

# MOBILESCAPES RELEASE NOTES

## DATA SOURCE

Mobile Movement Data  
(3 Combined Sources)

## BASE LEVEL GEOGRAPHY

Latitude/longitude  
aggregated to the nearest  
postal code

## UPDATE FREQUENCY

Daily

## UNIT OF ANALYSIS

Visitors

## WHAT IT IS

MobileScapes is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices. Users can identify devices observed within a defined area, such as a store, public square or on a roadway for a given date and time range. The main sources of data are opt-in location-enabled applications on mobile devices and ad exchange platforms. At present, there are approximately 100,000 mobile applications that contribute data to our MobileScapes services. Raw mobile movement data, at its most basic level, provides a unique, persistent, yet anonymous, device ID, along with a date, time and latitude/longitude coordinates for each observation. We then take steps to ensure privacy, such as summarizing the data to periods of time.

The common evening and daytime locations are inferred according to where these devices are most frequently observed during the day and at night, over the course of the most recent three month period. To protect user privacy, all observed latitude and longitude coordinates are assigned to the nearest postal code.

Using MobileScapes our clients can determine devices that were observed within a geofenced area defined by latitude and longitude, but not the vertical location or elevation of the device. While these data can be used to profile visitors in a stand-alone store, we are not able to differentiate between devices in a multi-storey shopping centre. As such, analysts should avoid using the data to understand visits to in-line stores when there is another store above or below it.

## WHAT'S NEW

MobileScapes offers new options to access the mobile movement data. Expanding on the MobileScapes ENVISION tools, a series of *MobileScapes Trend reports* are now available to provide a trend analysis for mobile movement data through the lens of Environics Analytics databases, such as DemoStats and PRIZM. Outside of ENVISION, *MobileScapes Plus* offers mobile movement extracts as configured and then standardized deliveries, such as weekly reports, dashboards, or other tailored extracts.

MobileScapes Mobile data extracts has added several technical enhancements including the option to apply a weighted algorithm based to household population 15+, and increasing the size of the geofence limit from 2MM sq. ft. to 5MM sq. ft. For targeting specific industries, introducing *MobileScapes EA Geofences*, a network of polygons for Canadian commercial, institutional, and recreational locations. Multiple MobileScapes EA geofences can be targeted for the data extract, and the 5MM sq. ft. limit does not apply.

## PRIVACY AND SECURITY WITH MOBILITY MOVEMENT DATA

We are committed to protecting consumer privacy and data security. We actively participate in industry and association conversations in these areas, creating policies that protect individuals and allow for the responsible use of data.

Our mobility movement data are collected only if consent or permission is provided by the individual. Consumers can easily change their level of location sharing overall 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.

## HOW IT'S USED



Shopping centres can use MobileScapes to understand who is visiting their location or their competitors to develop trade areas and consumer profiles based on actual visitors. Shopping centres are able to gain a better understanding of their areas and see who their real competition is by comparing profiles of their own shoppers with those visiting their competition.



Automotive dealers can profile visitors to their location as well as their competitors to determine whether they are competing for the same shopper or appealing to different segments of the market. They can also compare profiles of the total visitors to purchasers to identify potential gaps.



Banks can develop trade areas based on the daytime locations of their visitors to determine what areas are they drawing from during their regular operating hours.

## SAMPLE QUESTIONS IT CAN ANSWER

- How far away do my visitors likely live and work?
- What does our trade area look like?
- Where are my visitors coming from and what attractions are they seeing while here?
- Do the events we sponsor attract consumers that match our target?
- Who are our shoppers/visitors and what are their interests?
- How do my shoppers/visitors and trade area compare to my competitors?