

# STREETLIGHTDATA



At StreetLight Data, we make it easy to use Massive Mobile Data Analytics to understand the people who drive by, shop at, and park near almost any location in the US and Canada. Start improving your models and forecasts with data that measures consumer behavior in the real world.

## How StreetLight Data Works

### Our Data Sources

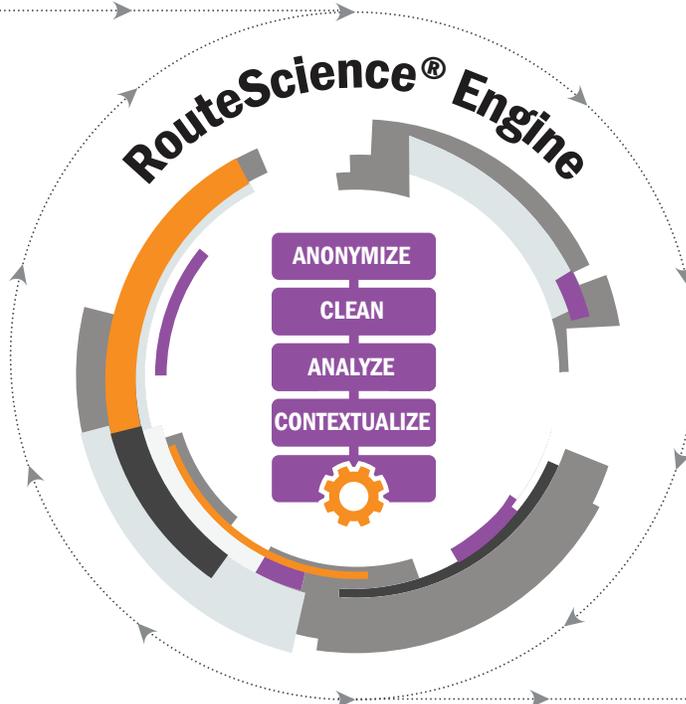
#### Locational Data

- Trillions of de-identified location records from mobile devices
- Validated by traditional sources and updated monthly

#### Contextual Data

- Road network, parcel and land use data that improve accuracy of Mobility Metrics
- Census data that inform Demographic Metrics

### Our Processing Engine



### Metrics on Your Visitors

#### Mobility Metrics

- Home and work locations
- Locations before and after site visits
- Trends in visitor flows
- Parking and drive-by activity

#### Demographic Metrics

- Household income
- Ages of households' adults and children
- Education level
- Race

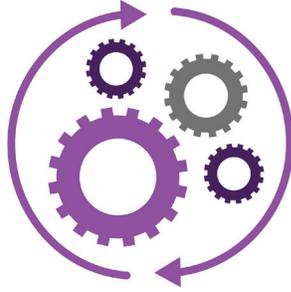
# The StreetLight Data Advantage

## Real World Data



Radial models and traffic counts only go so far. Get **real world statistics based on your site's actual visitors** without installing sensors or relying on intercept surveys.

## Algorithmic Processing



We make real data meaningful through algorithmic processing and rigorous quality assurance. **Our unique methodology drives our Metrics' industry-leading spatial accuracy and precision.**

## Privacy Principles



**We protect consumer privacy.** We only use de-identified data, and we employ best practices such as normalization and aggregation to further anonymize the data. [Click here to learn more.](#)

# How Our Metrics Drive Value for Your Business

## Retail Site Selection

### True Trade Areas

Our Mobility Metrics are based on real locational data, so you can see exactly where your audience travels from when they visit your site.

### Market Analysis

Use our Demographic Metrics to evaluate whether a potential site's visitors matches your target customer.

### Infill Potential

Analyze the travel patterns of your current sites' visitors' to see if potential new locations will cannibalize other stores.

## Benchmarking Activities

### Replicate Success

Determine how to replicate your most successful properties by comparing Mobility and Demographic Metrics across different sites in your fleet.

### Performance in Context

Evaluate Mobility and Demographic Metrics between your stores and broader shopping districts.

### Trends Over Time

Understand how your sites' visitors change their behavior across seasons, times of day, and even year-over-year.

## Competitive Intelligence

### Competitor Market Analysis

Use our Demographic Metrics to help reveal competitors' strategies. Analyze the profile of visitors to your competitors' sites, then compare them to your own.

### Competitor True Trade Areas

Evaluate the Home and Work locations and Path to Purchase for visitors to your competitors' sites, and learn if your potential customers are choosing the competition instead.

## Contact Us to Schedule a Demo

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