

# [MRI Software Announces Acquisition of Springboard, a Leading Provider of Retail Shopper Traffic Counting and AI-Powered Analytics](#)

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**SPRINGBOARD.**  
An MRI Software Company

MRI Software, a global leader in real estate software solutions, today announced the acquisition of UK-based [Springboard](#), a leading provider of shopper traffic counting and artificial intelligence (AI)-powered analytics to retailers, landlords, and government bodies.

In acquiring Springboard, MRI will expand its [MRI @Work™](#) for Retail solutions suite, which currently serves more than 500 retailers and retail property owners and operators globally.

Leveraging plug-and-play software, existing camera networks, and proprietary AI-powered algorithms, the Springboard™ solution provides real-time data and actionable insights, enabling retail stakeholders to optimize operations and improve outcomes for both individual retail locations and retail destinations. The solution continuously measures visitor activity, capturing anonymized demographic and sentiment information while identifying behavior patterns – such as movement and dwell time – and presents this information via a comprehensive, easy-to-use reporting platform.

“Springboard is an exciting addition to the MRI family that will bolster our retail and smart data offerings and provide clients with deeper insights to guide their business decisions,” says Patrick Ghilani, Chief Executive Officer of MRI Software. “In light of post-pandemic shifts in the retail landscape, the adoption of in-store technology has become increasingly critical, and physical locations are playing a more prominent role in a redefined shopper and guest experience. Springboard’s intelligent, actionable data enables retail

stakeholders to increase shopper traffic and engagement, improve capture and conversation rates, and, ultimately, level the analytical playing field between e-commerce and brick-and-mortar.”

Founded in 2002, Springboard holds the industry’s largest and most comprehensive data set on shopper traffic. Serving more than 450 clients across 3,000-plus sites, the company is trusted by global media outlets, brands, and governing bodies for the accuracy of its data, quality of reporting, and retail insights.

“Our clients will benefit tremendously from Springboard joining an organization of MRI’s global scale and broad solution portfolio, and we look forward to bringing our solutions to their dynamic client community,” says Steve Booth, Chief Executive Officer of Springboard. “Shopper traffic is a huge predictor of business performance, and precise data ultimately helps businesses make faster, more informed decisions that optimize store operations and generate more revenue. We look forward to continued innovation in collaboration with the MRI team.”

Springboard will continue to serve its clients without interruption.