



EggTrail 2026
Telemetry & Engagement Overview
Mapping the Spring Experience

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The Power of Insight

Connecting Brands to Footsteps

At Northbridge Aurora, we don't just build trails; we build connections. Our 2026 telemetry engine allows partners to visualize how participants move through the city. By understanding dwell times and interaction hotspots, we help brands optimize their physical presence for maximum seasonal impact.

"Data-driven joy is at the heart of the EggTrail experience." — **Mark Thompson, VP of Partner Success**



Engagement Metrics & Heatmaps

Visualizing Success

Our Spring 2026 rollout across London has shown unprecedented engagement levels.

- **Peak Activity:** Weekends between 11:00 AM and 3:00 PM.
- **Top Performing Stops:**
 - **The British Library Piazza:** High family engagement and long dwell times near the main installation.
 - **The Barbican Conservatory:** Exceptional social media "share" rates due to the unique flora-integrated clues.
- **Platform Uptime:** Sustained 99.9% availability throughout the launch window.



Modern Privacy for Modern Users

Our Privacy-First Assurance

While we provide detailed engagement metrics, we remain industry leaders in user anonymity.

- **Aggregate Data Only:** No individual participant tracking.
- **Transient Storage:** Telemetry is processed at the edge and summarized centrally.
- **Compliance:** Fully aligned with the 2026 Digital Privacy Accord.



Contact & Partner Support

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