

The UberRetail™ Mobile Data

UberMedia participates in Real Time Bidding (RTB) networks. RTB networks are run by companies like twitter, Google, AOL, etc. to offer small and large-scale app publishers the ability to monetize their apps. UberMedia participates in 9BN auctions each day, both as a buyer and, due to the fact that we also are an app publisher, we also participate as a seller. During the course of participation in this marketplace, UberMedia receives a variety of data including such information as mobile device ID, App Name, Time & Date, and latitude and longitude when available. UberMedia then cleanses and anonymizes the data to be used within its UberRetail product lines.

UberRetail™ provides three proprietary data views that are designed to help make intelligent business insights: Common Evening Location, Common Daytime Location, and Path-to-Purchase.

Common Evening Location and Common Daytime Location are determined by a sophisticated algorithm developed by our data science team to provide anonymous information about where visitors likely live and/or work.

Path-to-Purchase data evaluates where a location's visitors were in the two hours before arriving within the polygon. This data set shows the most traveled corridors into your location, whether it is an interstate, a residential route or a public transportation path.

Day-parting filters can be applied to both data sets so that you can evaluate Common Evening/Daytime Location of lunch visitors vs. dinner visitors or Weekend Path-to-Purchase versus Weekday Path-to-Purchase.

Raw data:

- Our location data includes only explicit (read: extremely accurate) mobile-GPS lat / lng information. We don't use cell tower data, dedicated car GPS, tiling or extrapolated data. Our data is accurate to within 3ft-10ft, depending on a few hardware variables, but the bottom line is that it's very accurate.
- We look at over 70,000 mobile apps and have sophisticated processes to certify quality location data. Anything that doesn't meet our standards is thrown out.
- We log 100,000 mobile phone data points a second

Processing & Data Sets

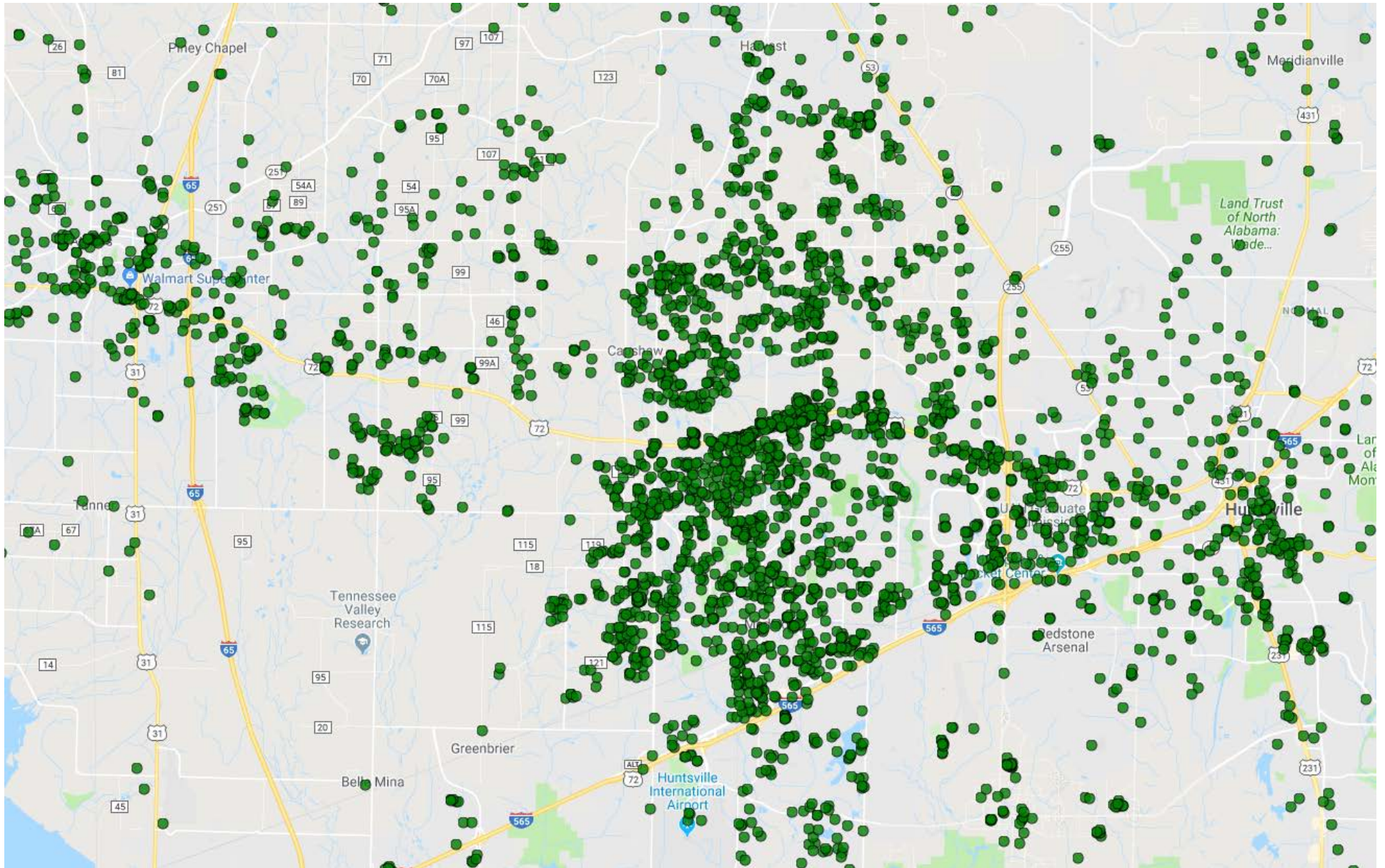
- Visitor and Path-to-purchase data: is structured so that we can query a vast amount of data very quickly to identify 1) who has been inside a store / location polygon 2) where they were immediately before or after arrival
- Common Evening and Common Daytime location are developed using a sophisticated offline process that evaluates all data for a given device id and determines a single, high-confidence lat / lng point where that device is “commonly” seen at night or during the day. These datasets are a strong proxy for Home and Work locations. If we don’t have enough info to derive this data point for a device we don’t make guesses, we simply don’t assign a data CEL or CDL point for that visitor

Our Data is More Precise

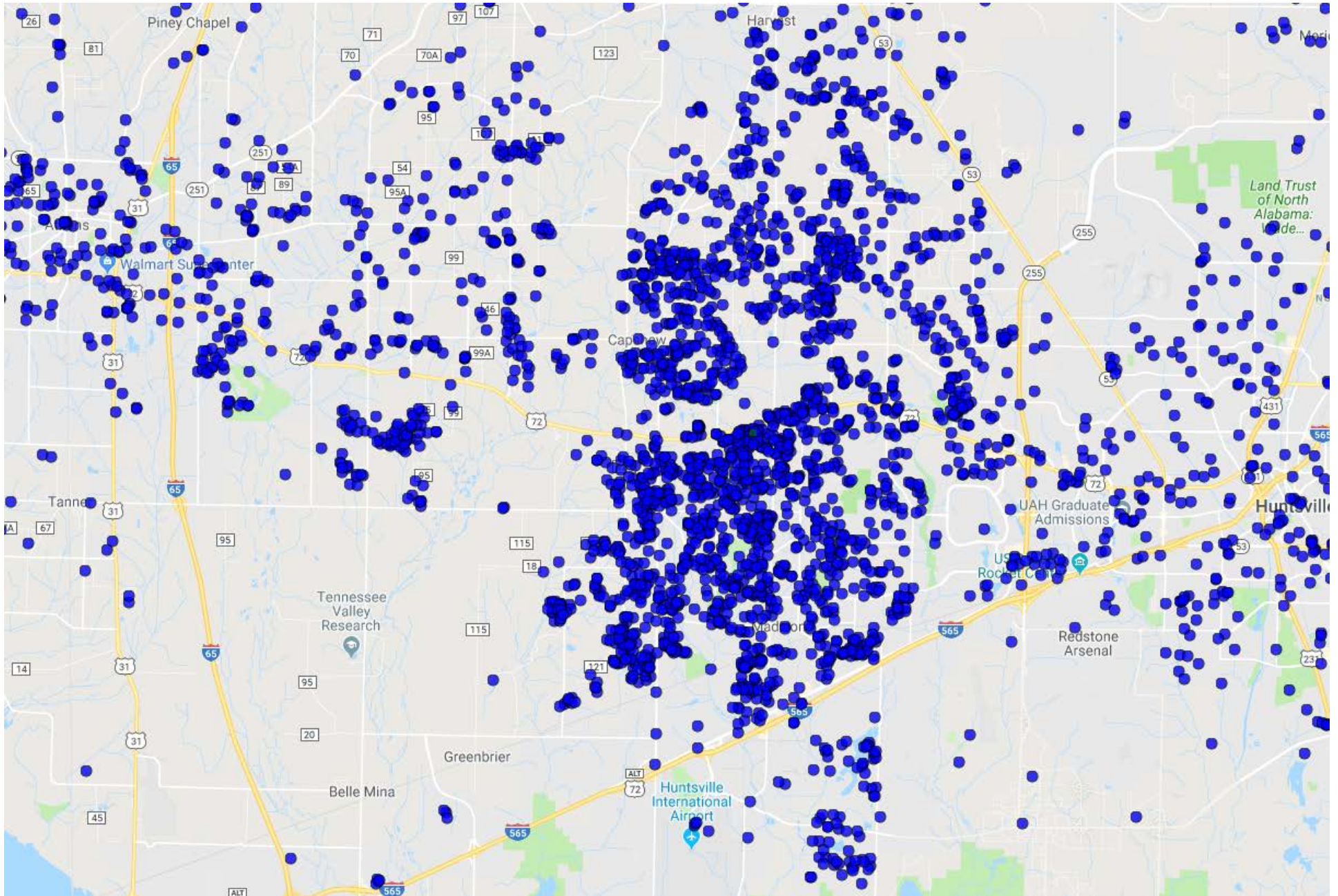
We have access to extremely accurate mobile GPS data. Competitors rely on Cell Tower and / or Dedicated Car GPS data. *See how the data types compare*

	UberRetail™	Cell Tower Data	Car GPS Data
DATA SOURCE	Mobile Phone User Data GPS latitude / longitude	Nearest cell phone tower location	Dedicated GPS device GPS latitude / longitude
ACCURACY	20 feet	2000+ feet	20 feet
GROWTH RATE	30%	30%	-20%
COMPREHENSIVE COVERAGE	STRONG	STRONG	WEAK

Madison, AL – Target – Common Daytime Location



Madison, AL – Target – Common Evening Location



Madison, AL – Target – Path-to-Purchase

