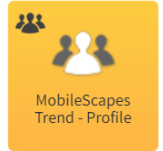


## MobileScapes Trend — Profile — USA

Provides the ability to select a single geofence and create a trend report for two separate time periods.

This report can be used to compare segments for a time series analysis.

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



The name of the **Geofence** and the **Customer Level**. The **Customer Level** can be represented by either **Visits** or **Visitors**.

**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: Brooklyn 1

Customer Level: Unique Visitors

SG	LG	Code	Name	2022-07-01 - 2022-08-31		2021-07-01 - 2021-08-31		Trend	
				Count	%	Count	%	Absolute Change	% Change
S1	M1	01	Upper Crust	12	0.68	24	1.07	-12	-50.00
S1	F1	02	Networked Neighbors	7	0.40	14	0.62	-7	-50.00
S1	M1	03	Movers & Shakers	30	1.70	34	1.51	-4	-11.76

Here, **1.70%** represents the estimated proportion of visitors (between July 1-August 31st, 2022) to the geofence who were identified as belonging to the **Movers & Shakers** segment. During the same time period in the previous year (July 1-August 31st, 2021), **1.51%** of the estimated proportion of visitors of the same segment entered the same geofence.

The **% Change** value of **-11.76%** (calculated as  $((30 - 34)/34 * 100 = -11.76)$ ) represents a decrease of those who visited the geofence and belong to the **Movers & Shakers** segment between the two time periods.

**Count:** The estimated number of visitors/visits in the geofence captured by a PRIZM Premier segment, during a specified time period.

**%:** The estimated proportion of visitors/visits in the geofence captured by a PRIZM Premier segment, during a specified time period.

**Absolute Change:** The difference in the count of visitors/visits to the geofence between the time periods by segment.

**% Change:** The percentage difference of visitors/visits to the geofence between the two time periods by segment. Red cells indicate a positive change while blue cells a negative change.

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