## BASE LEVEL GEOGRAPHY

Latitude/longitude aggregated to the nearest ZIP code

## UPDATE FREQUENCY

Daily

## UNIT OF ANALYSIS

Visitors

## WHAT IT IS

Mobility Analytics 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 Mobility Analytics services. At its most basic level, it provides a unique, persistent, yet anonymous, device ID, along with a date, time and latitude/longitude coordinates for each observation.

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 ZIP code.

Using Mobility Analytics 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.

## PRIVACY AND SECURITY WITH MOBILE 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 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 the app should share their location while in use, or block that permission outright.

## HOW IT'S USED

Shopping centres can use Mobility Analytics to understand who is actually 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 is their real competition 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 actually 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?