

Real-World Data. Real Business Impact.

Azira drives measurable growth for QSRs by turning consumer movement into actionable insights to power business decisions and high-impact campaigns.

- **Make smarter operational decisions** from site selection, to market expansion, and trade area analysis.
- **Win market share** by identifying and engaging diners who are visiting competitor locations.
- **Optimize media performance** with multi-channel campaigns that connect advertising exposure to visits.
- **Enhance loyalty strategies** with insights and media that drive repeat visitation.
- **Prove ROI** with incremental foot traffic measurement.

“We’re proud to partner with Azira to deliver high-quality, privacy-compliant consumer insights that help businesses make smarter operational and marketing decisions across the globe.”



Trusted by Leading Quick Service Restaurants



Award-Winning Analytics Platform



Foot Traffic



Dwell Time



Visitor Behavior



Trade Area



Pathing



Evening & Daytime Location

High-Impact Digital Media



Mobile



Connected TV



Digital Out of Home