

## **Intalytics and CAP Form Exclusive Mobile Database Partnership**

*Powered by massive mobile data, CAP users can leverage Intalytics' powerful shopping center customer insights*

**Ann Arbor, MI (November 2, 2017)** – [Intalytics](#), a leader in predictive analytics, and [CAP \(Competitive Analytics Professionals\)](#), a location intelligence company, have finalized an exclusive partnership focused on combining massive mobile data with shopping center databases in an effort to inform location-based decision-making. As a result of this partnership, CAP can now provide its clients with better insights into the trade area extent of each shopping center.

“The combination of our massive mobile data with CAP’s location dataset, which is the largest in the marketplace, gives shopping centers and tenants incredible insights into who their customers are and where they live,” said Dave Huntoon, President of Intalytics. “On a quarterly basis, we will process massive mobile data compiled by Cuebiq across CAP’s extensive shopping center database, providing an actionable dataset for existing and prospective users of CAP’s location intelligence data. We will leverage more than 3 billion data observations per day in creating this database.”

Cuebiq’s unparalleled massive mobile data serves as the foundation for this new dataset. The insights gained from this new dataset include:

- Recognize the customer trade area extent for shopping centers
- Perform customer profiling/segmentation analysis for shopping centers
- Classify customer activity by daypart and weekday/weekend
- Determine the level of overlap between shopping center trade areas

“The massive mobile data insights that Intalytics will bring to our shopping center database will be best-in-class,” said Dr. Jim Root, CEO of CAP. “Especially for those companies that struggle to compile accurate customer data, this partnership gives our clients the ability to utilize innovative data to gain a better understanding of their customers.”

### **About Intalytics**

[Intalytics](#) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting-edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

### **About CAP**

With over 50 years of industry experience, the team at [CAP, LLC](#) is at the forefront of the

location intelligence industry. Founded in 2004, CAP, LLC provides comprehensive, competitive intelligence data for retail, restaurant and service businesses. ReCAP data products provide CAP, LLC with the ability to offer quality retail and restaurant location databases at an affordable price. By assigning multiple categories to each site, and using their proprietary data verifying techniques, CAP offers the most comprehensive location databases in the marketplace today.

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