MobileScapes 2024

Next-Gen Mobile Movement Data: How EA's MobileScapes is Changing the Game

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Today's Presenters

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What is it?

MobileScapes is the most accurate, comprehensive and up-to-date mobile movement database available for marketing and business applications in Canada.

Mobile analytics help businesses and organizations enhance what they know about consumer and population movement patterns.

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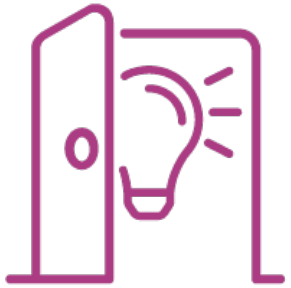
Key Features

Most robust in Canada

National coverage featuring SDK and cellular network integration.

Privacy compliant

High quality, permission-based input and output processed under Privacy by Design principles.



Easily accessible

Access via EA's ENVISION platform, through API calls, as data extract files and in project work.

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We take care of privacy concerns, so you don't have to

Adherence to Privacy Laws: MobileScapes complies with and exceeds Canada's privacy laws.

Global Best Practices: Developed with forward-looking global best practices.

Transparency and Consent: Implements principles consistent with Privacy by Design standards.

Global Standards: Aligns with GDPR, Law 25, and other Canadian provincial jurisdictions.

ISO Certification: Production processes are ISO 31.700 certified.

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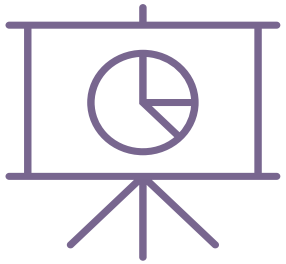
How Does it Help?

Visitors/Shoppers in Canada

Track visits to location by banner and category. Understand trends and seasonal impacts. Determine their demographics.



Compare visit share

Assess competitive impacts, determine if your share of total category visits is increasing or decreasing.

Evaluate marketing impact

Evaluate the effectiveness of your marketing efforts—tie changes in visitor volume and/or market mix to specific marketing initiatives

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What's New in 2024?

- **Only provider in Canada** that combines high-precision SDK data with high-volume cellular network data.

- Ground tested against trends in official statistics and client data.

- Embedded improved privacy-enhancing controls directly into the product to ensure our data adheres to the highest global standards (GDPR, Quebec Law 25, ISO 31.700 certified).

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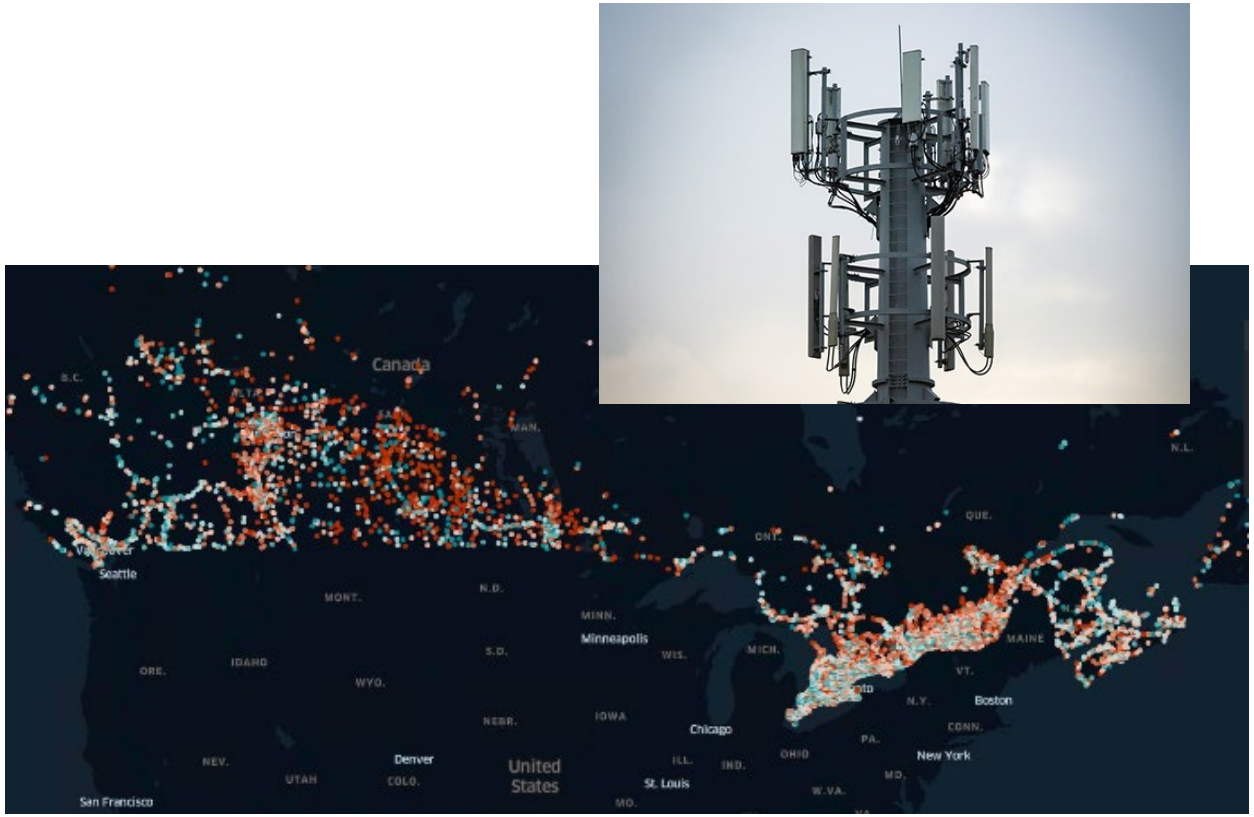
Key Advantages of Combining SDK and Cellular Network Data

- Cellular network is always on and has 20 times the activity than SDK.
- Leverages the fact that SDK data currently has more precise positioning than cellular data.
- Much greater activity on the cellular network means:
  - More accuracy on time of day and day of week
  - Better estimates of visit duration
  - More consistency across Canada
  - Less reliance on “declining quality” & "cleaning" of messy SDK data



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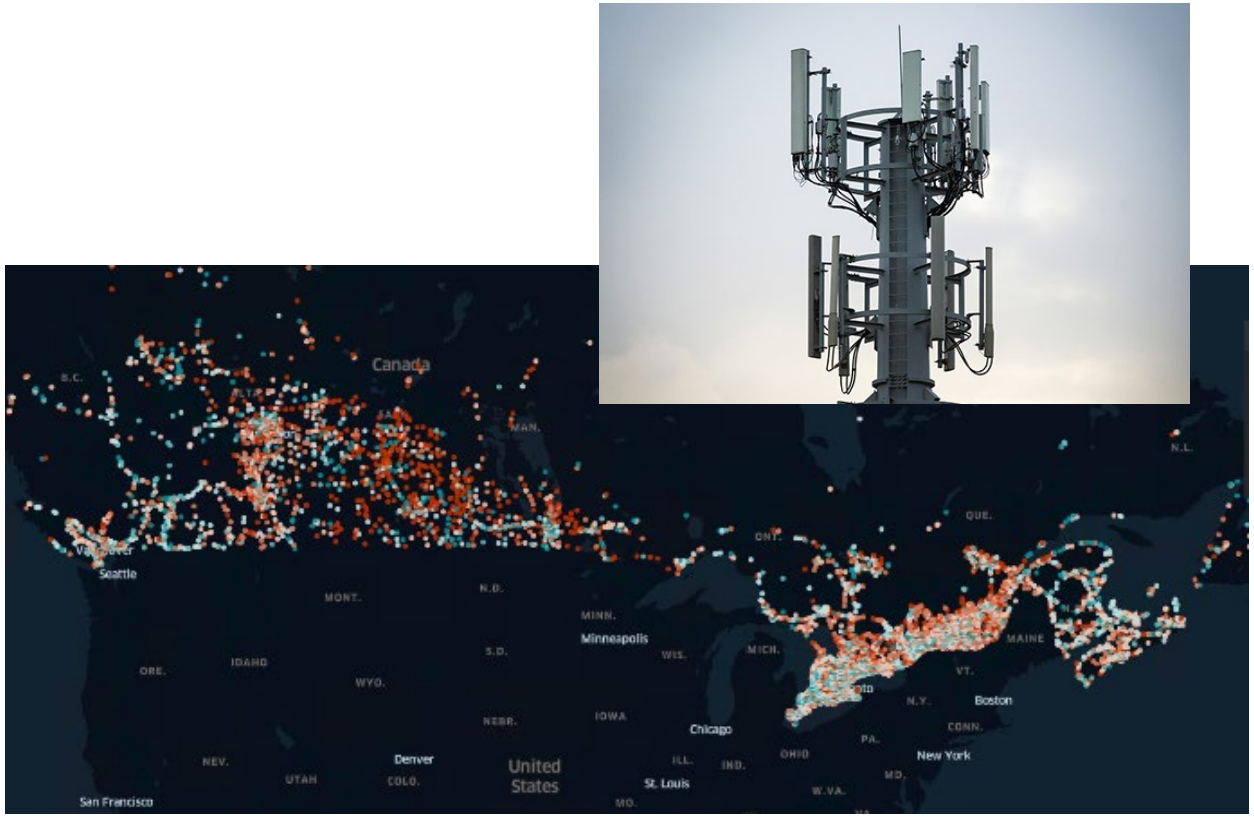
Key Advantages of Combining SDK and Cellular Network Data

- This game changer brings you:
  - Better coverage and representativity
  - Less volatility
  - Enhanced reflection of seasonal trends



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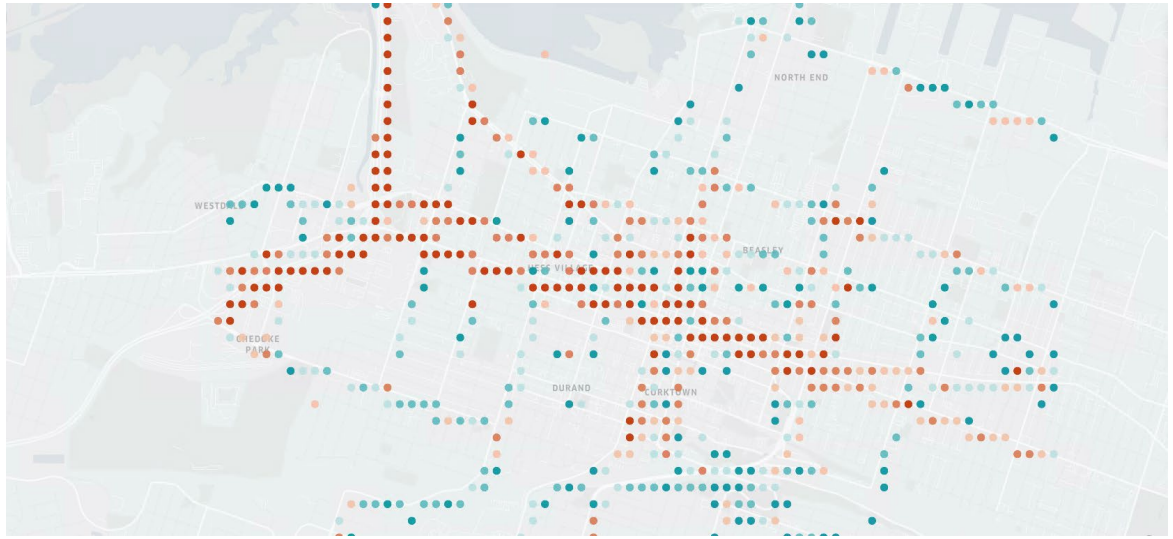
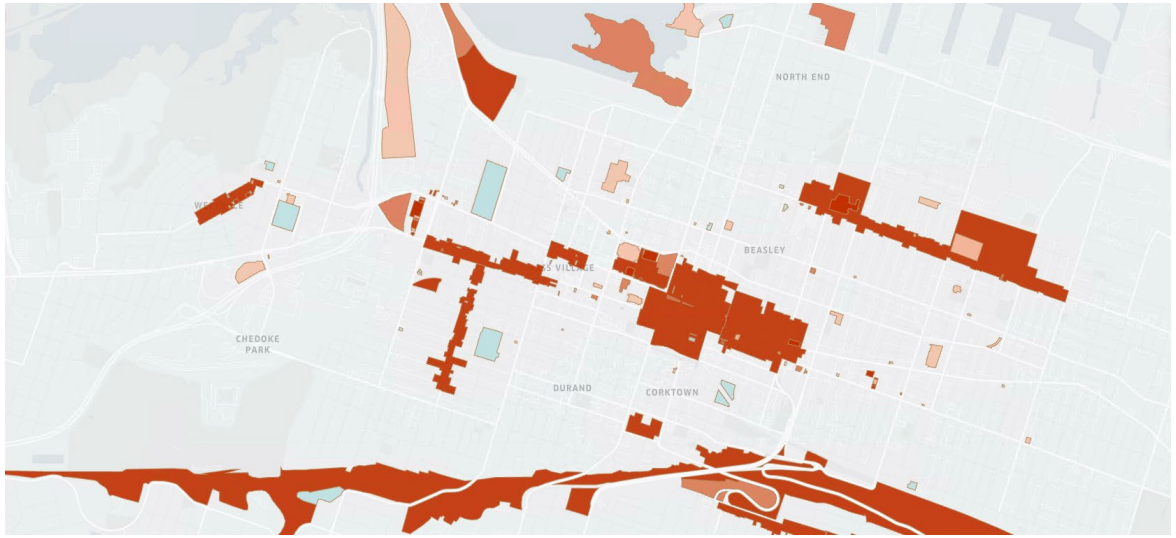
Marrying the Best of Both Worlds





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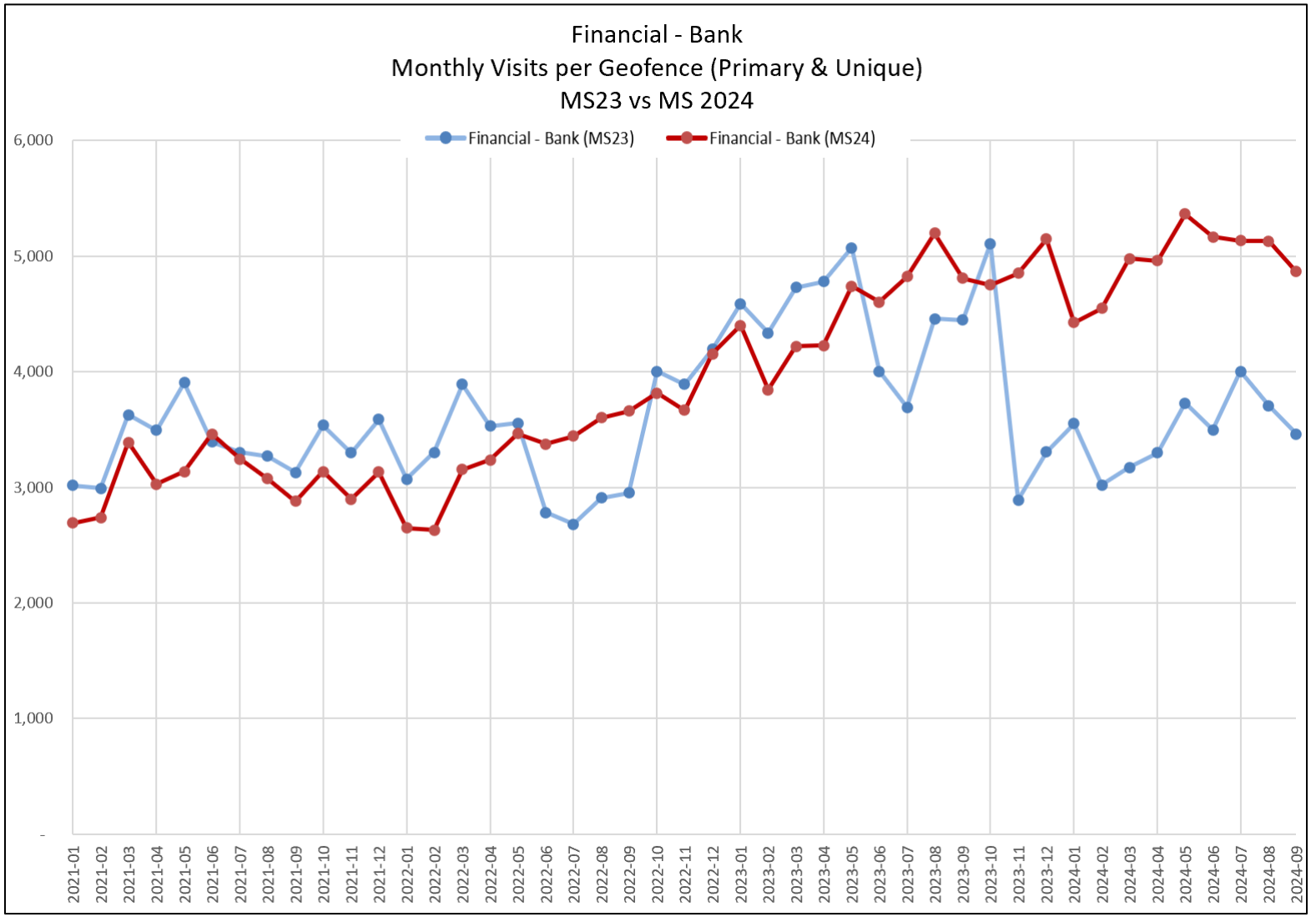
More Consistent Data



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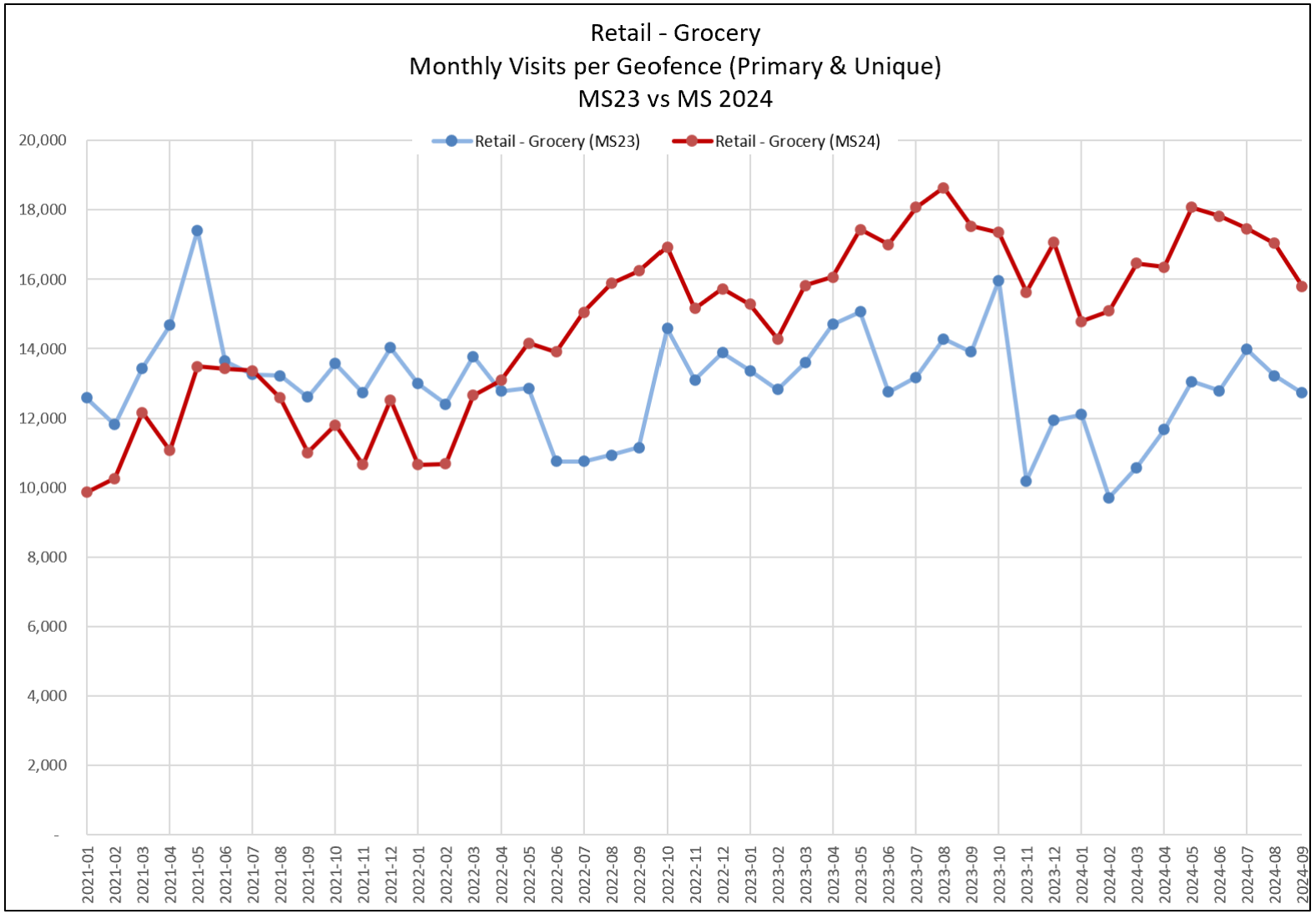
More Consistent Data



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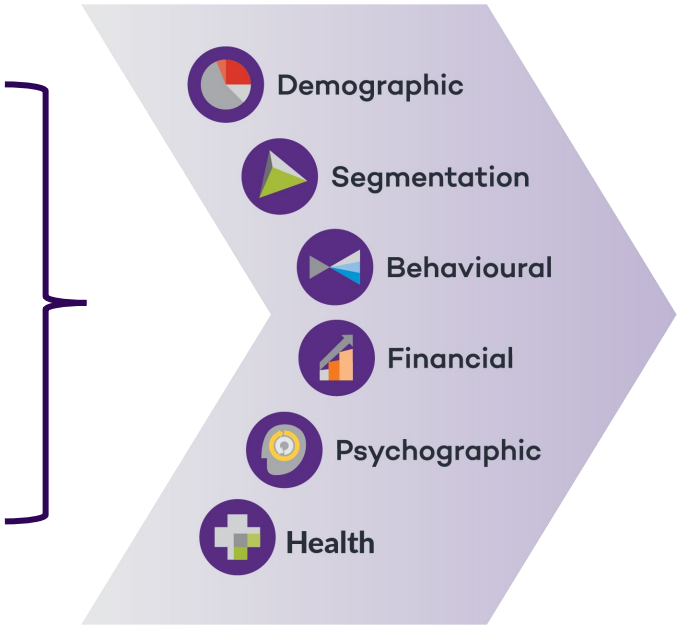
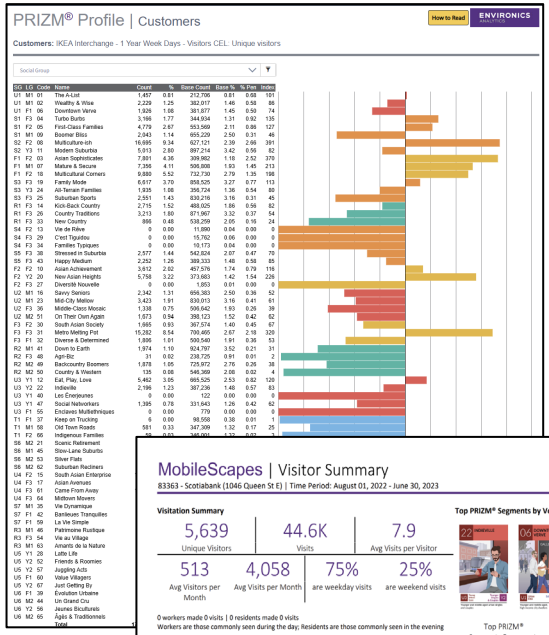
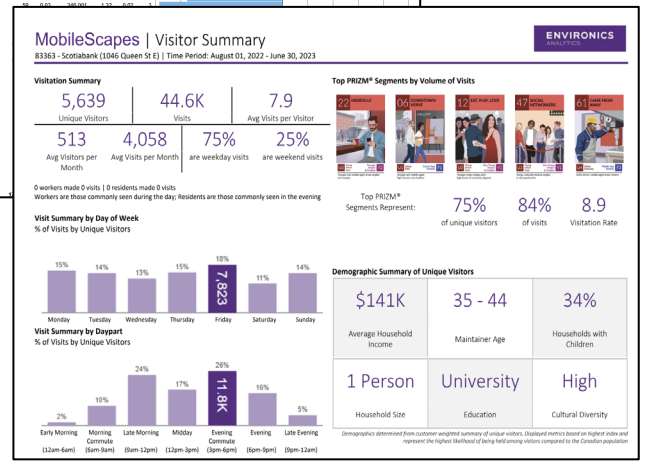
MobileScapes: Integrates with Core EA Data

	A	C	D	E	F	G	H
1	GeofenceName	Unique_Visitors	Daily_Visits	CDL_Country	CDL_Postal Code	CDL_LATITUDE	CDL_LONGITUDE
2	5266 - IKEA at The Interchange (200 Interchange Way)	31.83110708	110.2554903	CA	L3Z4A1	44.11067	-79.5462
3	5266 - IKEA at The Interchange (200 Interchange Way)	37.11536026	44.35287472	CA	L4C9T9	43.89099	-79.436
4	5266 - IKEA at The Interchange (200 Interchange Way)	26.44118694	54.47778784	CA	L1R3B7	43.92018	-78.9633
5	5266 - IKEA at The Interchange (200 Interchange Way)	4.627011245	11.17032916	CA	L4K0C8	43.81164	-79.4990
6	5266 - IKEA at The Interchange (200 Interchange Way)	13.49412767	17.81820073	CA	L4E3Y2	43.94696	-79.4489
7	5266 - IKEA at The Interchange (200 Interchange Way)	19.72423695	54.18510059	CA	L1M1J4	43.96529	-78.9555
8	5266 - IKEA at The Interchange (200 Interchange Way)	8.634208477	12.50654188	CA	L6A0H4	43.87401	-79.468
9	5266 - IKEA at The Interchange (200 Interchange Way)	16.36361789	16.36361789	CA	M6M3Z1	43.69968	-79.4764
10	5266 - IKEA at The Interchange (200 Interchange Way)	16.01501782	184.4616678	CA	M9N1J7	43.704	-79.5157
11	5266 - IKEA at The Interchange (200 Interchange Way)	2.353378397	14.06135732	CA	L6P2B3	43.77507	-79.7029
12	5266 - IKEA at The Interchange (200 Interchange Way)	17.71838087	159.8000872	CA	L3T7W6	43.83934	-79.385
13	5266 - IKEA at The Interchange (200 Interchange Way)	3.423010247	35.56950798	CA	L9L1N2	44.10863	-78.949
14	5266 - IKEA at The Interchange (200 Interchange Way)	13.27968941	22.83341155	CA	L9N0Y6	44.11965	-79.4710
15	5266 - IKEA at The Interchange (200 Interchange Way)	13.84369817	23.46565645	CA	L9W3X2	43.92807	-80.1016
16	5266 - IKEA at The Interchange (200 Interchange Way)	14.63693342	23.96046142	CA	L9Z1R3	44.46473	-80.0767
17	5266 - IKEA at The Interchange (200 Interchange Way)	14.03275068	25.99855868	CA	K0H1G0	44.14042	-77.0071
18	5266 - IKEA at The Interchange (200 Interchange Way)	33.59639344	37.00250139	CA	M9C0A5	43.60958	-79.5573
19	5266 - IKEA at The Interchange (200 Interchange Way)	15.39682695	46.58044859	CA	M9V4W6	43.75821	-79.5998
20	5266 - IKEA at The Interchange (200 Interchange Way)	2.566959317	14.96375594	CA	L1T3H6	43.86726	-79.0302
21	5266 - IKEA at The Interchange (200 Interchange Way)	33.8157563	44.16377223	CA	L4L1Z1	43.77966	-79.5971







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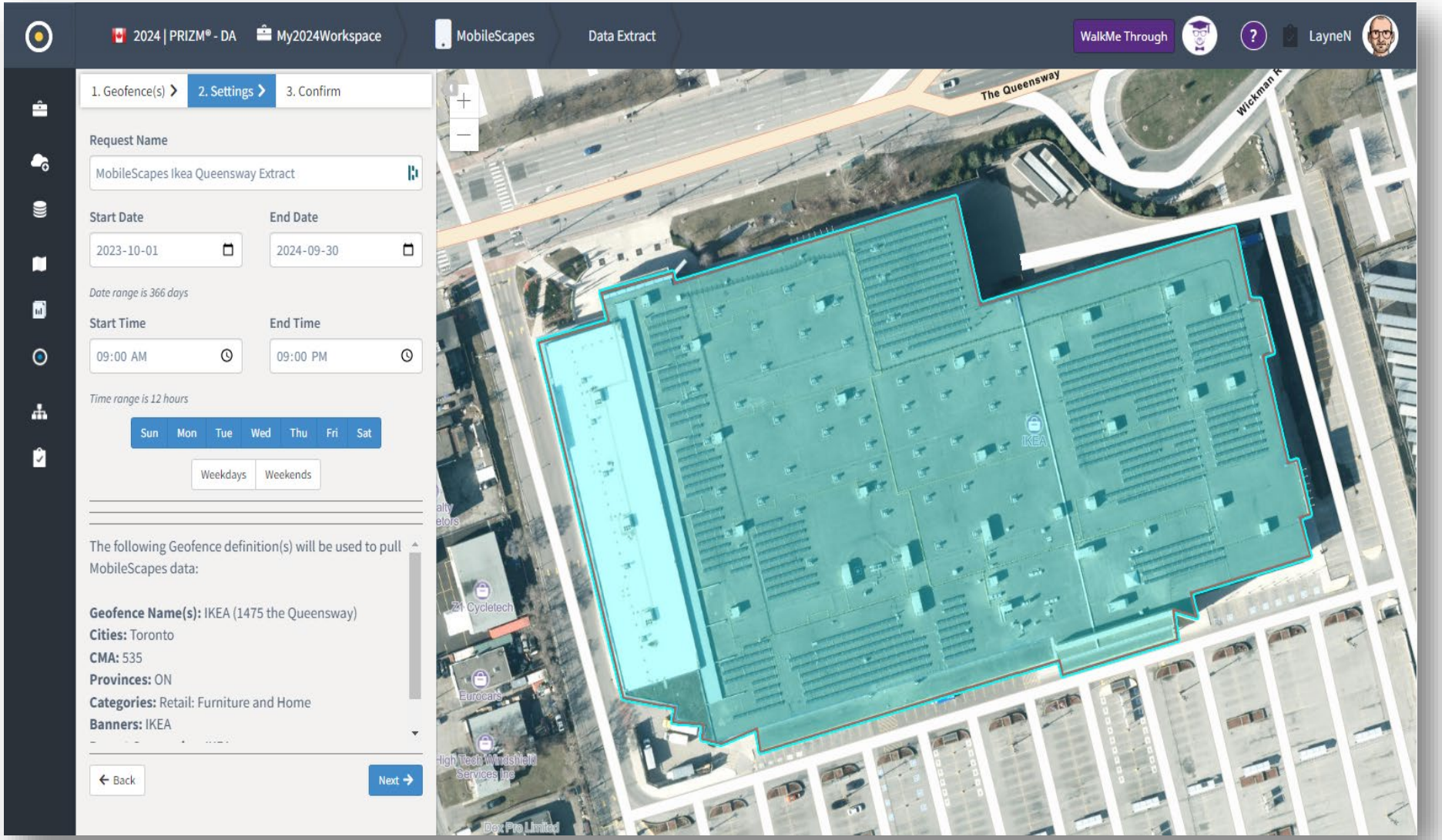
Access MobileScapes in ENVISION



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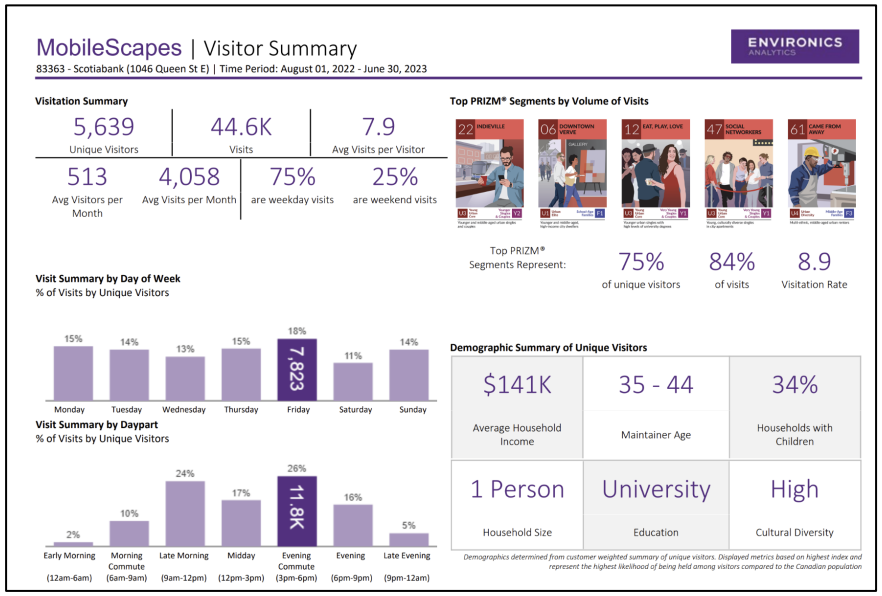
ENVISION Sample Reports



MobileScapes | Visitor Summary

83363 - Scotiabank (1046 Queen St E) | Time Period: August 01, 2022 - June 30, 2023

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Visitation Summary

Unique Visitors	Visits	Avg Visits per Visitor
5,639	44.6K	7.9

Avg Visitors per Month	Avg Visits per Month	are weekday visits	are weekend visits
513	4,058	75%	25%

Top PRIZM® Segments by Volume of Visits

22 INDIEVILLE · 06 DOWNTOWN VIEWS · 12 EAT, PLAY, LOVE · 47 SOCIAL NETWORKERS · 61 CAME FROM AWAY

Top PRIZM® Segments Represent: 75% of unique visitors · 84% of visits · 8.9 Visitation Rate

Visit Summary by Day of Week

% of Visits by Unique Visitors

Visit Summary by Daypart

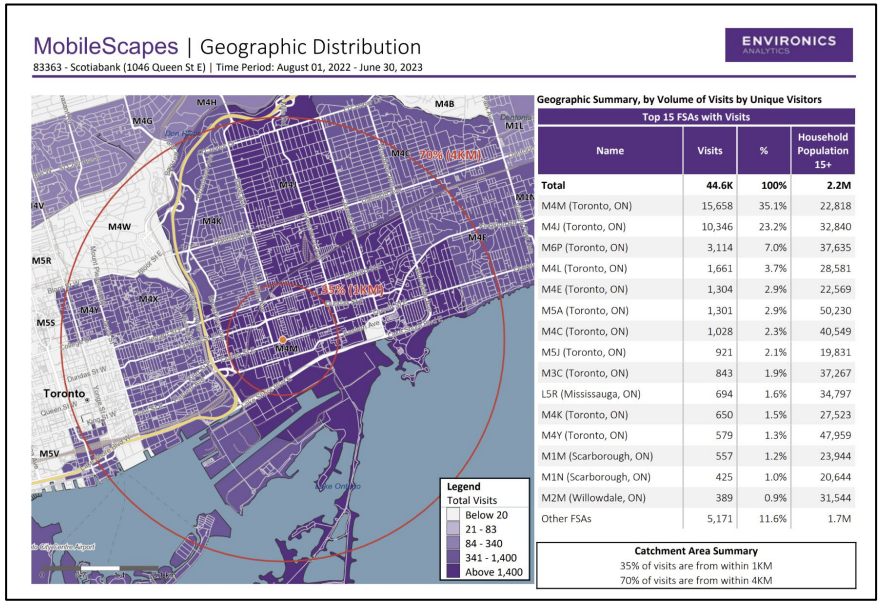
% of Visits by Unique Visitors

Demographic Summary of Unique Visitors

Average Household Income	Maintainer Age	Households with Children
$141K	35 - 44	34%

Household Size	Education	Cultural Diversity
1 Person	University	High

Demographics determined from customer weighted summary of unique visitors. Displayed metrics based on highest index and represent the highest likelihood of being held among visitors compared to the Canadian population



MobileScapes | Geographic Distribution

83363 - Scotiabank (1046 Queen St E) | Time Period: August 01, 2022 - June 30, 2023

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Geographic Summary, by Volume of Visits by Unique Visitors

Top 15 FSAs with Visits

Name	Visits	%	Household Population 15+
Total	44.6K	100%	2.2M
M4M (Toronto, ON)	15,658	35.1%	22,818
M4J (Toronto, ON)	10,346	23.2%	32,840
M6P (Toronto, ON)	3,114	7.0%	37,635
M4L (Toronto, ON)	1,661	3.7%	28,581
M4E (Toronto, ON)	1,304	2.9%	22,569
M5A (Toronto, ON)	1,301	2.9%	50,230
M4C (Toronto, ON)	1,028	2.3%	40,549
M5J (Toronto, ON)	921	2.1%	19,831
M3C (Toronto, ON)	843	1.9%	37,267
L5R (Mississauga, ON)	694	1.6%	34,797
M4K (Toronto, ON)	650	1.5%	27,523
M4Y (Toronto, ON)	579	1.3%	47,959
M1M (Scarborough, ON)	557	1.2%	23,944
M1N (Scarborough, ON)	425	1.0%	20,644
M2M (Willowdale, ON)	389	0.9%	31,544
Other FSAs	5,171	11.6%	1.7M

Catchment Area Summary

35% of visits are from within 1KM

70% of visits are from within 4KM

Available in French as well as English

MobileScapes | Cross Shop

Trade Area: Ontario

Target Geofences	Visitors COUNT	%	Exclusive Visitors COUNT	%	Non-Exclusive Visitors COUNT	%	Cedar Brae Golf and Country Club (55 Mac Frost Way) COUNT	%	Centennial Park Golf Centre (550 Centennial Park Blvd) COUNT	%	Dentonia Park Golf Course (781 Victoria Park Ave) COUNT	%	Donalda Club-Golf and Country Club (12 Bushbury Dr) COUNT	%	Don Valley Golf Course (4200 Yonge St) COUNT	%	Flemingdon Park Golf Club (155 St Dennis Dr) COUNT	%	Humber Valley Golf Course (40 Beattie Ave) COUNT	%	Islington Golf Club (45 Riverbank Dr) COUNT	%	Lambton Golf And Country Club (100 Scarlett Rd) COUNT	%	Markland Wood Country Club (245 Markland Dr) COUNT	%	Oakdale Golf & Country Club (2388 Jane St) COUNT	%	Rosedale Golf Club (1901 Mount Pleasant Rd) COUNT	%
Cedar Brae Golf and Country Club (55 Mac Frost Way)	42,692	100.00	31,072	72.78	11,620	27.22	31,072	72.78	250	0.58	771	1.80	2,836	6.64	3,286	7.70	582	1.36	309	0.72	252	0.59	386	0.90	18	0.04	673	1.58	235	0.55
Centennial Park Golf Centre (550 Centennial Park Blvd)	42,435	100.00	23,156	54.57	19,279	45.43	256	0.60	23,156	54.57	980	2.31	782	1.84	3,473	8.18	1,064	2.51	2,630	6.20	3,456	8.14	1,414	3.33	3,325	7.84	969	2.28	30	0.07
Dentonia Park Golf Course (781 Victoria Park Ave)	50,032	100.00	37,047	74.05	12,984	25.95	748	1.49	795	1.59	37,047	74.05	3,293	6.58	3,438	6.87	1,676	3.35	429	0.86	380	0.76	244	0.49	197	0.39	555	1.11	260	0.52
Don Valley Golf Course (4200 Yonge St)	103,307	100.00	63,712	61.67	39,596	38.33	3,238	3.13	3,558	3.44	3,406	3.30	8,906	8.62	63,712	61.67	3,831	3.71	2,733	2.65	1,929	1.87	1,969	1.91	706	0.68	5,611	5.43	2,254	2.18
Donalda Club-Golf and Country Club (12 Bushbury Dr)	87,696	100.00	56,990	64.99	30,707	35.01	2,909	3.32	813	0.93	3,200	3.65	56,990	64.99	8,715	9.94	6,547	7.47	661	0.75	622	0.71	870	0.99	472	0.54	4,555	5.19	927	1.06
Flemingdon Park Golf Club (155 St Dennis Dr)	36,886	100.00	22,542	61.11	14,344	38.89	521	1.41	1,114	3.02	1,746	4.73	7,020	19.03	3,700	10.03	22,542	61.11	535	1.45	361	0.98	307	0.83	108	0.29	763	2.07	658	1.78
Humber Valley Golf Course (40 Beattie Ave)	24,566	100.00	12,759	51.93	11,808	48.07	250	1.02	2,576	10.49	383	1.56	706	2.87	2,779	11.31	440	1.79	12,759	51.93	1,196	4.87	827	3.37	607	2.47	3,180	12.94	186	0.76
Islington Golf Club (45 Riverbank Dr)	34,955	100.00	16,838	48.17	18,117	51.83	248	0.71	3,703	10.59	459	1.31	593	1.70	1,857	5.31	316	0.90	1,042	2.98	16,838	48.17	3,220	9.21	1,861	5.32	1,453	4.16	155	0.44
Lambton Golf And Country Club (100 Scarlett Rd)	29,277	100.00	14,112	48.20	15,164	51.80	363	1.24	1,538	5.25	348	1.19	829	2.83	1,907	6.51	356	1.22	885	3.02	3,240	11.07	14,112	48.20	631	2.16	1,934	6.61	312	1.07
Markland Wood Country Club (245 Markland Dr)	27,316	100.00	18,678	68.38	8,638	31.62	29	0.11	3,373	12.35	247	0.90	555	2.03	674	2.47	117	0.43	648	2.37	1,908	6.98	582	2.13	18,678	68.38	500	1.83	33	0.12
Oakdale Golf & Country Club (2388 Jane St)	67,439	100.00	44,237	65.60	23,201	34.40	594	0.88	844	1.25	549	0.81	4,687	6.95	5,406	8.02	667	0.99	3,229	4.79	1,486	2.20	1,778	2.64	494	0.73	44,237	65.60	392	0.58
Rosedale Golf Club (1901 Mount Pleasant Rd)	12,117	100.00	7,712	63.65	4,405	36.35	239	1.97	26	0.22	284	2.34	915	7.55	2,183	18.02	688	5.68	124	1.02	154	1.27	315	2.60	6	0.05	430	3.54	7,712	63.65

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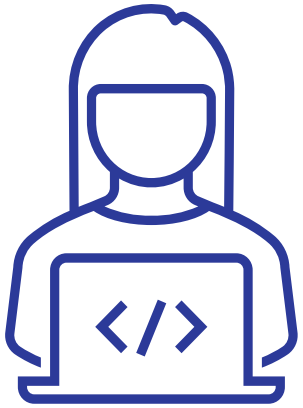
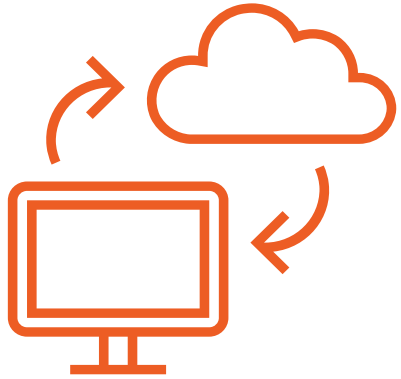
Access MobileScapesPlus via API



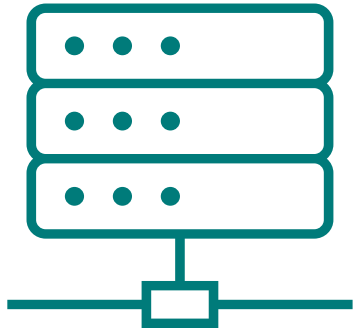
Technical Resources

Access to technical resources



Frequent Requests

Automate frequent extract request



Integration

Ability to integrate extracts into data stores, models or pipelines

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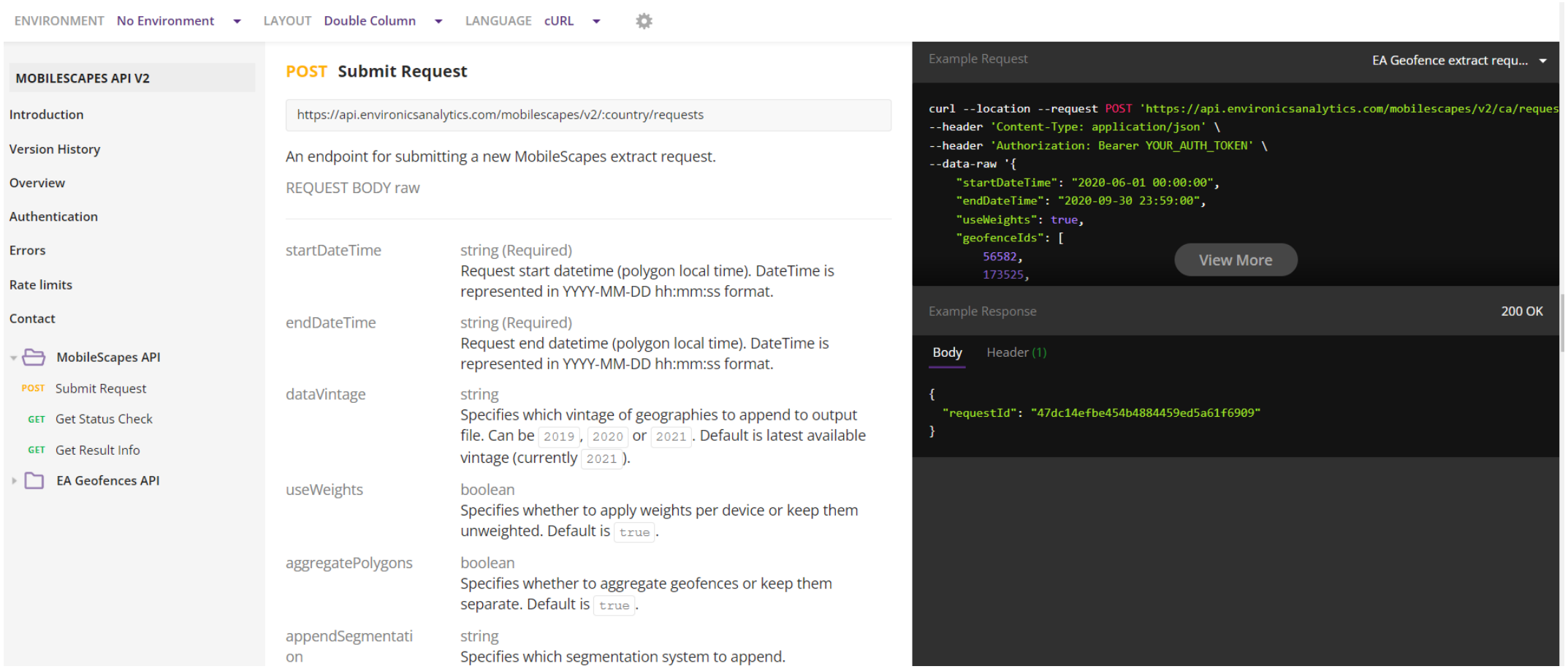
Access MobileScapesPlus via API



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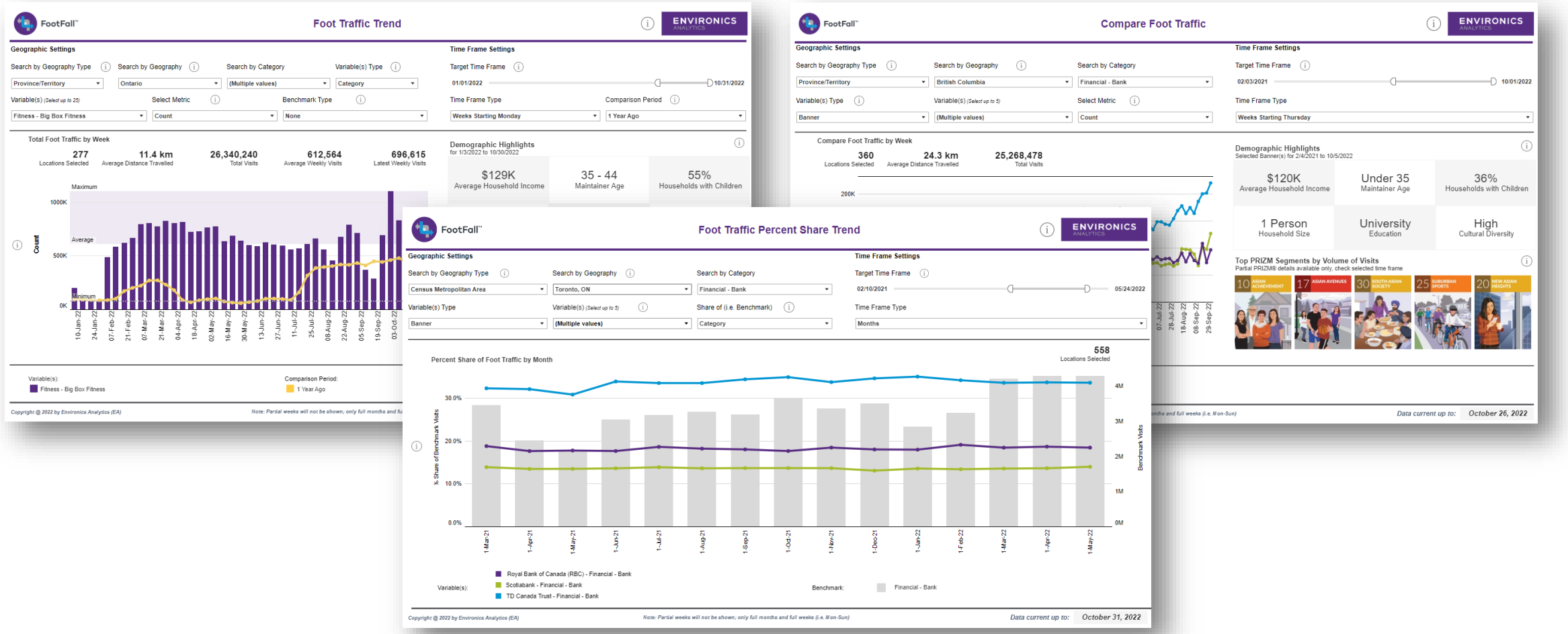
Access Footfall's Pre-Aggregated MobileScapes Extracts



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Access MobileScapes via Project Work

- **Segmentation Analysis:** Identify your Target Audience
- **Cross-Shop Analysis**: Where are my visitors also going?
- **Out of Home (OOH) :** Rank OOH boards against target segments of the population
- **Tourist Attractions:** What are the most visited landmarks in my region?

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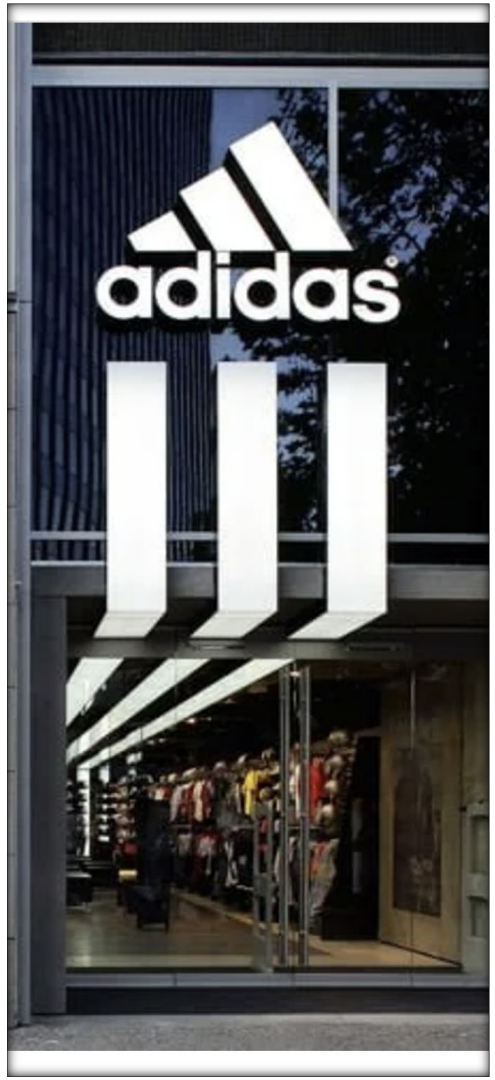
Case Study: Adidas



Challenge: Marketplace uncertainty after the COVID-19 pandemic impacted strategic decision making, related to:

- Investment in stores
- Investments in branding
- Would customers return?

Solution: Mobile movement data and segmentation were used to identify *who* frequented specific locations and *where* to find more people like them. This informed site selection and engagement strategies.

- MobileScapes
- PRIZM

Results: MobileScapes quantified who visited physical locations, while PRIZM identified the best ways to engage them. The data quantified where investments should be made in real estate and branding. Employees felt inspired and motivated, and customers were engaged.

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Case Study: Colliers

Challenge: How to evaluate properties that historically depended on people going back to work. The properties look the same, so it was difficult to justify higher or lower rents.

Solution: Colliers used EA's FootFall database (built off MobileScapes data) to calculate foot traffic to various properties. This confirmed which centers were busy and when they were busy.

- FootFall
- DemoStats

Results: Having the ability to quantify how busy a center is helped Colliers win deals. Brokers were seen as trusted advisors.

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Case Study: City of Ottawa

Challenge: Limited data about who is visiting municipal museums and where they're coming from.

- *Why* do people like to visit our museums?

Solution: MobileScapes data showed that visitors to the museums were coming from all over the city, not just from the local community around each museum. This data was then used to create target groups to better understand who is coming to the museums.

- MobileScapes
- PRIZM

Results: Better informed marketing and signage around museums, plus targeted product and experience development to different audiences all over the city.

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How can it help you?

Education: Improve campus planning, enhance safety measures, and optimize the use of facilities.

Event Planning: Select the best venues, plan logistics, and tailor marketing efforts to attract the right audience.

Financial Services: Identify optimal locations for new branches or ATMs based on consumer movement patterns and demographic data.

Government Services: A huge variety of needs can be better understood when more is known about the usage of these services, such as recreational facilities and libraries.

Healthcare: Analyze patient movement patterns to improve service delivery, optimize locations for new facilities, and manage resources more effectively.

Real Estate: Use movement data to identify high-traffic areas and emerging neighborhoods, optimizing property investments and marketing strategies.

Retail Outlets, Chains, Shopping Centers: Understand visitors to their own and competitors' stores for site location, in-store media messaging, offerings, and layout.

Telecommunications: Identify areas with high demand for network improvements and optimize the placement of new infrastructure.

Tourism: Understand who visits, from where, and where do they go.

Transportation and Logistics: Enhance route planning, reduce congestion, and improve delivery times by understanding traffic flows and commuter behaviors.

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Points to Consider

Low Sample Warnings: Be mindful of extracts with low sample sizes.

Event Analysis: Single event analysis at large venues (e.g., stadiums/arenas) may require careful interpretation.

New Locations: Greenfield and Brownfield locations might present unique challenges.

Cell Infrastructure Changes: Sudden drops or increases in estimates can happen in areas where the network has changed significantly, such as when cell coverage improves or decreases.

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How MobileScapes Outshines the Competition

Leading provider of accurate and comprehensive mobile movement data in Canada.

Unique, robust, and future-proofed solutions.

Trusted by **key leadership brands and partners.**

Acts as a **building block** for industry benchmarks and measurement.

Supports **sophisticated targeting, activation, and measurement**.

Ensures **transparency** in data usage and methodology.

Focuses on **ongoing product development.**

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Thank You

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