

MOBILESCAPES RELEASE NOTES

DATA SOURCE

Three combined sources of mobile movement data

BASE LEVEL GEOGRAPHY

Latitude/longitude aggregated to the nearest postal code

UPDATE FREQUENCY

Daily

UNIT OF ANALYSIS

Visitors

WHAT IT IS

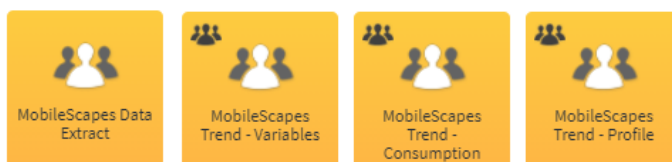
MobileScapes is an anonymized, permission-based data service, which combines data collected from location-enabled mobile devices. Users can identify devices observed within a defined area, such as a store, public square or on a roadway for a given date and time range. The main sources of data are opt-in location-enabled applications on mobile devices and ad exchange platforms. At present, there are approximately 100,000 mobile applications that contribute data to MobileScapes. 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 the location of a device 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.

MobileScapes offers several options to access the mobile movement data. MobileScapes Plus offers mobile movement extracts as configured and then standardized deliveries, such as weekly reports, dashboards or other tailored extracts. For ENVISION users, MobileScapes ENVISION provides data extract tools and trend report tools for analyzing mobile movement data through the lens of Environics Analytics databases, such as DemoStats and PRIZM.

Tools



MobileScapes data extracts allows the ENVISION user to define custom polygons up to 5MM sq. ft. or use the MobileScapes EA geofences library for predefined geofences with no size restriction. The MobileScapes EA geofences library is a continually expanding network of custom built, proprietary geofences for Canada. Periodic updates ensure the geofences are enhanced with industry best practices in privacy and methodology (e.g. geohashing). The predefined geofences are accessed in ENVISION using the Geofence Explorer tool, which allows users to select geofences with a search or filter through fields such as; Name (name and address of entity), City, Category, Banner, Parent Company. Alternatively, a user can select a predefined geofence with the map view.

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?