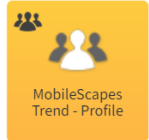


## MobileScapes Trend — Profile — Canada

Provides the ability to select a geofence and run it for two separate time periods.  
This report can be used to compare key segment trends for a time series analysis.

**Note:** Your current time period selection will always appear before the comparison time period in the output.



The name of the licensed, existing or created **Geofence**, along with the **Customer Level**, which can be either in units of **Visitors** or **Visits**.  
**Visitors:** The number of distinct and unique devices that entered the geofence in the requested time range, regardless of how often they visit.  
**Visits:** The number of times the device entered the geofence, no matter how many visitors make up those visits.

## MobileScapes Trend - Profile | Customers

Geofence: 104138 - Tim Hortons (610 University Ave),2252653 - Starbucks (27 Murray St)

Customer Level: Visits

| SG | LG | Code | Name                  | 2022-07-01 - 2022-08-31 |      | 2021-07-01 - 2021-08-18 |      | Trend           |          |
|----|----|------|-----------------------|-------------------------|------|-------------------------|------|-----------------|----------|
|    |    |      |                       | Count                   | %    | Count                   | %    | Absolute Change | % Change |
| U1 | M1 | 01   | The A-List            | 11,517                  | 2.59 | 10,843                  | 2.71 | 674             | 6.22     |
| U1 | M1 | 02   | Wealthy & Wise        | 18,518                  | 4.16 | 23,257                  | 5.82 | -4,739          | -20.37   |
| U1 | F1 | 06   | Downtown Verve        | 20,646                  | 4.64 | 23,198                  | 5.81 | -2,552          | -11.00   |
| S1 | F3 | 04   | Turbo Burbs           | 4,930                   |      |                         |      |                 |          |
| S1 | F2 | 05   | First-Class Families  | 10,927                  |      |                         |      |                 |          |
| S1 | M1 | 09   | Boomer Bliss          | 188                     |      |                         |      |                 |          |
| S2 | F2 | 08   | Multiculture-ish      | 14,653                  |      |                         |      |                 |          |
| S2 | Y3 | 11   | Modern Suburbia       | 3,993                   |      |                         |      |                 |          |
| F1 | F2 | 03   | Asian Sophisticates   | 9,799                   |      |                         |      |                 |          |
| F1 | M1 | 07   | Mature & Secure       | 13,436                  |      |                         |      |                 |          |
| F1 | F2 | 18   | Multicultural Corners | 21,200                  | 4.76 | 18,517                  | 4.56 | 2,683           | 13.74    |
| S3 | F3 | 19   | Family Mode           | 2,993                   | 0.67 | 3,084                   | 0.77 | -91             | -2.95    |

In our example, **4.64%** represents the estimated proportion of visits between July 1st –August 31st, 2022 in the geofence who are members of the **Downtown Verve** segment. During a similar time period in the previous year (between July 1st –August 18th, 2021), **5.81%** of the estimated proportion of visits were found to be **Downtown Verve** members.

The **% Change** value of **-11.00%** visits to this geofence represent a decrease in visits by members of the **Downtown Verve** segment.

**Count:** The number of visits in the geofence by a segment during the specified time period.

**% Comp:** The proportion of visits in the geofence by a segment during the specified time period.

**Absolute Change:** The change between comparison years for visits in the geofence by a segment.

**% Change:** Represents the change in visit or visitor proportion to the geofence from the specified segment. A positive (red) % Change indicates an increase, while a negative (blue) % Change indicates a decrease.

**Note:** The time period being analyzed can be found in the row above the Count and %.