



UBERMEDIA

Vista Use Cases

Solve Real Business Problems with Mobile Data

Device ID Level use cases

Because our data is delivered at an individual level with hashed, persistent deviceIDs, partners can leverage it for individual customer profile enrichment, lead generation, audience segmentation, and more.



Consumer Profile Enrichment

Match customer database or loyalty data to location data to uncover visitation insights and trends.



Audience Segmentation

Using an observation of store visitation and demographics, bucket mobile users into location-based audiences.



Lead generation

Identify potential customers for a particular retailer, product, or vertical by observing locations visited, retailers frequented, CELs, and demography.



Foot Traffic Insights

Understand who is visiting stores and when in order to drive insight about traffic drivers, routes taken and distance traveled.



Destinations

Tourist and shopping destinations analyze seasonal consumer patterns using cell phone density, tourism traffic and Common Evening Location demographics to gain better understanding of competitive destinations, marketing opportunities and trends.



Competitive Intelligence

Partners now have the opportunity to look inside the walls of their competitors to compare performance, understand cross-shopping behaviors, evaluate competing trade areas and learn more about their competitors' customers.

Location & Brand use cases

Leverage 1 million precise retail polygons and 17 million points of interest to assess performance of stores, competitor stores, overall consumer trends, health of industry verticals, predict future performance, and more.



Financial Research

Leverage traffic trends mapped back to tickers to correlate foot traffic with sales data and uncover brand performance prior to quarterly earnings reports.



International Analyses

Provide accurate consumer behavior data in countries and markets with little-to-no customer data, particularly useful for large, multinational retail organizations.



Predictive & Revenue Modeling

Historical data can reveal foot traffic volumes across 600 brands, which can be modeled for predictive uses, provide insights into postential sales, and uncover cannibalization potential.



Retail Location Strategy

Using Co-Tenancy tools in combination with foot traffic patterns, partners analyze ideal retailers for co-location and engage in sponsorship opportunities to drive incremental revenue



Smart City Initiatives

Perform analysis of shopping traffic patterns to identify green spaces and suggested routes for municipal transportation planning.



Humanitarian Uses

Track cell phone usage in conflict areas to identify traffic patterns and clusters of humanitarian aide workers.



Tourism & Travel

Identify International travelers including country of origin and percentage of visitors by country.



Marketing Optimization

Use mobility data to segment audiences and reach actual store visitors with messages on the device they use most.