



Intalytics

HARNESS THE PREDICTIVE POWER OF MASSIVE MOBILE DATA

As consumers accelerate adoption of location-based applications, smartphones have become powerful indicators of consumer activity. Each day, billions of observations are compiled regarding the location of individual devices at any given time, helping to inform your business's real estate and marketing decision-making.

Intalytics is a pioneer in the use of **Massive Mobile Data**: data derived from location-enabled applications. Through our partnership with Cuebiq, Intalytics has access to **location insights for tens of millions of opted-in, anonymous consumers** in the U.S. alone.

By leveraging location insights in combination with **custom geofencing capabilities** and third-party datasets, including parcel databases, Intalytics can generate **meaningful insights for any point of interest**, including existing locations, competitors, covenants, potential deployment opportunities, and more.

For organizations lacking known customer data, Massive Mobile Data can be used to quantify both trade area extent and the demographic and psychographic profile of consumers visiting the business's existing locations.

Contact us to learn more about how Massive Mobile Data can benefit your organization.



IN THE NEWS

Shopping Centers Today, ICSC, and the future of Site Selection

*Intalytics Principal, Dave Huntoon,
shares his insights with
Shopping Centers Today
Magazine on how
Massive Mobile Data is
revolutionizing
predictive analytics.*

Read the full article.

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