

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

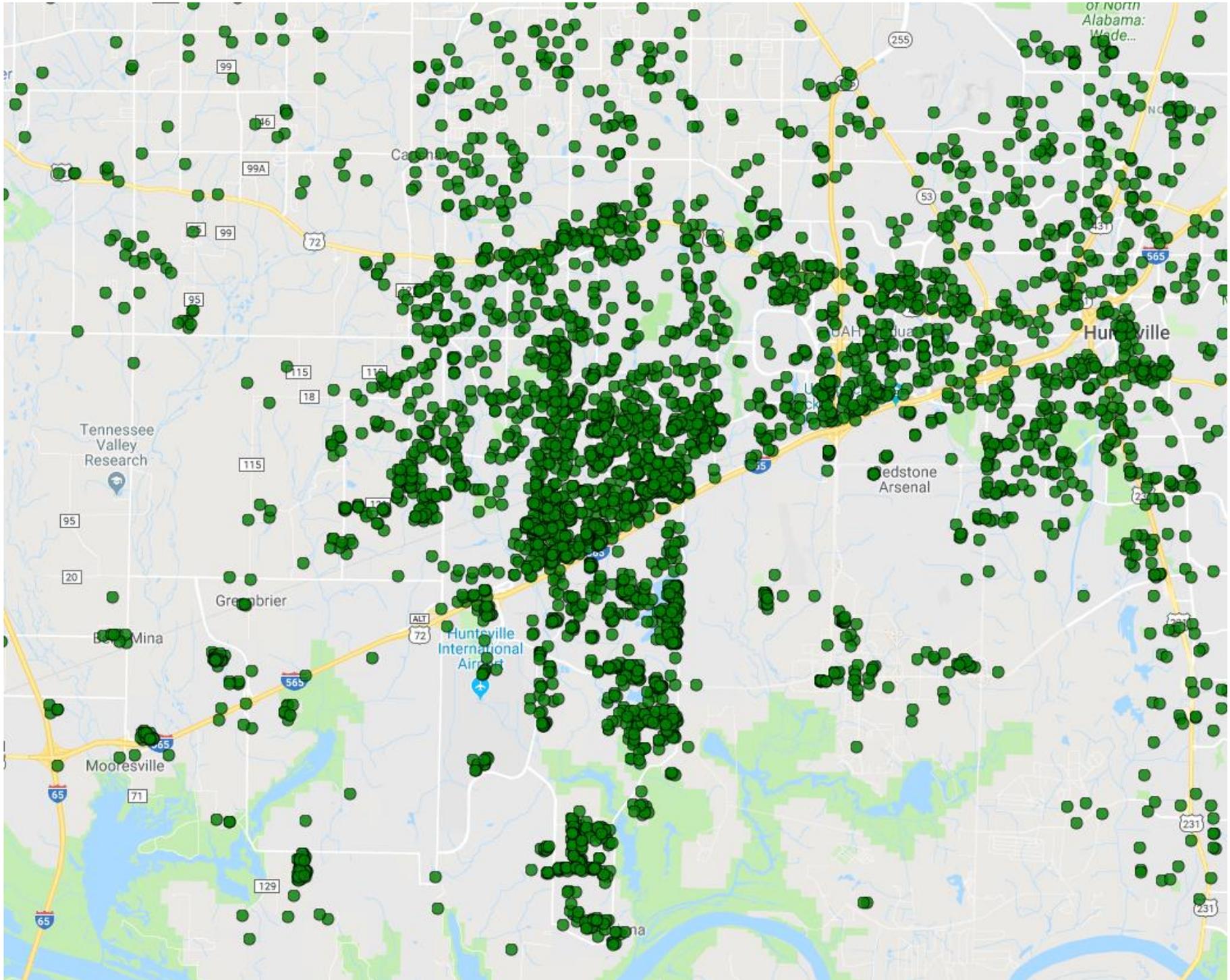
- Visitor and Path-to-purchase data: is structured so that we can query a vast amount of data very quickly to identify 1) who has been inside a store / location polygon 2) where they were immediately before or after arrival
- Common Evening and Common Daytime location are developed using a sophisticated 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 – Walmart Supercenter – Common Daytime Location



Madison, AL – Walmart Supercenter – Path-to-Purchase

