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The MID Report gives you real-world visibility
into your foot traffic and competitors.

Property Reports

Overview

Property Info

Visits

Retail Sales

Variance

Visitor Journey

Demographics

Trade Area

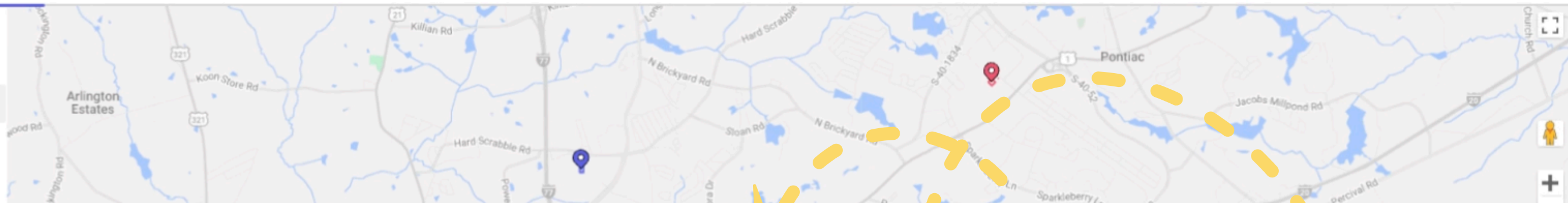
Area Analysis

Ranking

Loyalty

Void Analysis

More Reports



Surge Entertainment

230 Business Park Blvd, Columbia, SC 29203

Flight Adventure Park

741 Fashion Dr, Columbia, SC 29229

Last full 12 months ▾

Over 10 Min ▾

Add Filter

★

Export ▾

Metrics ?

Properties:



Metric Name

Surge Entertainment

230 Business Park Blvd, Columbia, SC 29203

Flight Adventure Park

741 Fashion Dr, Columbia, SC 29229

Visits

Visits / sq ft

Size - sq ft

Visitors

Visit Frequency

1.04

72K

57.2K

1.32

104 min

94.2K

1.17

80.6K

59.9K

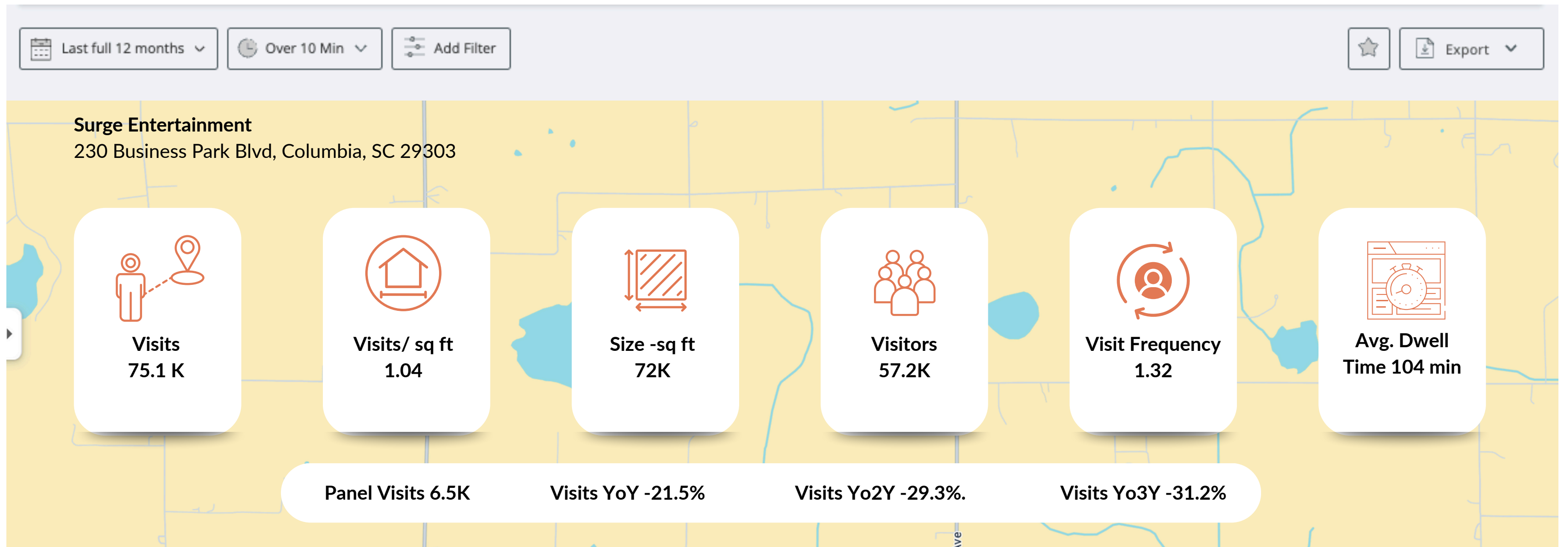
1.58

98 min

Watch quick video

Real Visitor Data

We use anonymized mobile ID data to **measure real people entering your location.**





Competitive Benchmarking

Metric Name		
Visits	75.1K	94.2K
Visits / sq ft	1.04	1.17
Size - sq ft	72K	80.6K
Visitors	57.2K	59.9K
Visit Fr	1.32	1.58
Avg. Dn	104 min	98 min
Panel \	6.5K	8.7K
Visits YoY	-21.5%	+357.5%
Visits Yo2Y	-29.3%	N/A
Visits Yo3Y	-31.2%	N/A

 **FEC A +358%**

 **FEC B -21%**



We compare you to local competitors to see **who's winning the market.**



Our Proven **D.A.R.T.** Methodology

Our proprietary D.A.R.T. framework makes this data actionable. **Let's walk through how it works...**



DEMOGRAPHICS

We analyze who's visiting—age, family makeup, lifestyle—and help you target audiences that match your top performers.



ADDRESSABLE MARKET

We identify the zip codes with the highest concentration of your ideal customers—areas worth focusing your budget on for maximum return.



REGIONAL TRENDS

We track foot traffic shifts and local market patterns to help you stay ahead of visitor trends. This real-time insight guides smart marketing decisions—so you're always playing offense, not defense.



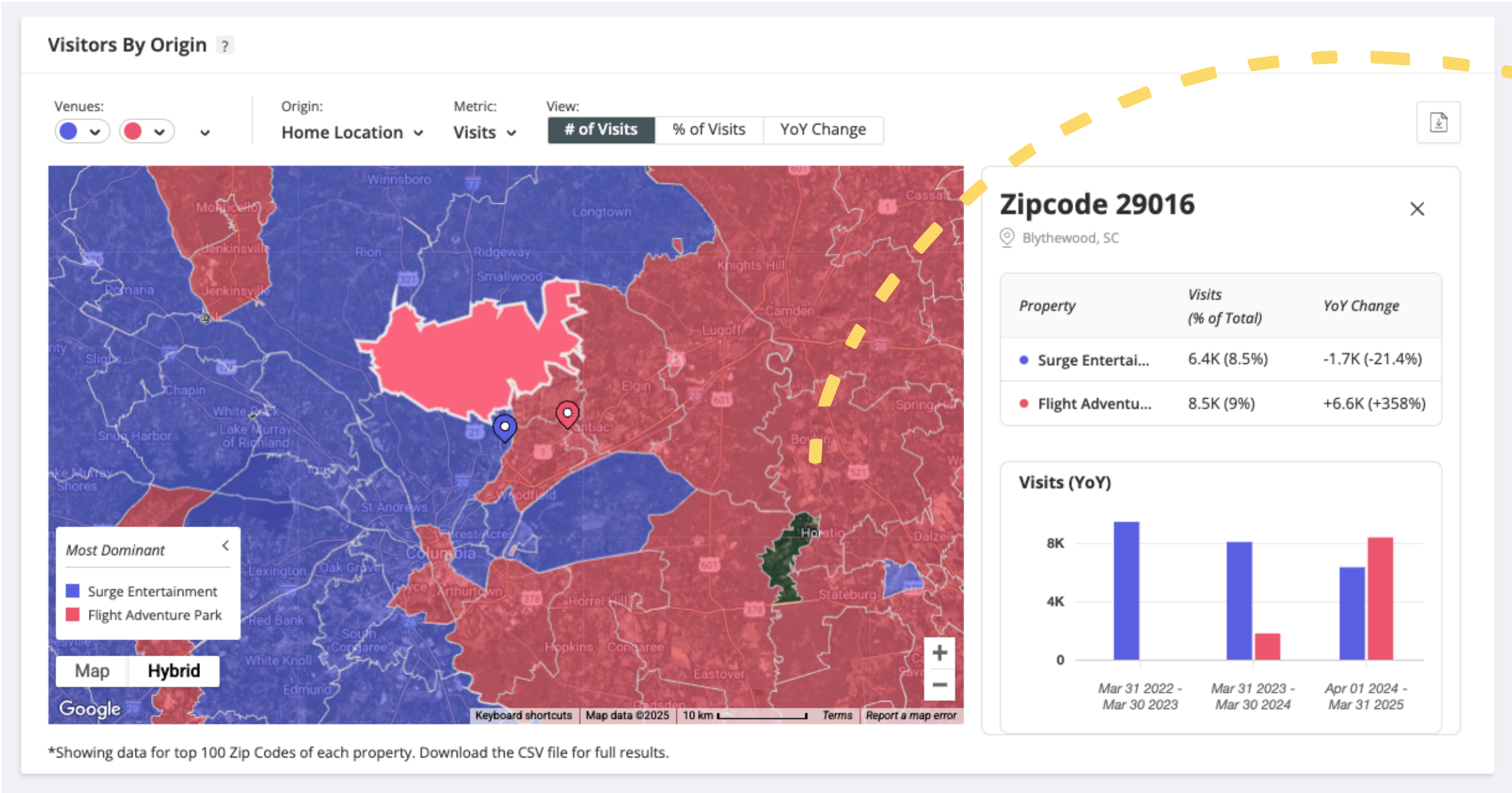
TRAVEL TIME

How far are guests willing to travel to visit your location? We map these patterns to shape your radius targeting and community engagement strategies.

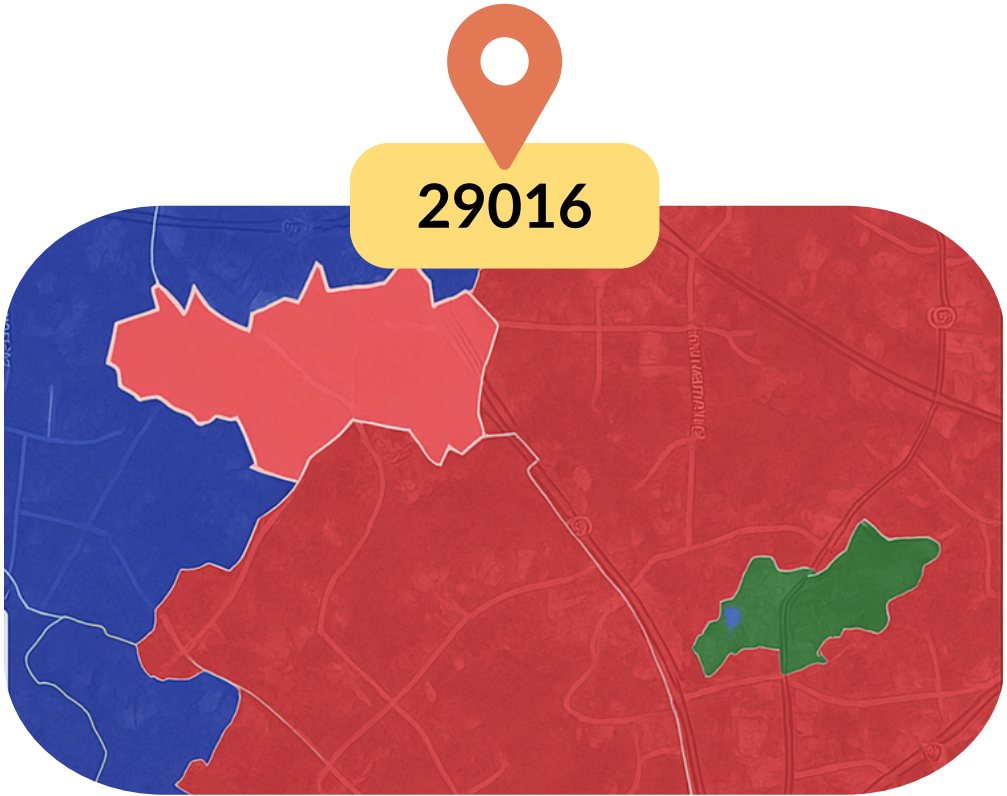


Addressable Market & Regional Trends

We identify where the most potential lies.



We find opportunities where you're losing (or could win) traffic.



**Flight 8.5K visits**



**Surge 6.4K visits**



Demographics & Travel Time

We overlay drive time, trade area, and audience profile.

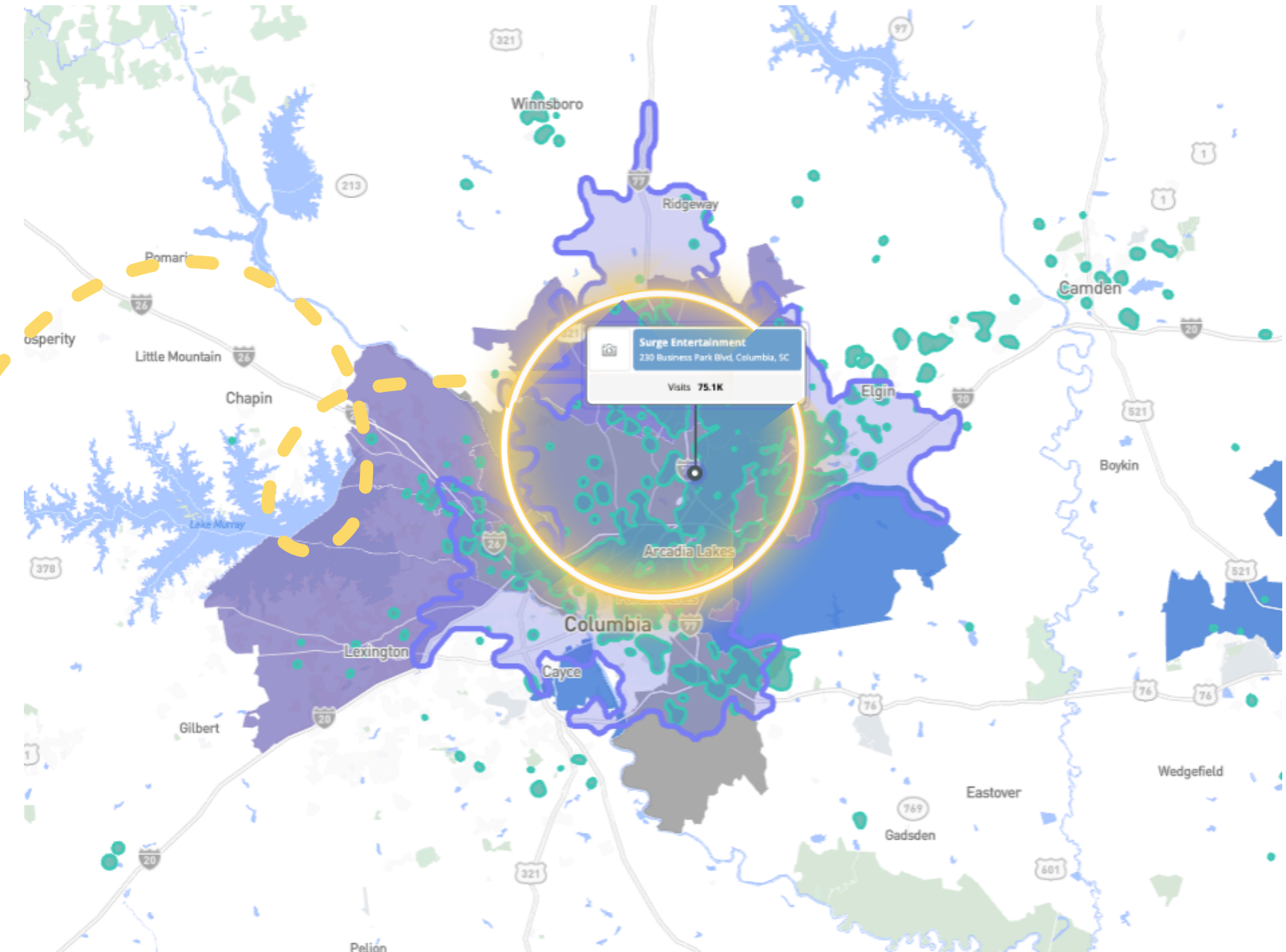
90% of traffic comes from within 20 minutes
— that's where we focus.



Right demo?



Right distance?



Targeting Recommendations

We choose specific zip codes to target and increase visitors.

Example:

You lost 10,000 visits - but increased 25% in targeted zips = 7,000+ visits.

Location	Columbia, SC
Company	Surge Entertainment
Period Measured	Previous 12 Months

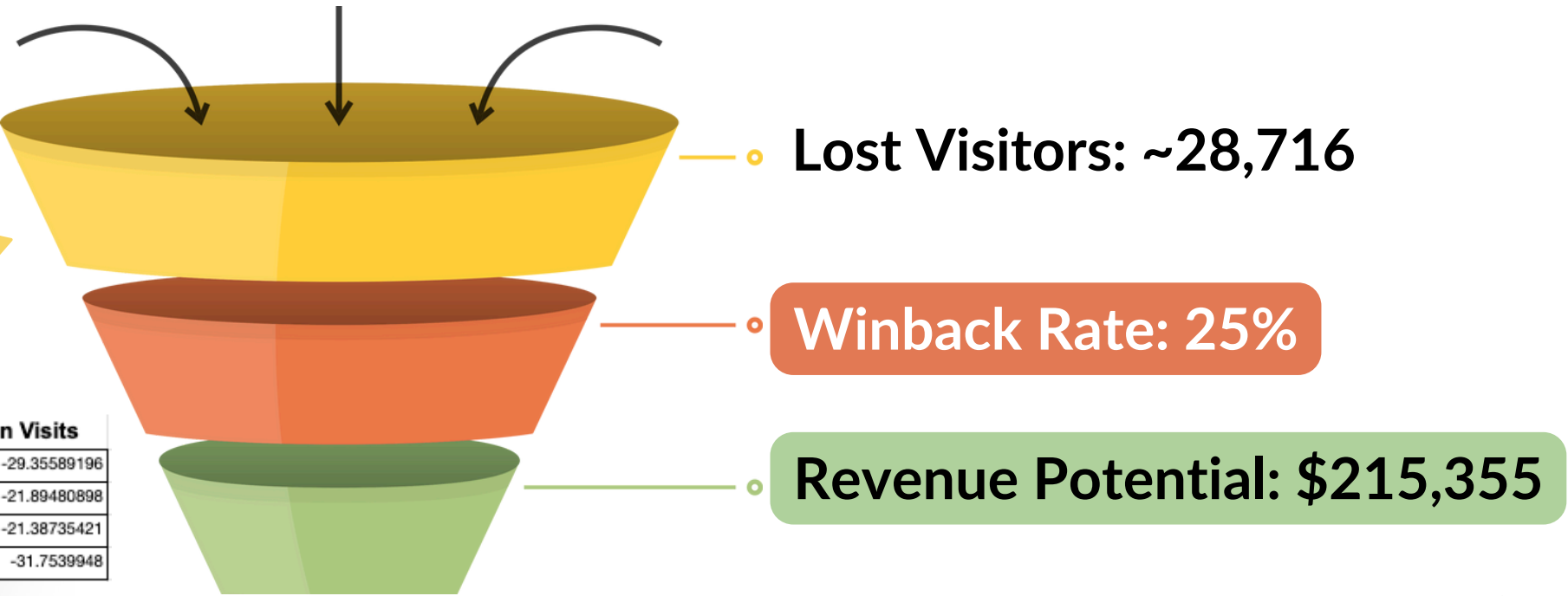
	Adjust Figure to Reflect ROI
	Fixed Template – Do Not Modify

KEY PERFORMANCE INDICATOR	AMOUNT
Total Visitors over Period Measured	28,714
Visitor Increase Rate (VIR)	25%
Total Visitor Increase	7,179
Total Estimated Visitors over next 12 months	35,893
Average Revenue Per Visitor	\$30.00
Total Top Line Revenue Created	\$1,076,775.00
Estimated Revenue Prior to VRR Increase	\$861,420.00
Additional Revenue Generated	\$215,355.00
Media Spend	\$24,000.00
Return on Investment (ROI)*	\$7.97

* For every dollar spent, the return will be reflected by the value shown in the ROI figure

Zip Code	City	State	% of Visits	Visits	YoY Change in %	YoY Change in Visits
29229	Columbia	SC	12.681	9520	-3956	-29.35589196
29223	Columbia	SC	12.145	9118	-2556	-21.89480898
29016	Blythewood	SC	8.528	6403	-1742	-21.38735421
29045	Elgin	SC	4.893	3673	-1709	-31.7539948

We help you turn insights into ROI.



Your Free MID Report

Want a custom report for your location?



We'll run it, explain it, and help you act on it. **No cost.**



Schedule Your Free MID Report

