



## MOBILE ANALYTICS



### KEY HIGHLIGHTS

#### Locately is Powered by Locaid®

Locately is pioneering the science of consumer location analytics with a proprietary data mining engine that analyzes location data collected from opted-in mobile phones. Locately customers include retailers, brands, media companies, and consumer insights professionals in related fields

Locately integrated the Locaid network APIs in 2009 and launched the industry's first network-initiated location consumer study in November. Since then Locately has run a number of large, permission-based location analytics campaigns for large brands and advertisers, and other analytics firms such as The Nielsen Company and Harris Interactive.



FIRST PLACE 2011

*"The accurate location data provided by Locaid allows Locately to execute our business model. Locaid allows us to acquire GPS through a unified framework since the location data is network-initiated and device agnostic. We especially appreciate the responsiveness of Locaid's customer service and their willingness to work with us collaboratively to address any questions."*

*Dr. Thaddeus Fulford-Jones, CEO, LOCATELY*

#### Challenge

Locately, Inc. is a pioneer in the emerging field of GPS-based consumer location analytics. Locately's proprietary location analytics engine processes semi-continuous streams of GPS location data to generate actionable inferences about consumer interests, habits and behaviors. But many consumers do not carry smartphones with GPS capabilities. Major brands and advertisers needed streaming location data for all their customers, not just the ones with smartphone. How could Locately deliver 100% consumer insight?

#### Solution

With Locaid, Locately was able to locate all consumer devices, including feature phones and mobile devices without GPS capabilities. Every panelist that was opted-in for location studies was locatable, thanks to Locaid. Locately uses location data from Locaid to identify groups of people with similar behavior patterns.

#### Results

Market research is a \$15B a year industry and nearly half of that is devoted to media and marketing research of consumer packaged goods. With location data from Locaid, Locately can offer insight in "foundation analytics," everyday actions such as home and work habits, local travel, and zip codes, as well as "peripheral analytics," such as retail habits and preferences, and lifestyle inferences. Thanks to ubiquitous location data "Powered by Locaid," Locately was selected as a technology partner with Harris Interactive for the GPS-based "Observe" component of their new Research Lifestreaming(SM) platform.

#### Got Location?™

To learn how Locaid, the world's only Location-as-a-Service (LaaS) provider, provides mobile location and more, visit [www.Locaid.com](http://www.Locaid.com), and get your LOCATION API at <http://developer.loc-aid.com/getit>.

#### About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including **América Móvil, AT&T, Rogers, Sprint, T-Mobile** and **Verizon Wireless**. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>

