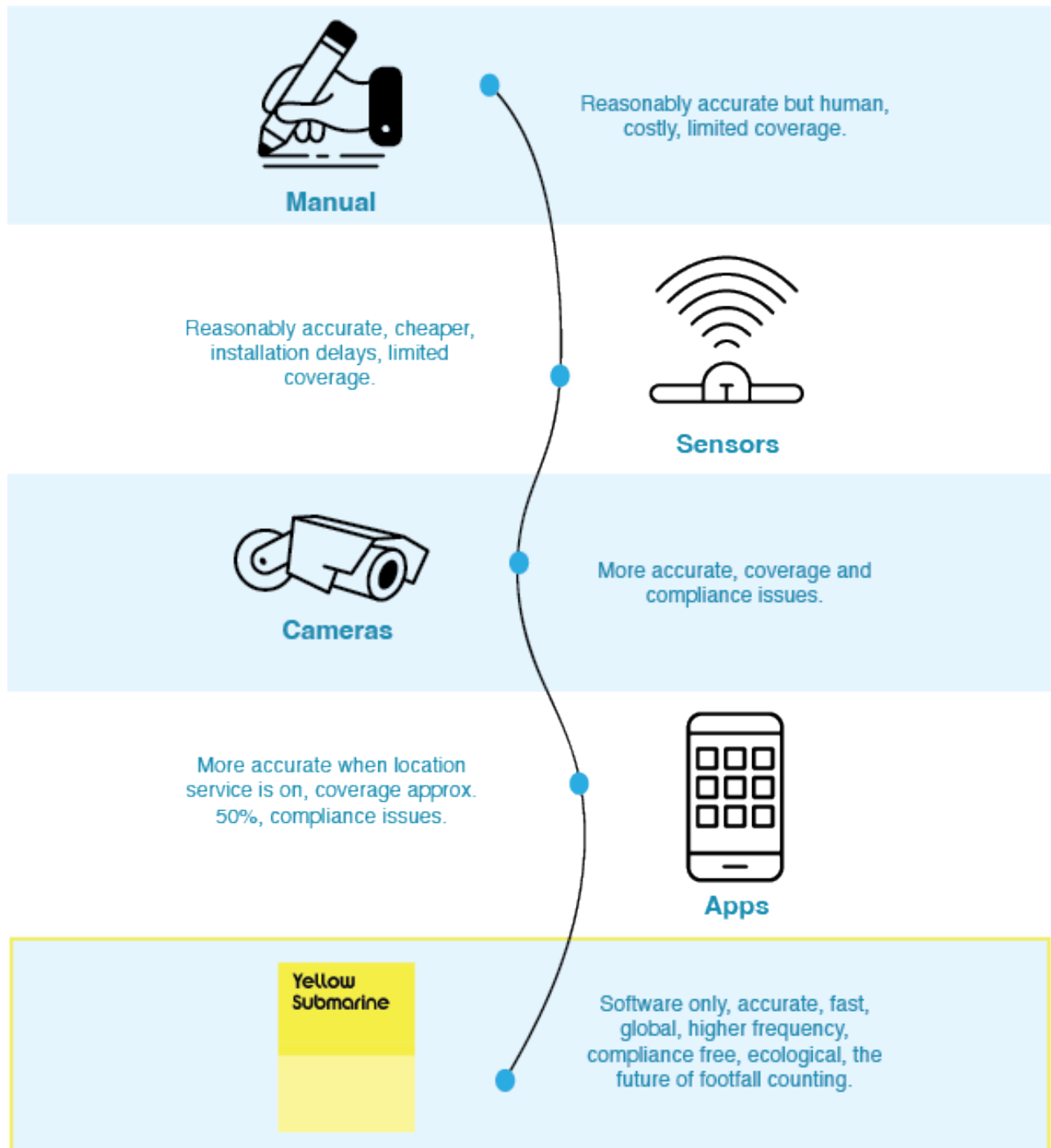
The Yellow Submarine edge

Better accuracy, better coverage, easier set up, higher frequency.

No installation or site visits required and real-time data from day one.
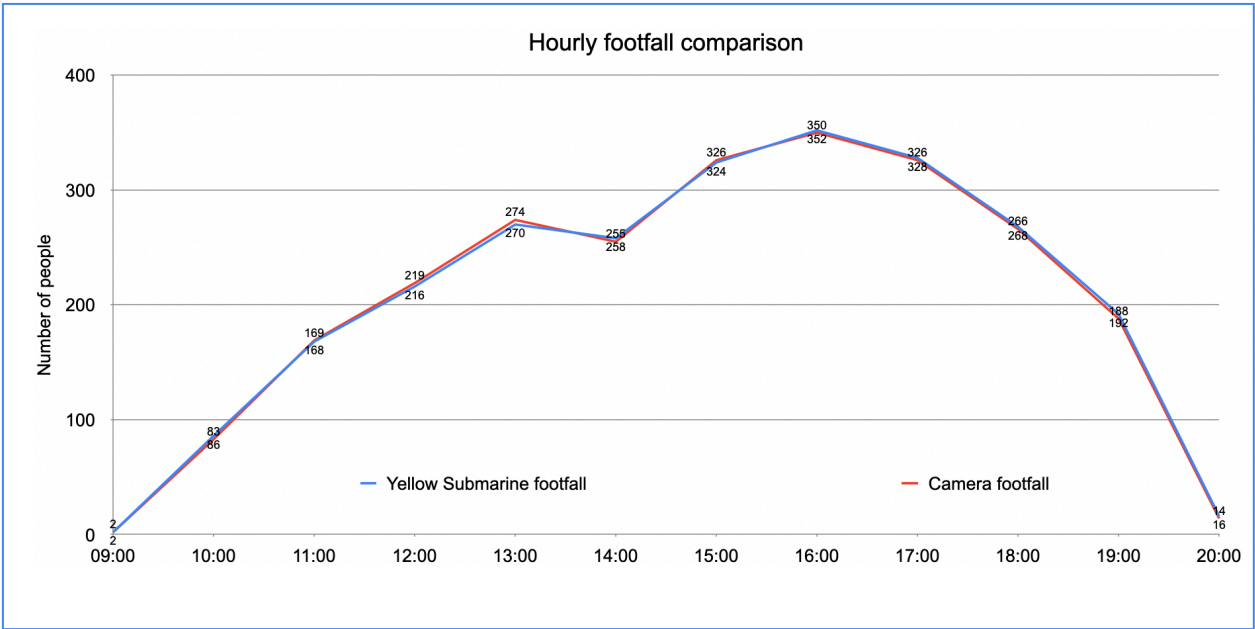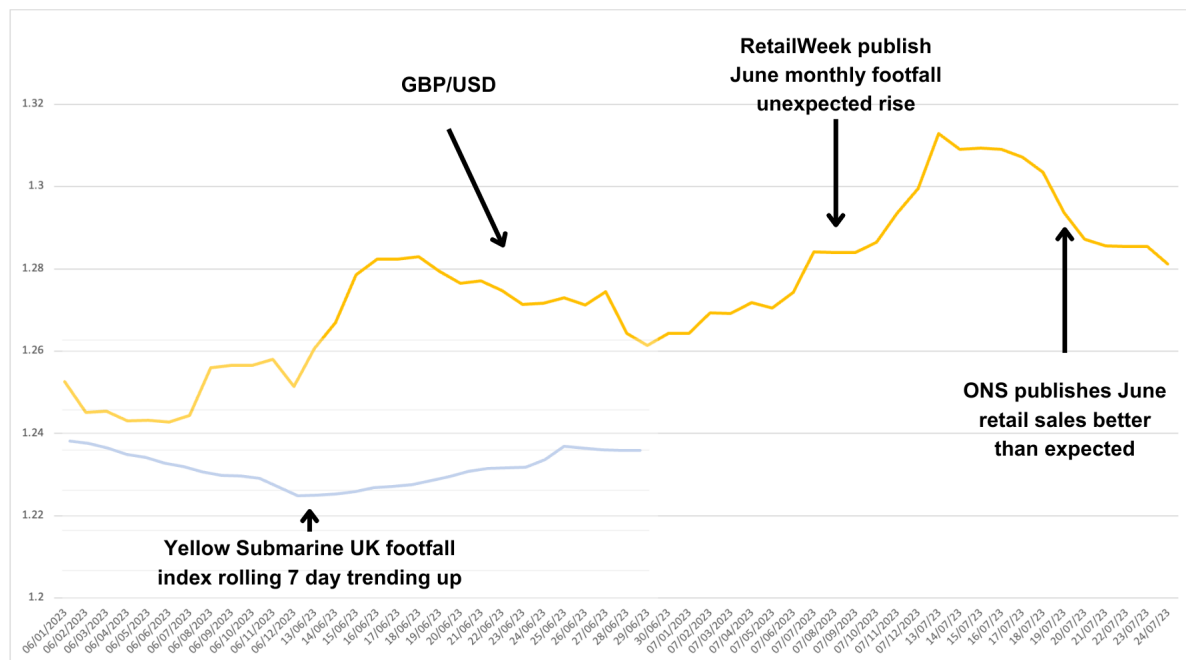
Global coverage with fast set up.

Footfall evolution

The footfall data market is currently worth $1B and projected to rise to >$2.5B by 2030

Manual

Reasonably accurate but human, costly, limited coverage.

Reasonably accurate, cheaper, installation delays, limited coverage.

Sensors

Cameras

More accurate, coverage and compliance issues.

More accurate when location service is on, coverage approx. 50%, compliance issues.

Apps

Yellow Submarine

Software only, accurate, fast, global, higher frequency, compliance free, ecological, the future of footfall counting.

Accuracy as good as camera data thanks to our patent protected AI calibration

Percentage difference between Yellow Submarine and camera data

Median 0.18%

01/10/2022

29/01/2023

Location: Dr Martens, Carnaby Street

Hourly footfall comparison

Number of people

— Yellow Submarine footfall   — Camera footfall

Higher frequency data provides predictability for trading across asset classes

Tesco share price in GBp

Yellow Submarine Tesco UK store rolling 7 day footfall

Tesco Interim results trading statement 2023/2024

GBP/USD

RetailWeek publish June monthly footfall unexpected rise

ONS publishes June retail sales better than expected

Yellow Submarine UK footfall index rolling 7 day trending up
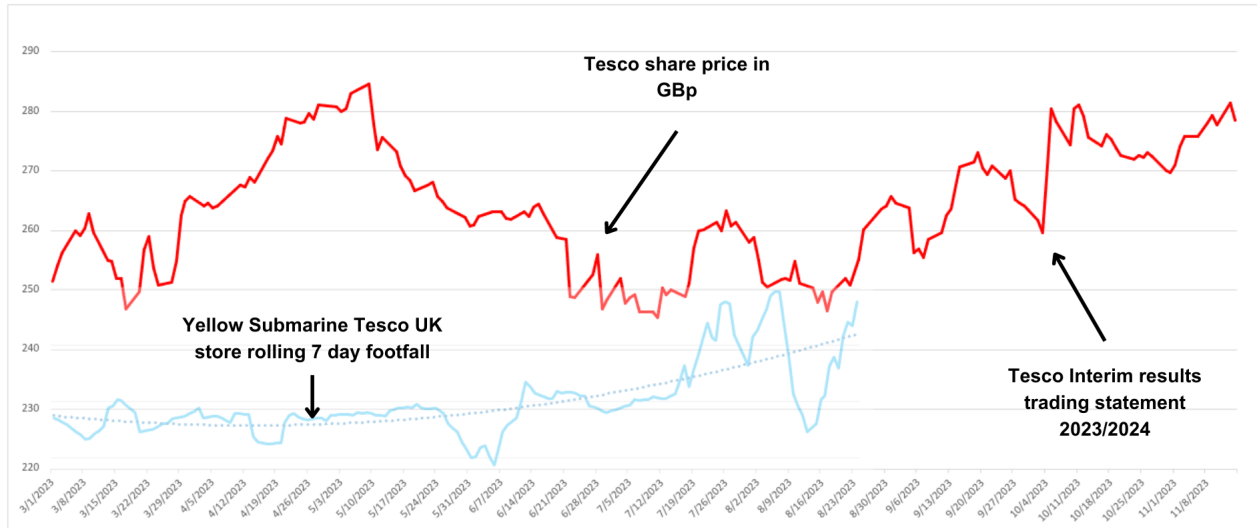
Data that works for you across

We can provide our data via API in flat CSV files to be fed live into your 'predictive models' or alternatively you can access the data via our intuitive dashboard.

The Yellow Submarine 'Data Lake' shows footfall data since July 2022 covering 900 UK High Streets covering 60+ publicly quoted brands including ALDI, McDonalds, Monsoon, Morrisons, Primark and Tesco.

Using our historic AI trend algorithms, we can also provide at least 1 year's additional historic footfall and some future predicted trend data.
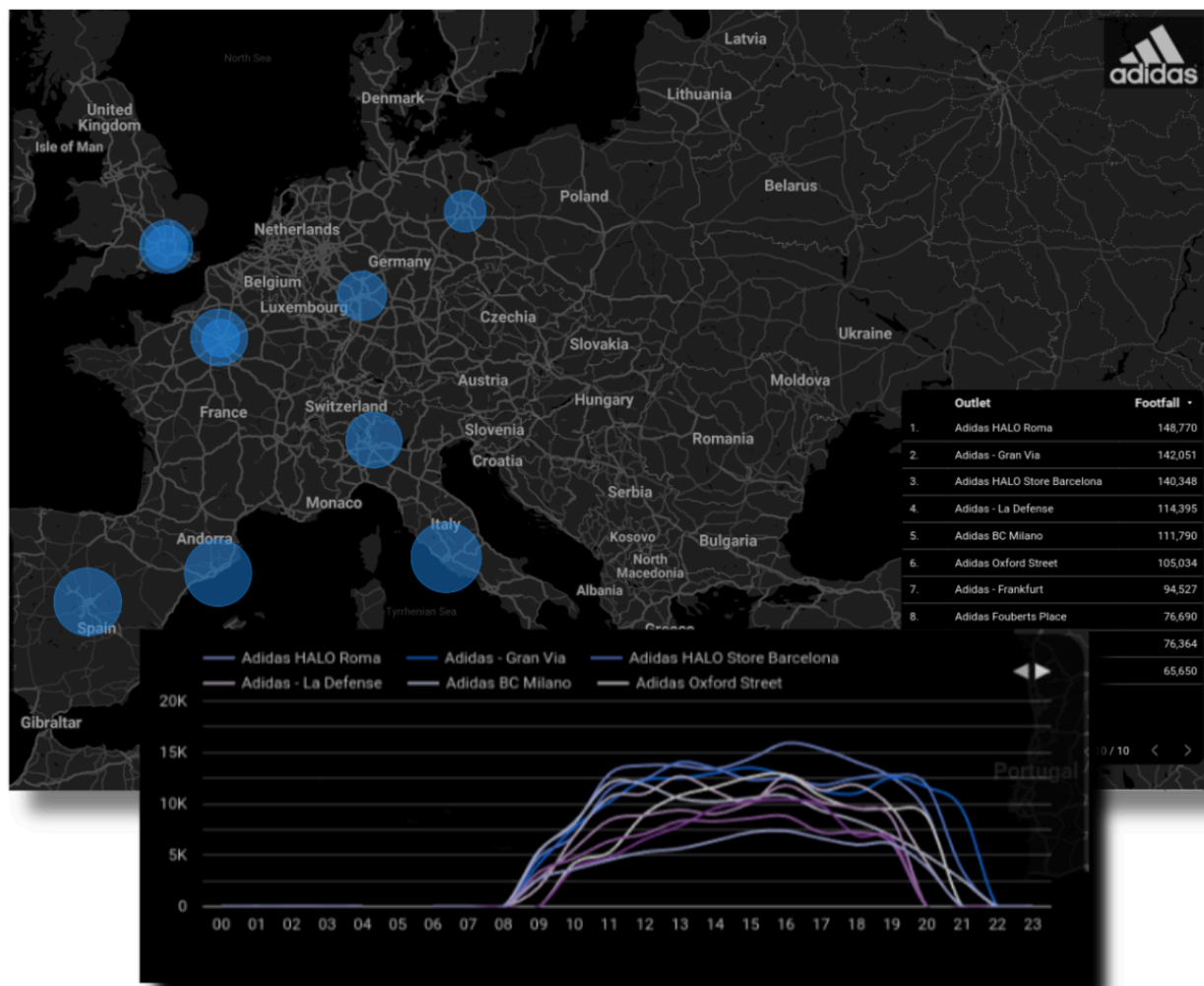
Our pedigree

The concept was created by our Data Scientist founder Justin Staines on the JLAB (John Lewis accelerator 2017) where he was able to initially calibrate the system using John Lewis camera and till receipt data.

In 2018 we partnered with Countwise (a camera-based footfall company) until Kepler took them over at the end of 2022, at which point we reversed the company out to create Yellow Submarine.

In July 2023 it was refocussed and rebranded to provide insights for intelligence gathering organisations, investment banks, hedge funds, family offices, retail and other organisations who need to understand consumer activity.

Justin was a cofounder of Logical Glue, a business insights platform later acquired by Temenos.

The Yellow Submarine advisory board includes executives with decades of experience in capital markets including quantitative investing and alternative data.

Get the Yellow Submarine edge

With our **unique**, remote, **software only** global footfall tracking solution.

Better accuracy, better coverage with easy fast set up and higher frequency.

Contact marketing@yellowsubmarine.io

Disclaimer

Yellow Submarine Ltd Company Registration Number 11410194 Registered office c/o Fisher Sassoon Marks, 43-45 Dorset Street London W1J 7NA (known for the purposes of this disclaimer as "The Company").

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