

The Definitive Guide to Mobile GPS Data

In this report, we'll explore the following:

- 1 What mobile GPS data is and where it originates
- 2 The benefits and weaknesses of mobile GPS data
- 3 Common applications of mobile GPS data
- 4 The current vendor landscape for mobile GPS data



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MOBILE GPS DATA BASICS

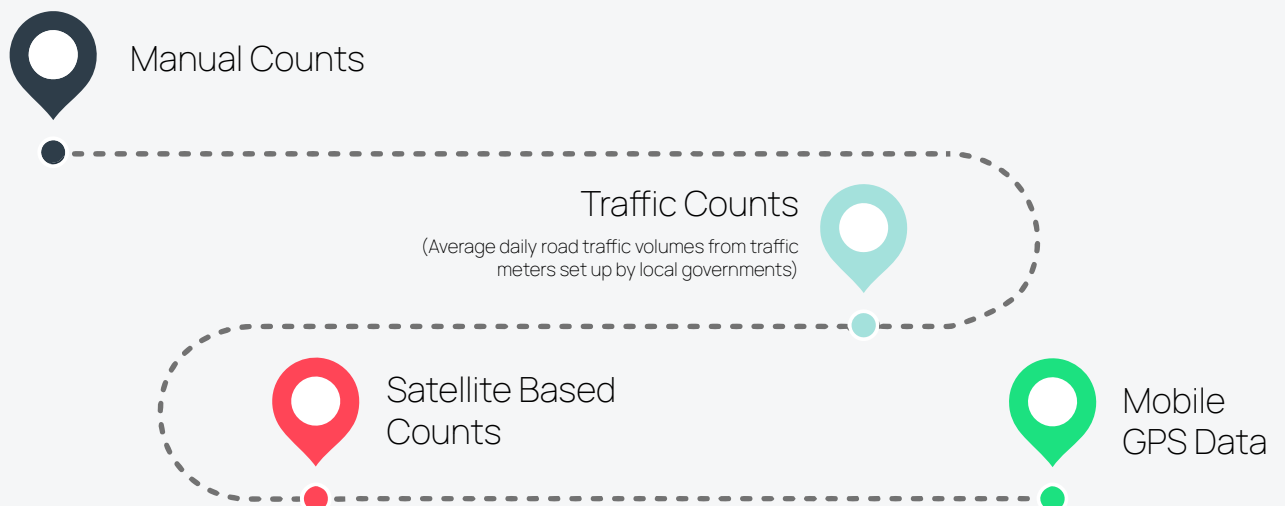
Whether you call it mobile GPS data, location analytics, or massive mobile data, this data is all about one thing: traffic.

Mobile GPS Data is a Modern Traffic Variable

With all the buzz around mobile GPS data, it can be tough to discern fact from fiction. What is this data really? Is it the "silver bullet" that solves every tough location decision?

The reality is that mobile GPS data is a modern form of something we've known for decades: traffic data. It's an alternative way of figuring out how many people are present in an area at a given time.

Traffic data isn't new. Historically, people used manual counting, traffic counts, and satellite-based counts. Mobile GPS data is the latest evolution.



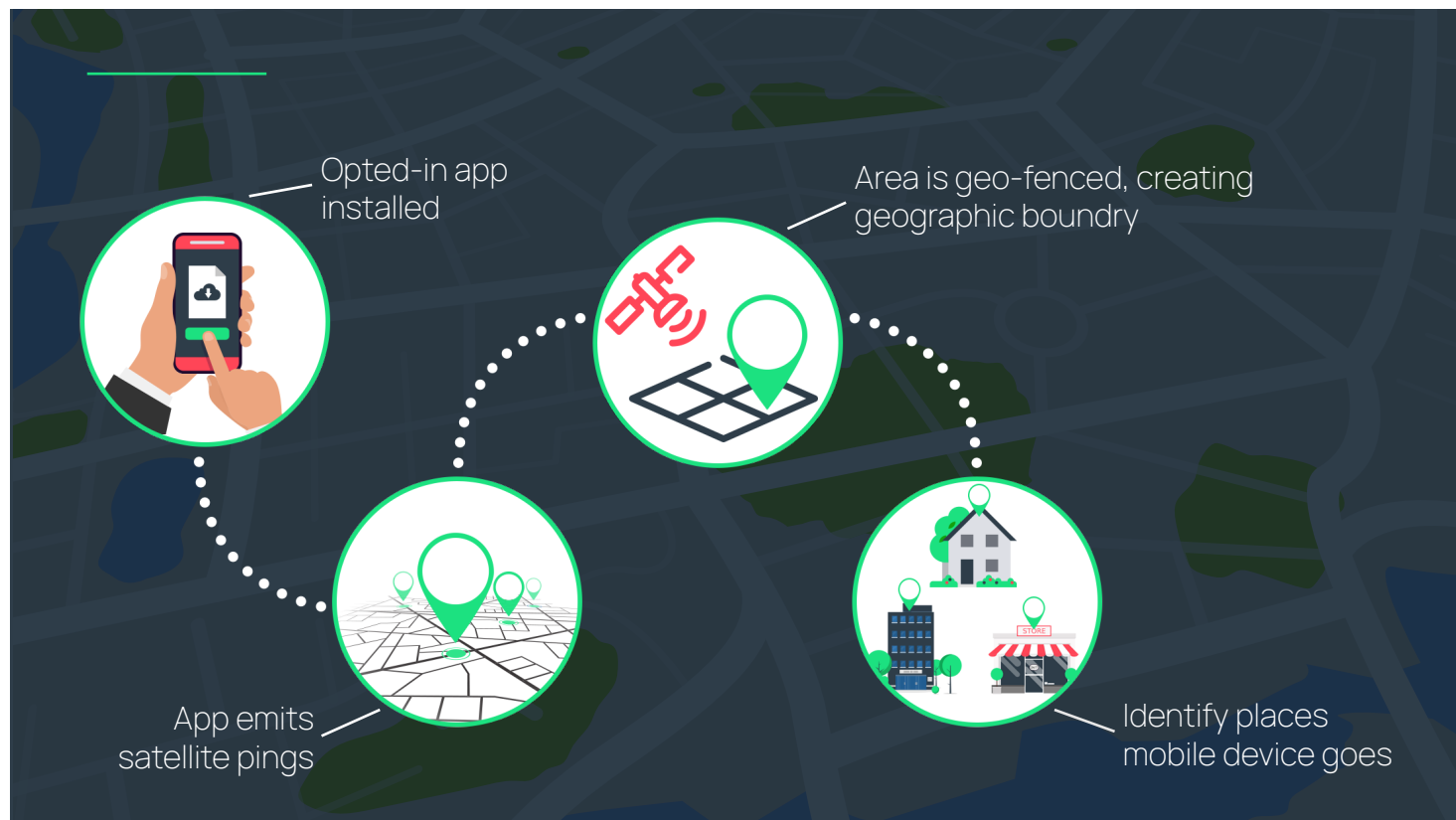
HOW MOBILE GPS DATA IS SOURCED

Mobile GPS Data Gathering Starts with Apps

Mobile GPS data comes from free, opted-in applications installed on mobile devices. Sharing location data is the price the user agrees to pay for the free usage. The app emits satellite pings that can be captured and tied to a location.

To study the data, a store location or other area is geo-fenced, which creates a virtual

geographic boundary. When a mobile device is observed in this boundary, a response is triggered and the mobile device is tagged and traced. Some providers use technology to then identify other places the owner of this mobile device goes, including home, work, and the stores and restaurants he or she frequents.



MOBILE GPS DATA'S VALUE

Gain Hard-to-Access Insights

Study Locations You Don't Own

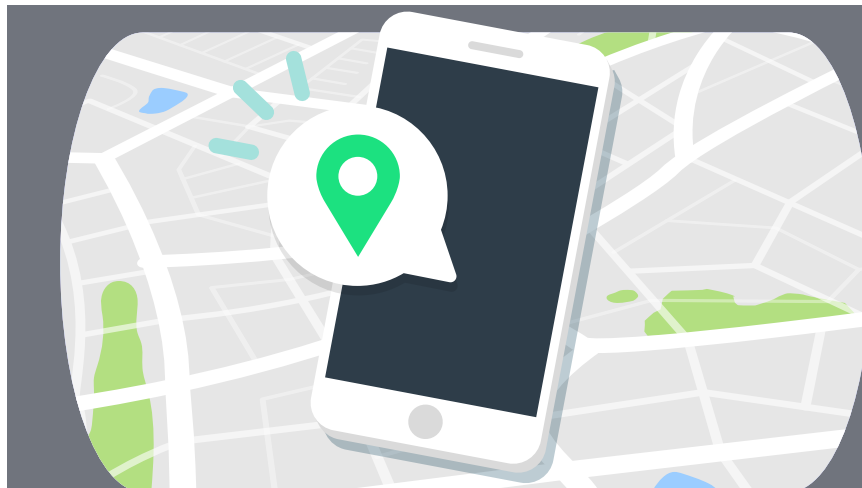
On its own, the primary value of mobile GPS data is in gaining traffic insights for areas that are normally difficult to study.

For example, you can use mobile GPS data to study a shopping center that you do not yet own. You can also use it to study traffic patterns at competitor locations. Economic developers can use the

data to compare consumer activity in their community to activity in a neighboring community. In these scenarios, mobile GPS data gives you insights into typical traffic volumes so you can understand averages.

TO DIVE DEEPER, YOU NEED MORE

While understanding traffic trends is helpful, the real value in mobile GPS data emerges when you combine the traffic data with other datasets, especially those that provide context on WHO visited the study area. This transforms the mobile GPS data from a simple traffic variable into a proxy for customer data and a foundation for larger forecasting tools.



MOBILE GPS DATA IS A CONVENIENT TRAFFIC VARIABLE

Foot traffic insights are the primary value of mobile GPS data, but this data source can become so much more when combined with additional datasets.

MOBILE GPS DATA'S WEAKNESSES

No Dataset is Perfect

While mobile GPS data offers value in many business scenarios, it isn't perfect. It's important to be aware of some of the limitations of this dataset to avoid disappointment and ensure proper interpretation of the results.

Some limitations are tied to the challenges of translating raw GPS data pings into accurate locations. Others are due to imperfect sample sets; not all consumers use opted-in devices at every location they visit, so the rate of data capture may be low.

1

SAMPLE SET NOT COMPLETE CENSUS

Mobile GPS data doesn't capture all visitors. To project a total visit volume, you must apply some assumptions. All mobile GPS data visit metrics are estimates, which are impossible to perfectly validate.

2

SINGLE VARIABLE NOT THE ENTIRE ANSWER

Just as you would never build an entire site score model on a single variable, you shouldn't use mobile GPS traffic data as the sole basis for decisions.

3

BEST FOR FREESTANDING LOCATIONS

Because of the nature of mobile GPS data, it is difficult to get an accurate data capture for businesses located in multi-story and inline buildings.

4

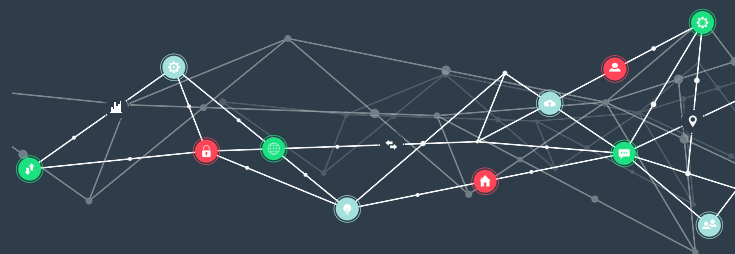
NOT USEFUL IN DOWNTOWN AREAS WITH HIGH-RISE BUILDINGS

It's difficult to get an accurate data capture in highly vertical markets, which means mobile GPS data isn't useful in urban downtowns.

5

REQUIRES SIGNIFICANT CLEAN UP

Raw mobile GPS data comes with a lot of "noise" – such as people passing by who didn't stop at the location. The data requires significant clean up to make it useful.

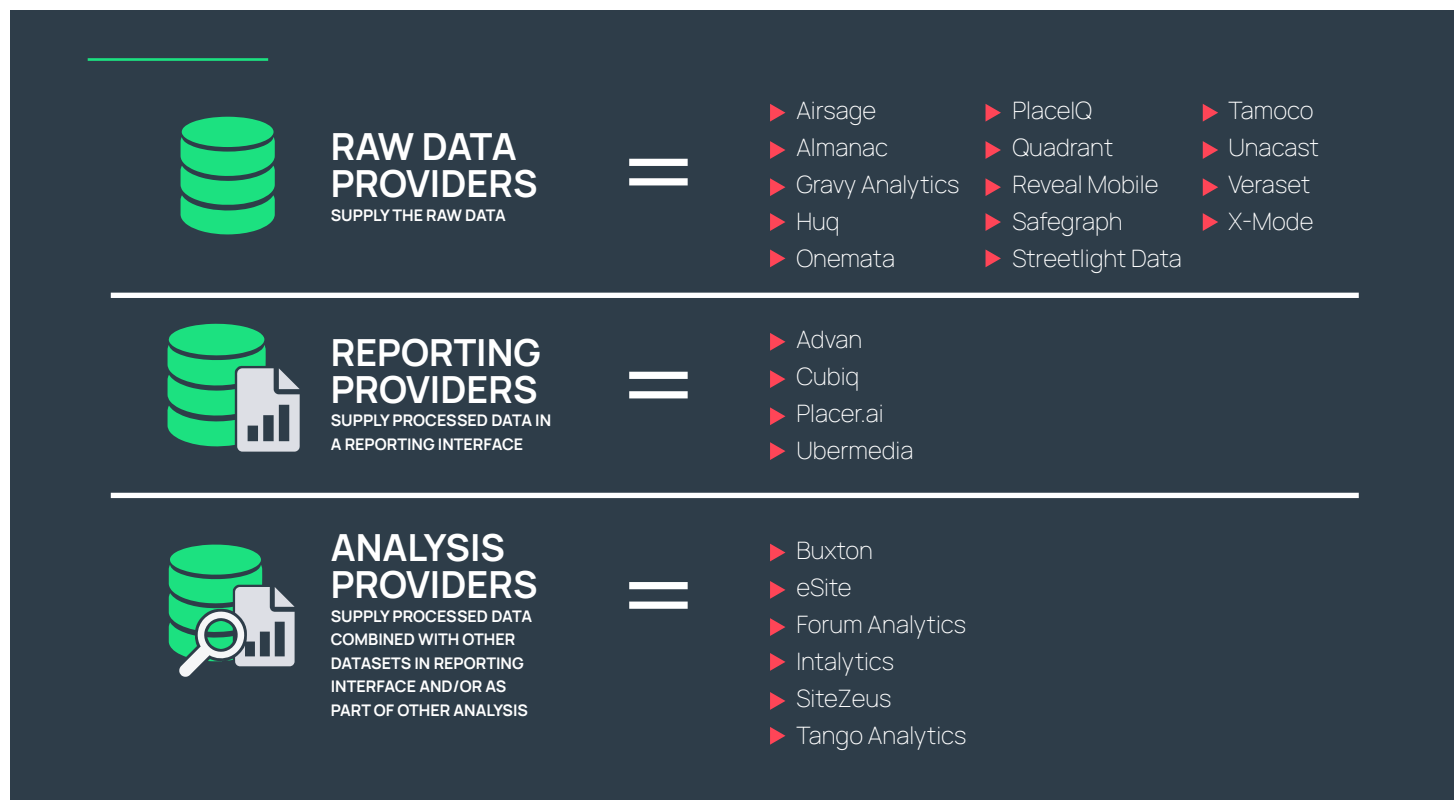


THE VENDOR LANDSCAPE

There's a Mobile GPS Data Solution for Everyone

Mobile GPS data has quickly become a commodity. While there are subtle differences based on the apps each provider uses as its source, the data is basically the same. The main differences in the vendor landscape are the level

of processing that's been applied to the data and whether the data is pre-packaged in a way that facilitates quick analysis.



WHAT MOBILE GPS DATA CAN & CANNOT DO

Understand What's Possible

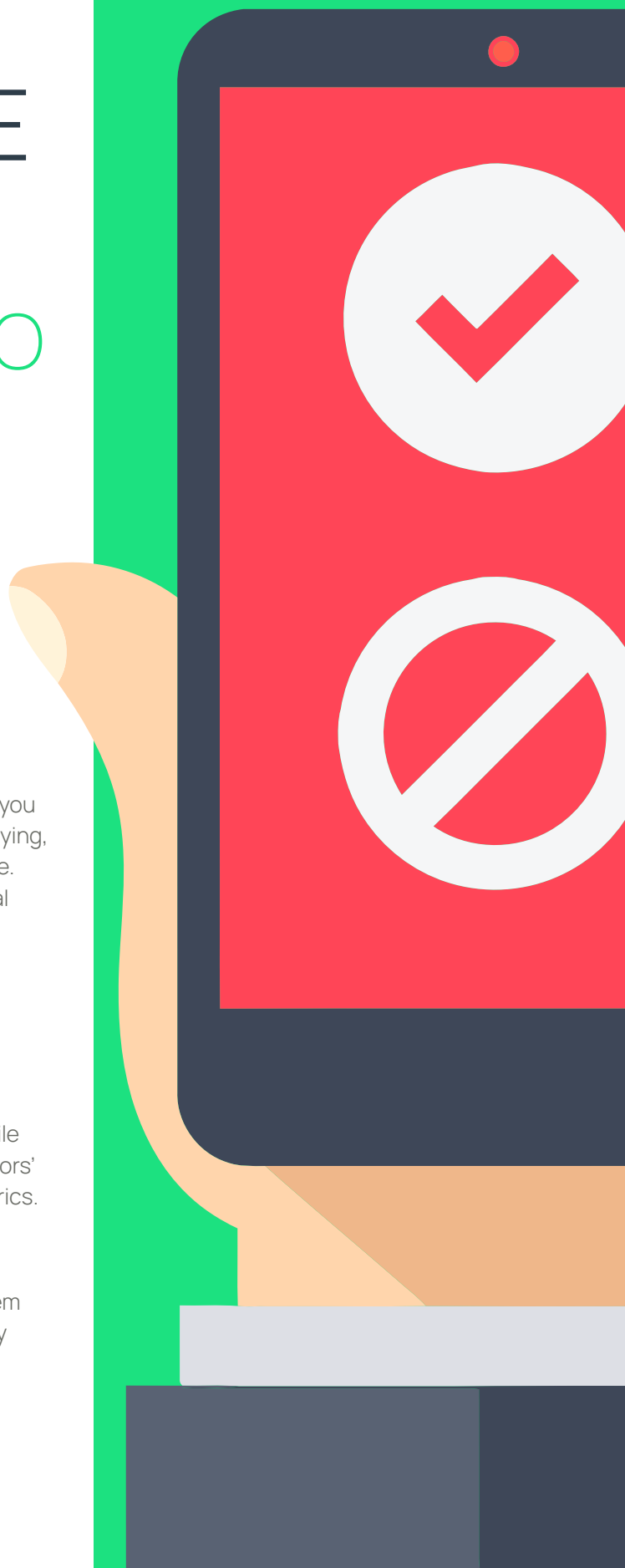
No matter which vendor you use for mobile GPS data, here's what you can and cannot do with it.

WITH JUST MOBILE GPS DATA, **YOU CAN DO THIS:**

- 1** **Create a rough proxy for relative performance.** If you don't have sales data for the locations you are studying, mobile GPS data can be used to gauge performance. Remember, it's a modeled visit number not an actual visit number.
- 2** **Rank locations.** Using the mobile GPS data traffic insights, you can rank locations based on their visit volumes.
- 3** **Gain insights into competitor traffic trends.** Mobile GPS data can give you a glimpse into your competitors' traffic trends, which gives context to your own metrics.
- 4** **Compare location traffic trends to industry averages.** Your traffic declined by 10%. Is it a problem with your location or reflective of a broader industry trend? Mobile GPS data can show you.



Notice a pattern? All the things you can do are based on traffic counts.



WITH JUST MOBILE GPS DATA, YOU CANNOT DO THIS:

Mobile GPS Data Alone is Not Enough

Without additional data to give context, mobile GPS data has limited applications. These are all examples of scenarios that can only be addressed by combining mobile GPS data with other datasets.

1

Understand the profile of who is visiting a location. To know who visitors are and whether they are the types of consumers you are trying to reach, you need to combine mobile GPS data with household-level demographic and psychographic variables.

2

Make a full site performance projection. Just as you would never build a site score model based on customer records alone, mobile GPS data requires other variables to build a model that reflects all drivers of performance.

3

Match locations to their “best fit” tenants. Is your shopping center the right fit for a specific brand? Developing consumer profiles of visitors to your center and visitors to the brand’s existing locations can tell you if it’s a match.

4

Inform targeted marketing campaigns. Appending household-level characteristics to visitor records tells you who you want to reach; comparing that to profiles of all households in the trade area can reveal the “lookalike” consumers you should target.

5

Inform planning for tourism attractions and marketing campaigns. What type of entertainment venue would your area’s visitors most enjoy? Which households represent your best prospective visitors? Mobile GPS data combined with other datasets can answer those questions.

6

Detect differences in visitors to two locations. How are a competitor’s customers different from your customers? Is there a difference in your customer base by region? Household-level profiles can reveal the answer.

7

Learn where visitors are coming from. To understand visitor origins, you need to be able to trace the device back to a home address.

WHY CHOOSE BUXTON

Your Source for Actionable Mobile GPS Data Insights

At Buxton, we know that mobile GPS data needs context to be actionable. We offer a full range of mobile GPS data solutions – from off-the-shelf reporting tools to custom analysis. Our products combine mobile GPS data with relevant datasets to provide real answers.

Buxton by the Numbers

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600+

Unique datasets

120M+

Households with up to 8 people per house

2B+

Daily GPS pings tied to the household level

15K+

Brand locations actively tracked

10K+

Brands actively tracked

30M+

Devices tracked daily



“We implemented Buxton very quickly and six months later they were scoring our existing clinic sites and they were also helping us find suitable new retail locations. It was a tremendous success.”

- Richard Powers

GO BEYOND TRAFFIC METRICS

Understand Site Potential

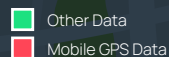
Real estate is an important investment, which means you need a full understanding of the factors that influence performance. Buxton is an expert in the science of site selection and can give you the insights you need to make the right decisions.

Placer.ai vs. Buxton: Site Potential

Placer.ai is an AI tool to visualize mobile GPS foot traffic data. Mobile GPS data allows you to count foot fall volumes for existing locations and competitor locations. This is very useful, however it does not paint a full picture of a site's potential.

In fact, we estimate mobile GPS data provides insights into only 17% of the full picture.

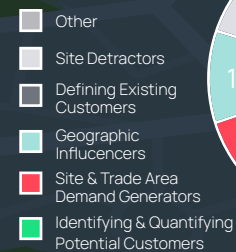
Mobile GPS Data Influence on a Site's Full Potential:



Solution:

To solve for the remaining part of the picture, and to truly understand a site's potential, Buxton has amassed more than 600 databases that can be grouped into the following categories and weighted by the database's influence on a site's potential:

Full Site Potential:



Placer.ai vs. Buxton: By the Numbers

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Clients:	5,000
Years in Business:	27
Total Employee Tenure:	721 yrs
Average Employee Tenure:	5.8 yrs
Total Datasets Measured:	600
Outside Influence:	None
LinkedIn Followers:	15,511
Headquarters:	Fort Worth, TX
International Solutions:	Up to 210 Countries
Solutions Include Healthcare:	Yes
Forecasts Potential for New Locations:	Yes

Placer.ai

Clients:	500
Years in Business:	5
Total Employee Tenure:	300 yrs
Average Employee Tenure:	1.5 yrs
Total Datasets Measured:	"±/-25"
Outside Influence:	Multiple: Series B
LinkedIn Followers:	5,357
Headquarters:	Israel
International Solutions:	U.S. Only
Solutions Include Healthcare:	No
Forecasts Potential for New Locations:	No

Sources: LinkedIn, Company Websites, National article by E.B. Solomont "Placer.ai raises \$50M to track pedestrian foot traffic"

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