



Harness the power of mobile data to dramatically improve marketing, business intelligence & decision-making





Data Pipeline

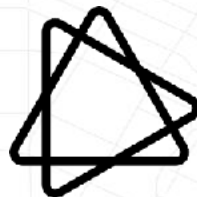
The Mobile Intelligence Engine ingests parameters like IDFA, Lat-Long, Timestamp, Zip Code, App name, Device Type, Carrier

 BidStream Data
Serving ads in over
100,000 diverse apps

 Owned &
Operated
Foreground and
Background Data

 Owned Location SDK
Collecting background
data from 50 apps,
including a suite of local
news apps

 3rd Party SDK Partners
Collecting foreground
and background data
from 25 different app
verticals



Scored, Scrubbed,
Cleansed, Filtered and
Stored



High Quality
Contextualized Data

The highest quality data
Extracted from high quality sources

13 Trillion+

Total Location Observations Since January 2014

1 Billion

Monthly Active Devices Global



1st Party
Apps

400 Million

Monthly Active Devices US



1st Party
Location Data



Advertising SDKs

150 Million

SDK Uniques Per Month



SDK Partners

What's the business value of human movement data?

Retail Brands

- Precision customer data at a fraction of the cost of in-store intercept surveys.
- Improved Trade Areas for RE planning.
- Revenue Forecasting
- Cannibalization studies
- Clear understanding of customers and trade areas for marketing, merchandising, co-tenancy, etc.

Property Developers and Operators

- Improved leasing rates and terms
- Competitive property analysis to understand market opportunity and threats
- Footfall trends to understand operations and stay ahead of the competition
- Optimal Trade Areas for Improved Marketing

Commercial Brokers

- Improved client positioning
- Increased premiums on leasing opportunities

Investors

- Detailed, precise and timely behavioral trend analysis
- Clearer picture what's happening on the ground on a store by store, market by market, and brand by brand basis.

Other Industries and Users

- Smart Cities
- Municipality Development & Planning
- Resource Management
- Emergency Services Planning
- Advertising Agencies
- Insurance and risk management