

MobileScapes Frequently Asked Questions - Canada

Note

The **MobileScapes Data Extract** tool in ENVISION went live in 2018. On August 24, 2020, we launched an updated version. The tool name and use cases will remain the same, but several details will be changing.

Data and Parameters

Questions/Topics	Original MobileScapes Tool	Updated MobileScapes Tool
What type of data asset is the mobile movement extract in ENVISION?	Mobile movement extracts are added to your customer assets.	No change
Which data providers are used?	One source of mobile movement data for Canada.	MobileScapes will now offer a combined database. We went through a thorough review with many data providers and selected a combination of three based on high data quality and privacy compliance standards.
What time period can I get data for?	Data pulls can go back to 2016.	Data pulls will only go back to 2018. Data are updated daily. A single extract will be limited to a maximum of 2 years of data.
Unweighted vs. weighted data	Unweighted only (raw counts)	Weighted data will be the default. Weighting is HH Pop 15+. Users will have a setting option to retrieve unweighted data. Weighting allows you to produce population estimates of visitors to the geofenced areas. In addition to total visitors, estimates can be done for visits to produce foot traffic estimates. Beyond just population projections, weighting allows us to correct geodemographic and temporal biases observed in the

		<p>raw mobile movement data. For example, geodemographic biases for linguistic differences in the population can be corrected. Similarly, biases in per capita device capture rates between rural, suburban and urban populations can be corrected. The temporal biases stem from both changes in daily device capture rates (largely due to day-of-week variations and holidays), as well as longer-term device capture variations (largely due to the underlying app universe coverage).</p>
<p>Is there any way to discern margin of error with relation to weighted estimates?</p>	<p>Not applicable</p>	<p>Mobile movement data are based on what we refer to as “Big Data”. The concept of a margin of error—that researchers are familiar with in sample surveys—does not apply to this type of data. The frequency of pings and number of devices with location services turned on require weighting and normalization.</p> <p>EA data scientists have spent several years in R&D to understand the coverage and bias—both spatially and temporally—and they have developed routines using best practices to remove outliers, understand the bias and weight data to general population. It’s not possible to provide a statistical margin of error such as would be associated with a sample survey.</p> <p>In several real-world tests, our normalized and weighted data provide results closer in line with reality than what resulted from using raw ping data.</p>
<p>Ping observations</p>	<p>Single ping for the day, and that ping is the first ping of the day. For example, if we see pings at 10:00 AM and 2:00 PM on the same day, we only count one ping for the day and</p>	<p>No change</p> <p>We take the first ping because we want to display when the device first arrived in the geofence.</p>

	for daypart purposes it will be attributed to the 9AM – noon daypart.	<p>When multiple geofences are aggregated in a single extract, it only captures the first observation in the first geofence visited.</p> <p>Multiple geofences can be viewed independently in a single extract. There is an “Individual” option when selecting multiple geofences.</p>
Are the data privacy compliant?	Yes. Our mobility movement data are collected only if consent or permission is provided by the individual device user. Consumers have the ability to change their level of location sharing for the overall device or for individual mobile apps at any time via their privacy settings on their mobile device. Depending on the individual app settings, device holders can decide if a particular app should share their location while in use or block that permission outright. EA acquires data from organizations that are compliant with privacy laws.	

Geofences

Questions/Topics	Original MobileScapes Tool	Updated MobileScapes Tool
How can I create geofences for my extracts?	Geofences can be hand-drawn on a map in the MobileScapes Data Extract tool. You can also import spatial area polygons. When importing, turn on the Geofence toggle.	The existing options still apply; however, we have also created a layer of EA geofences that can be accessed within the ENV MobileScapes Data Extract tool.
Geofence size limitation	2 million square feet is the max geofence size	<p>The max geofence size will be raised to 5 million square feet. That only applies to your hand-drawn or imported geofences. The limit will not apply to EA geofences.</p> <p>Multiple EA geofences can be selected for a single extract. For user-defined geofences, you are still limited to one geofence per extract.</p>

<p>EA geofence definition</p>	<p>Not applicable</p>	<p>EA has undertaken a large-scale effort to build a vast layer of polygons for Canadian commercial, institutional and recreational locations. The polygons can be used as geofences for destination-based mobile movement extracts both within ENVISION and for project deliverables. The geofences are not available for sale outside of the MobileScapes products.</p> <p>This geofence layer was developed by over 50 EA team members building thousands of geofences for multiple categories: grocery, drug, mass merchandise, greenspaces, leisure facilities, banks/credit unions, auto dealerships, restaurants and retailers. As of late July 2020, there were ~40,000 polygons available, with an expected 70,000 as the final number.</p> <p>EA relied on our industry knowledge, large team of analysts and many relationships with partners to identify and classify locations. All data used to validate our process and to fill in gaps were used with permission.</p>
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Outputs

Questions/Topics	Original MobileScapes Tool	Updated MobileScapes Tool
<p>Mobile movement insights delivered with each extract from ENVISION</p>	<p>Visits and Visitors are returned along with the Common Evening Location (CEL), Common Daytime Location (CDL), days, dayparts and months.</p>	<p>Daily Visits and Unique Visitors will be returned along with the Common Evening Location (CEL), Common Daytime Location (CDL), days, dayparts and months.</p> <p>Daily visits can be represented as an “estimated HH POP 15+” weight. They can be thought of as total foot traffic for the geofence over the time period selected.</p>

		Unique visitors can also be represented as an “estimated HH POP 15+” weight. They filter out multiple visits to give a true indication of unique population identified within the geofence over the time period selected.
International devices	If a device seen inside a geofence is from a foreign country, the device’s home country is included in the output.	International devices will no longer appear when pulling a Canadian mobile movement extract within ENVISION using the new combined database. International devices are available via custom work outside of ENVISION.
Methodology for assigning Common Evening Location (CEL) and Common Daytime Location (CDL)	Common Evening Location (CEL) and Common Daytime Location (CDL) assigned to the closest postal code. Lat/long for the CEL and CDL postal code will be assigned.	No change
Do mobile extracts filter out likely residents or employees observed within a geofence?	No.	Yes. When an extract is being processed in ENVISION, we will look to see if any mobile device observations have a CEL or CDL lat/long within the geofence that was created. If the CEL or CDL is within the geofence, that observation will be removed from the extract that is delivered in ENVISION. <ul style="list-style-type: none"> • Removing CEL matches allows us to remove likely residents in a multi-purpose building (where retail and residential exist in the same structure). • Removing CDL matches allows us to remove likely employees of the business being geofenced.
Why are there records with a weight of 0 in my extract?	Not applicable	Records with weights of 0 represent devices observed in the geofence on a given day that have a low level of observations on that day (low level is defined as a device observed for less than ten 30 minute intervals on the day and is calculated for

		each day of your query request). We've maintained these records in the extract to allow you to understand the movement of these low-quality devices for any additional ad-hoc analysis you wish to complete.
Why are there records without a postal assignment?	Not applicable	This may be blank due to a device not having a sufficient historical CEL/CDL assignment in the database. These devices were not observed frequently enough within the CEL or CDL assignment window to appropriately assign the device to a location.
How can I calculate weighted visits per weighted visitors?	Not applicable	You can divide weighted visits by weighted visitors per record. Due to the bias within the underlying data, it will have a slight positive bias to it. This is due to visitors who only visited once as they may be undercounted. Additionally, the number of visits (weighted or underweighted) per visitor (weighted or underweighted) should be reviewed at a PRIZM or other aggregated level.

Usage Scenarios

Questions/Topics	Original MobileScapes Tool	Updated MobileScapes Tool
When selecting multiple geofences during an extract process, why choose to aggregate them into a single polygon?	Not applicable	When you aggregate multiple geofences, ENVISION will automatically deduplicate the file so you can analyze true unique visitors. If your use case is to understand the true unique visitors with no overlap or duplication of devices, this is the best option to choose.
When selecting multiple geofences during an extract process, why choose to treat them as individual geofences?	Not applicable	This option allows you to save time from having to run a separate extract for each unique geofence. However, when analyzing these types of extracts, such as creating a profile or running a MobileScapes Trend report, we recommend you use the filter to select a single geofence at a time, and then run your analysis. If you create a profile or run a MobileScapes Trend report using multiple geofences from a single extract,

		you risk introducing duplication into your results due to possible double counting of devices seen in multiple geofences.
When I select multiple geofences during an extract process, and then select the individual option, can I create a profile or MobileScapes Trend report for the entire extract?	Not applicable	In this scenario we recommend using a filter to select a single geofence for each profile you create, or each MobileScapes Trend report you run. This will prevent double counting of devices that may be seen in multiple geofences. If you create a profile or run a MobileScapes Trend report using multiple geofences from a single extract, you risk introducing duplication into your results.
If I want to understand visitors only for a specific day, daypart or month when running a weighted extract, what is the best way to achieve that?	Not applicable	In this scenario, we recommend selecting the “aggregate geofence” extract option, then selecting the specific day, daypart or month during the extract process. If you wish to understand visits for a specific day, daypart or month, you could run an entire timeframe for an “aggregate geofence” extract, and then when creating a profile of the extract in ENVISION, select the specific day, daypart or month fields for the aggregated geofence. You will get a profile of visits in this case.
What changes should I expect if I rerun historical pulls after the relaunch of MobileScapes?	Weighted estimates will be offered as opposed to only offering unweighted counts. We expect to capture approximately 2 - 4 times the volume of devices captured for historical periods being rerun. Data prior to 2018 will no longer be available.	
Can old results be compared to new results?	Store trade areas created using customer capture rates should be roughly equivalent to previous results. However, new counts of visits and visitors will likely be higher than previous and the overall profile (PRIZM, DemoStats, WealthScapes, etc.) of a customer will change. Therefore, direct profile comparisons should be avoided.	