MobileScapes
Release Notes

What is it?

MobileScapes is the most comprehensive and up-to-date mobile movement database for marketing, planning, and business applications in Canada. These data, linked to Environics Analytics' demographic, segmentation, financial, behavioural, and psychographic consumer information, provide timely insights into the ongoing changes in the movement and behaviour of Canadians. Within ENVISION, users can define a geofence of interest or select one of over 100,000 pre-defined geofences from our Geofence Library. The MobileScapes database is updated daily.

Our data sources provide mobile movement data that is de-identified (removing any personally identifiable information to prevent re-identification), and received via permission-based, location-enabled apps. The mobile movement data are then used as inputs to models that normalize and weight to the general population by using best practices, external controls, and advanced modelling techniques. The models combine these summarized and de-identified movement data with other EA databases to create aggregated estimates of movement patterns.

Data source
Five combined sources of permission-based, de-identified mobile movement data

Base level Geography
Postal Code

Update frequency
Daily

Tools

MobileScapes Data Extract

MobileScapes Trend - Variables

MobileScapes Trend - Consumption

MobileScapes Trend - Profile
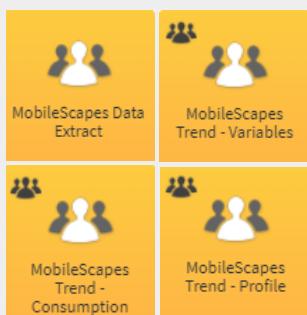
Geofences and Accessing the Data

MobileScapes offers several options to access the mobile movement data. MobileScapes Plus offers mobile movement data via APIs which can be used to configure and automate standard delivery of daily, weekly or monthly data extracts. For ENVSION users, MobileScapes ENVISION provides data extract tools and trend report tools for analyzing mobile movement data through the lens of Environics Analytics databases, such as DemoStats and PRIZM.

MobilesScapes data extracts allows the ENVISION user to define custom polygons or use the MobileScapes EA geofences library for predefined geofences. The MobileScapes EA geofences library is a network of proprietary geofences for Canada. Periodic updates ensure the geofences are enhanced with industry best practices in privacy and methodology. The predefined geofences are accessed in ENVISION using the Geofence Explorer tool.

Since the geofences are predefined, you can easily extract mobile data for your locations or your competitors.

For a full list of categories, please refer to the latest MobileScapes EA Geofences Library – Category List.

For more information, or to see how MobileScapes EA geofences library can help your analysis, please contact an EA sales representative or email support@environicanalytics.com.

Predefined geofence selected using Geofence Explorer (map view), Geofence selected is retail shopping centre in Toronto (Stockyards)
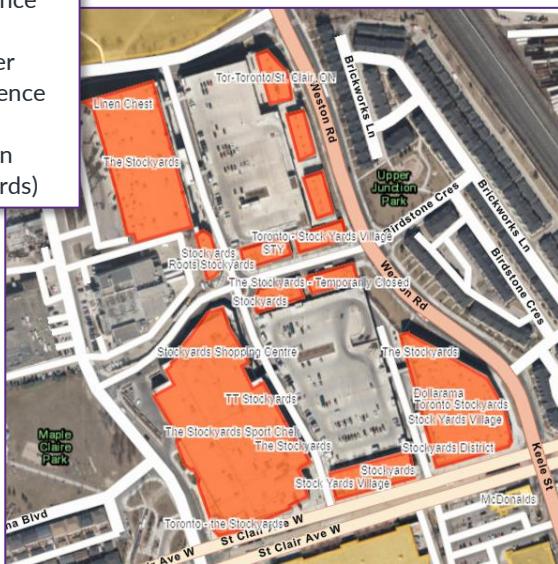
PRIVACY AND SECURITY WITH MOBILE MOVEMENT DATA

EA adheres to strict privacy principles as stated in our Privacy Policy. The objective of the Environics Analytics Privacy Policy is to promote responsible and transparent information management practices in a manner consistent with the provisions in Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), Canadian Anti-Spam Legislation (CASL). In addition to these Canadian laws MobileScapes is also compliant with US Privacy Laws, and General Data Protection Regulation (GDPR).

Environics Analytics is currently engaged in a Privacy by Design Certification, demonstrating a proactive, risk-based approach to achieving compliance. EA is SSAE SOC1 and SOC2 and HIPAA compliant - the highest auditable standards for data processing, security and privacy.

How it's Used?

Shopping centres can use MobileScapes to understand who is visiting their location or their competitors to develop trade areas and consumer profiles based on actual visitors. Shopping centers can gain a better understanding of their areas and see who their real competition is by comparing profiles of their own shoppers with those visiting their competition.

Automotive dealers can profile visitors to their location as well as their competitors to determine whether they are competing for the same shopper or appealing to different segments of the market. They can also compare profiles of the total visitors to purchasers to identify potential gaps.

Banks can develop trade areas based on the daytime locations of their visitors to determine what areas they are drawing from during their regular operating hours. And they can compare the PRIZM profile of these visitors across locations and by daypart.

Sample Questions it Can Answer

- How far **away** do my visitors likely live and work?
- Where are my visitors coming from and what attractions are they seeing while here?
- Do the events we sponsor attract consumers that match our target?
- Who are our shoppers/visitors and what are their interests?
- How do my shoppers/visitors and trade area compare to my competitors?
- What proportion of visitors are workers or residents in my area of interest?