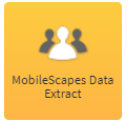


MobileScapes Data Extract - USA

Provides a list of all the mobile device observations that were present for a specified location and time. You can use your MobileScapes Data Extract as a list of customers in ENVISION and run any customer reports and analyses. An example of a transposed MobileScapes Data Extract with definitions is provided below.



LOCATION, APPENDED GEOGRAPHIES & SEGMENTATION

GeofenceName	Sample
CEL_Country	USA
CEL_ZIP+4	20011-1846
CEL_LATITUDE	38.9625
CEL_LONGITUDE	-77.03215
GeoLevel	Lat/Lon
CDL_ZIP+4	20011-1846
CDL_LATITUDE	38.9625
CDL_LONGITUDE	-77.03215
CEL_DistanceGeocode	0.0333
CDL_DistanceGeocode	0.0332
CY	11001
Claritas PRIZM® Premier	63

Common Evening Location (CEL): Used to infer estimated device home location; it is assigned to the closest ZIP Code.

Common Daytime Location (CDL): Used to infer estimated device work location; it is assigned to the closest ZIP Code.

DATE & TIME

Monday (count)	5	January (count)	10
Tuesday (count)	5	February (count)	5
Wednesday (count)	4	March (count)	1
Thursday (count)	7	April (count)	0
Friday (count)	3	May (count)	0
Saturday (count)	0	June (count)	0
Sunday (count)	0	July (count)	0
Early_Morning (count)	0	August (count)	0
Morning (count)	0	September (count)	0
Late_Morning (count)	12	October (count)	1
Midday (count)	8	November (count)	4
Early_Evening (count)	2	December (count)	3
Evening (count)	2	Total Unique Visits (count)	24
Late_Evening (count)	0		

GeofenceName: The custom polygon that is drawn around an area of interest (i.e. a store location). **CEL_Country:** The country where the devices Common Evening Location (CEL) lives (USA = United States of America).

CEL_ZIP+4 Code: The ZIP Code of the devices Common Evening Location (CEL).

CEL_LATITUDE: The Latitude of the devices Common Evening Location (CEL).

CEL_LONGITUDE: The Longitude of the devices Common Evening Location (CEL).

CEL_GeoLevel: The Geographic level of the devices Common Evening Location (CEL). Typically this is either using a Latitude and Longitude or a Spatial Polygon.

CDL_ZIP+4 Code: The ZIP Code of the devices Common Daytime Location (CEL).

CDL_LATITUDE: The Latitude of the device's Common Daytime Location (CDL).

CDL_LONGITUDE: The Longitude of the devices Common Daytime Location (CDL). **CEL_DistanceGeocode:** The distance from the Common Evening Location (CEL) Latitude/Longitude to the matched ZIP Code, in miles.

CDL_DistanceGeocode: The distance from the Common Evening Location (CEL) Latitude/Longitude to the matched ZIP Code, in miles.

_CY: The City (CY) where the devices were observed, during the time period selected.

CEL_PRIZM Premier: The PRIZM Premier segment classification of the devices Common Evening Location (CEL).

Monday—Sunday (count): Days where a visit was observed in the location, during the time period selected.

Early Morning (count): Visits observed in the location between 12:00:00am and 5:59:59am, during the time period selected.

Morning (count): Visits observed in the location between 6:00:00am and 8:59:59am, during the time period selected.

Late Morning (count): Visits observed in the location between 9:00:00am and 11:59:59am, during the time period selected.

Midday (count): Visits observed in the location between 12:00:00pm and 2:59:59pm, during the time period selected.

Early Evening (count): Visits observed in the location between 3:00:00pm and 5:59:59pm, during the time period selected.

Evening (count): Visits observed in the location between 6:00:00pm and 8:59:59pm, during the time period selected.

Late Evening (count): Visits observed in the location between 9:00:00pm and 11:59:59pm, during the time period selected.

January–December (count): Months where a visit was observed in the location, during the time period selected.

Total Unique Visitors (count): The aggregated count of visitors to the location during the time period selected for the MobileScapes data extract, no matter how many visitors make up those visits.

Additional fields that may be in your extract:

Banner: The chain name (i.e. banner) associated with a location. This field is populated for any location that is part of a chain; for any location that is not part of a chain, this field is left blank.

Parent Company: The body that manages or controls the banner or location. This field is only populated for a location that includes a Parent Company. For example, this would be "Intidex" as a Parent Company for "Zara".