HOW TO READ

MobileScapes - Cross Shop dashboard

The **MobileScapes - Cross Shop** tool allows users to identify visitors to multiple locations of interest. Organizations can identify loyal visitors, referred to as "exclusive visitors" in the report, and non-exclusive visitors and see where else they may be going. The tool produces two outputs: a dashboard and an extract file.

MobileScapes - Cross Shop

MobileScapes | Cross Shop

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MobileScapes extract(s): MobileScapes Extract - Toyota Dealerships - Visitors CEL, MobileScapes Extract - Honda Dealerships - Visitors CEL

List of MobileScapes extracts used.

Target Geofences	Visitors		Exclusive Visitors		Non-Exclusive Visitors		Acura (2000 the Queensway)		Acura, Honda (380 Front St E)		Honda (370 Rexdale Blvd)		Honda (630 Kipling Ave)		Honda (940 Ellesmere Road)		Honda (1681 Eglinton Ave E)		Honda (2240 Markham Road)	
	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%
Acura (2000 the Queensway)	44,480	100.00	30,128	67.73	14,352	32.27	30,128	67.73	397	0.89	1,371	3.08	7,815	17.57	331	0.74	645	1.45	663	1.49
Acura, Honda (380 Front St E)	14,159	100.00	9,074	64.09	5,085	35.91	374	2.64	9,074	64.09	0	0.00	840	5.94	191	1.35	576	4.07	299	2.11
Honda (370 Rexdale Blvd)	22,211	100.00	14,622	65.83	7,589	34.17	1,144	5.15	0	0.00	14,622	65.83	1,766	7.95	411	1.85	204	0.92	337	1.52
Honda (630 Kipling Ave)	57,278	100.00	38,150	66.61	19,127	33.39	8,343	14.57	1,262	2.20	1,707	2.98	38,150	66.61	702	1.23	937	1.64	725	1.26
Honda (940 Ellesmere Road)	28,583	100.00	19,538	68.35	9,045	31.65	313	1.10	204	0.71	317	1.11	504	1.76	19,538	68.35	724	2.53	2,772	9.70
Honda (1681 Eglinton Ave E)	20,864	100.00	11,788	56.50	9,077	43.50	766	3.67	643	3.08	234	1.12	1,109	5.32	707	3.39	11,788	56.50	1,122	5.38
Honda (2240 Markham Road)	33,265	100.00	22,797	68.53	10,469	31.47	732	2.20	342	1.03	327	0.98	728	2.19	2,600	7.82	881	2.65	22,797	68.53
Honda (2300 Danforth Avenue)	22,668	100.00	15,627	68.94	7,041	31.06	371	1.64	677	2.99	210	0.93	989	4.36	556	2.45	852	3.76	523	2.31
Honda (3400 Dufferin Street)	79,754	100.00	55,728	69.87	24,026	30.13	3,543	4.44	0	0.00	2,378	2.98	5,017	6.29	1,380	1.73	1,999	2.51	1,937	2.43
Honda (4334 Kingston Road)	9,850	100.00	6,235	63.29	3,616	36.71	125	1.26	142	1.44	169	1.71	317	3.21	911	9.25	345	3.51	903	9.16
Lexus (740 Dundas Street East)	22,672	100.00	14,884	65.65	7,787	34.35	356	1.57	1,300	5.73	175	0.77	999	4.40	283	1.25	503	2.22	455	2.01
Lexus, Toyota (1077 Leslie Street)	48,700	100.00	32,493	66.72	16,206	33.28	1,453	2.98	0	0.00	0	0.00	1,879	3.86	1,475	3.03	0	0.00	0	0.00
Lexus, Toyota (2336 St-Clair Ave W)	25,949	100.00	18,827	72.55	7,122	27.45	1,627	6.27	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Toyota (80 Queens Plate Dr)	11,147	100.00	7,039	63.15	4,108	36.85	623	5.59	114	1.02	2,117	18.99	945	8.48	34	0.30	70	0.63	229	2.05
Toyota (677 Queen St E)	10,915	100.00	6,854	62.79	4,061	37.21	233	2.13	789	7.23	26	0.24	528	4.84	117	1.07	316	2.90	0	0.00
Toyota (1897 Eglinton Ave E)	30,531	100.00	17,290	56.63	13,242	43.37	467	1.53	388	1.27	292	0.96	531	1.74	2,579	8.45	2,703	8.85	1,886	6.18
Toyota (3080 Dufferin Street)	24,136	100.00	14,995	62.13	9,141	37.87	254	1.05	248	1.03	447	1.85	1,065	4.41	135	0.56	445	1.84	387	1.60
Toyota (5060 Sheppard Ave E)	17,026	100.00	9,941	58.39	7,085	41.61	398	2.34	92	0.54	153	0.90	619	3.63	1,673	9.83	492	2.89	2,925	17.18

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Area of Interest: Toronto, ON

The area of interest filters the visitors based on their common evening location (CEL). For example, all visitors reported here live in Toronto.

Legend: | 10% - 20% | 20% - 40% | > 40%

Visitors: Total weighted number of distinct and unique mobile devices that entered the target geofence once within the time period selected in the MobileScapes data extract. For example, there were a total of 44,480 mobile devices that visited the Acura (2000 the Queensway) dealership geofence in the specified timeframe.
-   The visitor **Count** is the sum of both exclusive and non-exclusive visitors and represents the denominator for all the per cent values in the report.

Exclusive Visitors: Total weighted number of distinct and unique mobile devices that only entered this and no other geofence in the report.

Non-Exclusive Visitors: Total weighted number of distinct and unique mobile devices that entered this geofence and other geofences in the report.

Target Geofences: The virtual geographic boundaries that represent the locations of interest used in the MobileScapes extract.

Laid out in a grid view, easily determine the number of non-exclusive visitors to each location.

For example, of the 14,352 non-exclusive visitors to Acura (2000 The Queensway), 1,371 and 7,815 also visited Honda (370 Rexdale Blvd) and Honda (630 Kipling Ave) respectively.

MobileScapes - Cross Shop extract file

The Cross Shop extract file, labelled as CSExtract, provides a CSV file of visitor postal codes from within the assigned area of interest to all selected locations. The file is automatically available for use in ENVISION without the need to upload beforehand. Filters must be created before using this file in ENVISION.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	CEL_PostalCode	CEL_LATITUDE	CEL_LONGITUDE	Unique_Visitors	A_GeofenceId	A_GeofenceName	B_GeofenceId	B_GeofenceName	_FSALDU	_LATITUDE	_LONGITUDE	_GeoLevel	_InSegmentation	_InDemographic	_PRCDDA
2	L0C1C0	44.12262	-79.17962	22.0029		Visitors	7502	Honda (630 Kipling Ave)	L0C1C0	44.12262	-79.17962	Rural Enhanced ePCCF	TRUE	TRUE	35180874
3	L0C1C0	44.12262	-79.17962	22.0029		Exclusive Visitors	7502	Honda (630 Kipling Ave)	L0C1C0	44.12262	-79.17962	Rural Enhanced ePCCF	TRUE	TRUE	35180874
4	L0C1C0	44.03454	-79.19502	20.8581		Visitors	7502	Honda (630 Kipling Ave)	L0C1C0	44.03454	-79.19502	Rural Enhanced ePCCF	TRUE	TRUE	35180931
5	L0C1C0	44.03454	-79.19502	20.8581		Exclusive Visitors	7502	Honda (630 Kipling Ave)	L0C1C0	44.03454	-79.19502	Rural Enhanced ePCCF	TRUE	TRUE	35180931
6	L0C1C0	44.12387	-79.34383	13.5437		Visitors	9033	Honda (1681 Eglinton Ave E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
7	L0C1C0	44.12387	-79.34383	6.8817		Exclusive Visitors	9033	Honda (1681 Eglinton Ave E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
8	L0C1C0	44.12387	-79.34383	6.662	9152	Acura, Honda (380 Front St E)	9033	Honda (1681 Eglinton Ave E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
9	L0C1C0	44.12387	-79.34383	6.662		Non-Exclusive Visitors	9033	Honda (1681 Eglinton Ave E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
10	L0C1C0	44.12387	-79.34383	6.2932		Visitors	9152	Acura, Honda (380 Front St E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
11	L0C1C0	44.12387	-79.34383	6.2932	9033	Honda (1681 Eglinton Ave E)	9152	Acura, Honda (380 Front St E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
12	L0C1C0	44.12387	-79.34383	6.2932		Non-Exclusive Visitors	9152	Acura, Honda (380 Front St E)	L0C1C0	44.12387	-79.34383	Rural Enhanced ePCCF	TRUE	TRUE	35190077
13	L0C1H0	44.20328	-79.27035	25.7317		Visitors	8919	Honda (2240 Markham Road)	L0C1H0	44.20328	-79.27035	Rural Enhanced ePCCF	TRUE	TRUE	35180870
14	L0C1H0	44.20328	-79.27035	25.7317		Exclusive Visitors	8919	Honda (2240 Markham Road)	L0C1H0	44.20328	-79.27035	Rural Enhanced ePCCF	TRUE	TRUE	35180870

CEL_PostalCode: Used to infer the device home location; assigned to the closest six-digit postal code.
CEL_LATITUDE: EA enhanced Y-coordinate.
CEL_LONGITUDE: EA enhanced X-coordinate.
Unique_Visitors: The number of distinct and unique devices that entered the geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They can be thought of as total foot traffic for the geofence over the time period selected.

A_GeofenceId: Target geofence "A" - EA geofence identification number or null (custom & aggregate polygons).
A_GeofenceName: Geofence unique name. Also includes visitor, exclusive visitor and non-exclusive visitor flags.
B_GeofenceId: Target geofence "B" - EA geofence identification number or null (custom & aggregate polygons).
B_GeofenceName: Geofence unique name.

_FSALDU: Postal Code; Forward Sortation Area Local Distribution Unit.
_LATITUDE: EA Enhanced Y-Coordinate.
_LONGITUDE: EA Enhanced X-Coordinate.
_GeoLevel: File used to link six-digit postal code to standard census geographic areas, as well as latitude/longitude for each postal code.
_InSegmentation: Postal Code has PRIZM segmentation data.
_InDemographic: Postal Code has demographic data.
_PRCDDA: Dissemination Area (2016) SGC Code.

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