Data & Insights

★ Placer.ai Reports

Description: Placer.ai is a foot traffic analytics platform providing businesses instant insights into various properties, enabling you to understand your customers and customer traffic better. With this platform, Trumbull Tourism has the capability to produce and analyze visitors to our county, access detailed demographic and psychographic profiles of visitors to specific locations and much more.

We are offering Partners the opportunity for a report to analyze your existing customer base and identify new potential markets to do advertising. (*Sometimes lower foot traffic counts will prevent report generation).

Partner Requirements: Must meet with Trumbull Tourism staff (virtually, on the phone, or in person; all work for us) and allow two weeks for development.

Trumbull Tourism Marketing Investment: Trumbull Tourism has invested in this platform to assist in making the best marketing decisions. Part of this agreement is to provide reporting and analysis for our county partners.

Partner Cost: One complimentary report annually

Contact: Nick Lehner, Marketing Manager, Nick@ExploreTrumbullCounty.com