Mobile Data Collection

This mobile tracking service uses data collected from cell phone users who enable location services. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has visited the location. This tool allows us to see where customers are coming from to shop in your market. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.

The location tracked was
Cleveland Walmart

for the time period of
October 2016
to
October 2017

% Distribution
- 0.01% to 0.25%
- 0.25% to 0.5%
- 0.5% to 1%
- 0.75% to 1%
- > 1%