HERE Traffic Analytics

Turn traffic insights into strategic advantage

HERE Traffic Analytics gives enterprises and public sector organizations the insights they need to make smarter, more informed traffic management decisions. Powered by historical traffic data, the solution helps optimize operations, improve planning, reduce emissions and enhance the overall travel experience.

Analyze road network performance to uncover trends that optimize driving experiences, city planning, retail site selection, CO_2 emissions reduction, and more.

HERE Traffic Analytics includes speed data and probe counts for traffic volume analysis. It uses advanced pathing techniques to reduce probe information bias and increase accuracy. HERE data is sourced from some of the highest-quality probes available—including premium OEM data—ensuring reliable and robust results.

Key metrics include:
→ Harmonic means: improve accuracy in congestion reporting across road networks
→ Vehicle distance travelled: summarize travel distances on specific road segments
→ Probe counts: assess traffic volumes based on the number of vehicles crossing each segment

Granular coverage

100% coverage across all road types—from highways to residential streets.

Privacy by design

Built with data privacy and regulatory compliance at its core.

High accuracy

Draws from billions of high-quality probe points from ~200 providers, including connected vehicle data.

Key industry use cases

→ Optimize traffic flow and reduce congestion

→ Support smarter urban planning and development

→ Enable informed infrastructure investments

→ Improve road safety

→ Lower CO_2 emissions

→ Select optimal locations for real estate or retail

→ Assess accident risks by location

→ Support marketing and advertising with footfall-based insights

Product features

→ Access up to five years of historical data, updated daily

→ Available via an intuitive user interface or REST API

→ Flexible time granularity: 5, 15, or 60 minutes

→ Customizable queries by road segment and level of statistical detail

→ Deep insights through speed distribution metrics

→ Filter by vehicle type: trucks, passenger cars, or both

→ Compatible with any map using TMC location tables

Data format

CSV file

Coverage

Available in 60 countries

Want to talk? We do, too. Get in touch here.