



MB-International  
Worldwide Geodata

# MOBILE TRACE DATA

**GLOBALLY  
CONSISTENT  
AND COMPARABLE**

**GAIN INSIGHTS INTO THE BEHAVIOR OF YOUR VISITORS  
WORLDWIDE WITH GLOBAL MOBILE TRACE DATA**

## Insights into

- 📍 Movement patterns
- 📍 Behavior of target group
- 📍 Duration of stays

## Analyze

- 📍 Consumer profiles
- 📍 Purchasing patterns
- 📍 Competitiveness

## Data Basis

- 📍 GDPR compliant
- 📍 Refined and aggregated
- 📍 Derived from digital mobile applications

# MOBILE TRACE DATA

MB-International  
Worldwide Geodata

## USE CASES

- Quantify regional sales opportunities / market potentials
- Competitor and customer analyses
- Predicting best retail locations
- Develop expansion strategies
- Logistics Optimization
- Human Resource Planning
- Identification of advertising and marketing locations
- Real estate management and investment evaluation



## ADVANTAGES

- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- Built on a variety of unique digital mobile data from the past year
- Insights into the behavior of your customers or target group and their movement patterns or whereabouts
- Target group-relevant implementation of marketing strategies
- Avoidance of scatter loss
- Budget savings
- Benchmarking

**MBI**

Worldwide  
Geodata

Globally consistent and comparable  
Trusted partner and preferred data provider to global companies  
100% GDPR compliant  
Uniform database - same formats, structure and developing methodology  
190 countries covered

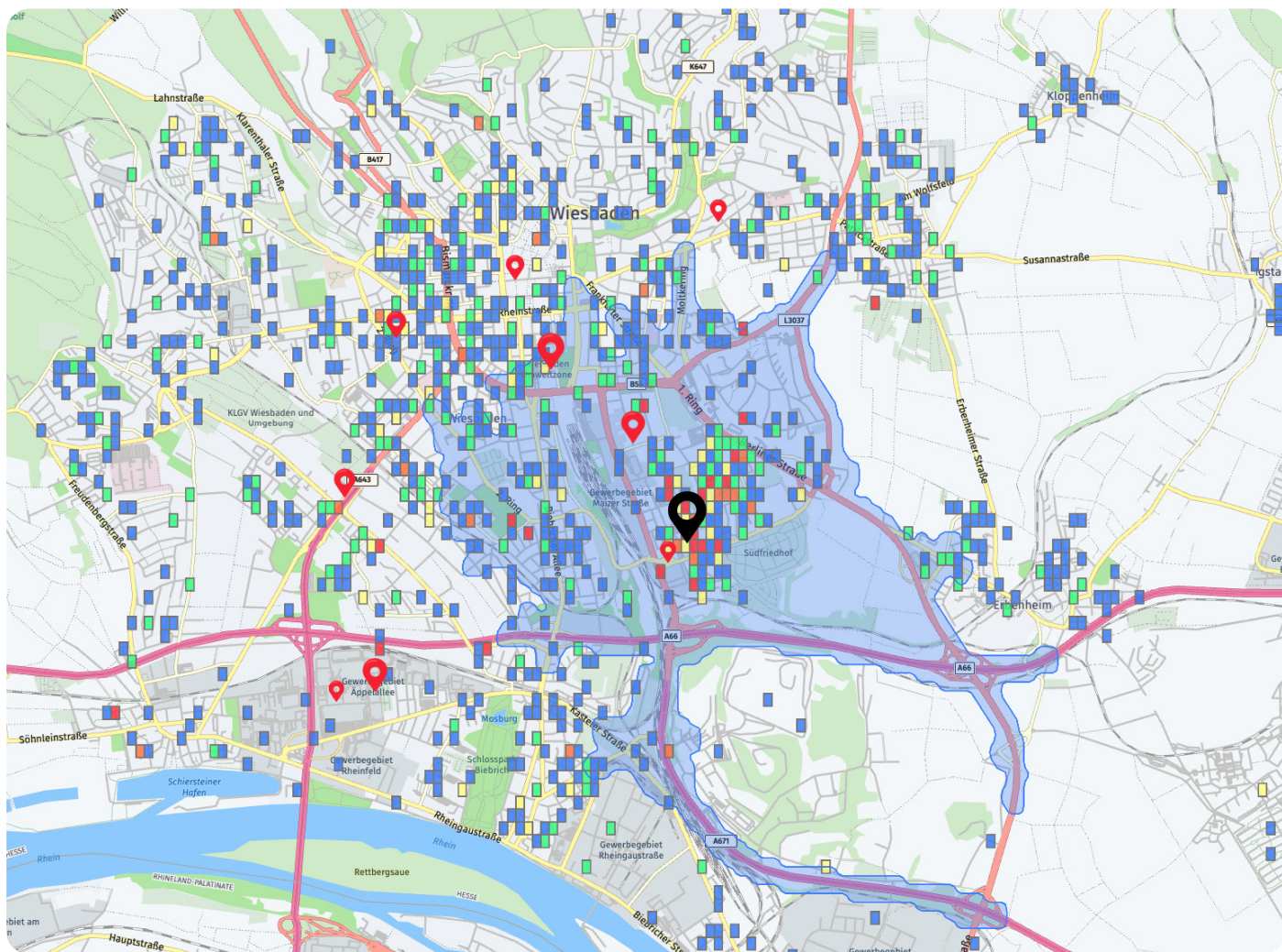
Based on the data, numerous data products have been and many more can be created to answer your individual needs.

As an example, we will introduce the three following data products to you.

## Global Retail Focus Areas

The data on Retail Focus Areas enables you to analyze the location of your branches and competitor stores or points of sale in stationary retail on the basis of mobile geodata.

You can identify visitors at specific branches or points of sale (e.g. shops, shopping centers/zones) and make their movement patterns or whereabouts transparent over an extended period of time.



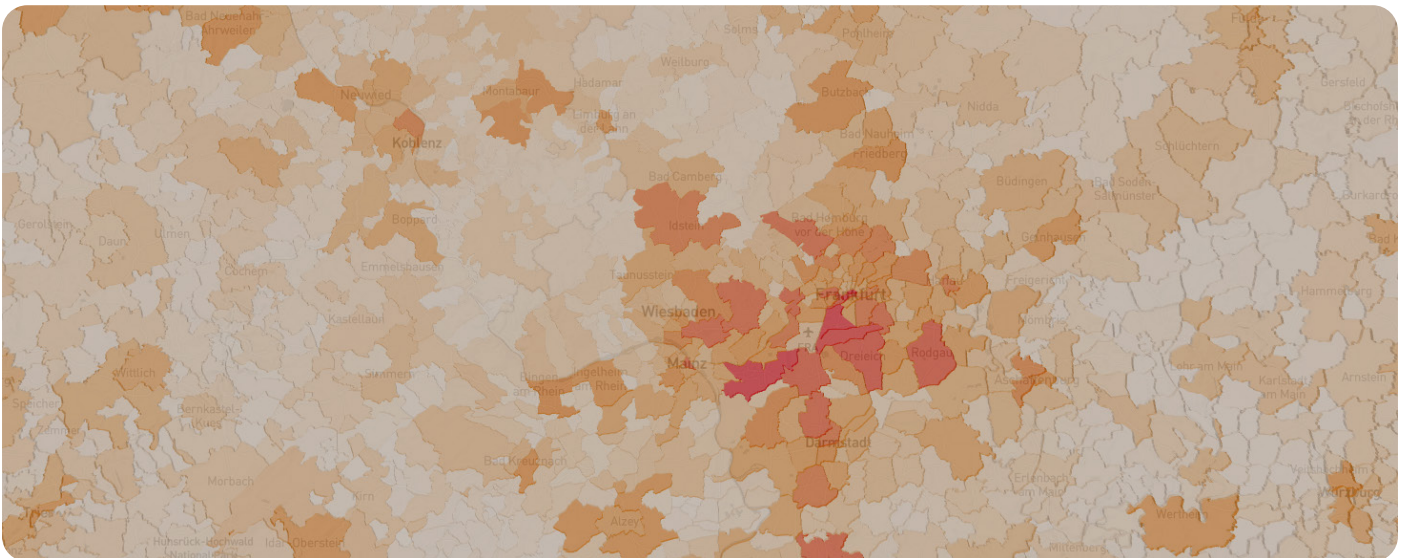
Example of an optimized catchment area calculation for a retailer in Wiesbaden, Germany

Assumed catchment area of a retailer (black pin, blue area) compared to their real catchment area calculated with our Mobile Trace Data (colored rectangles). Red pins show the competitor analyses, for example the largest red pin being the most frequented competitor and therefore regional champion.

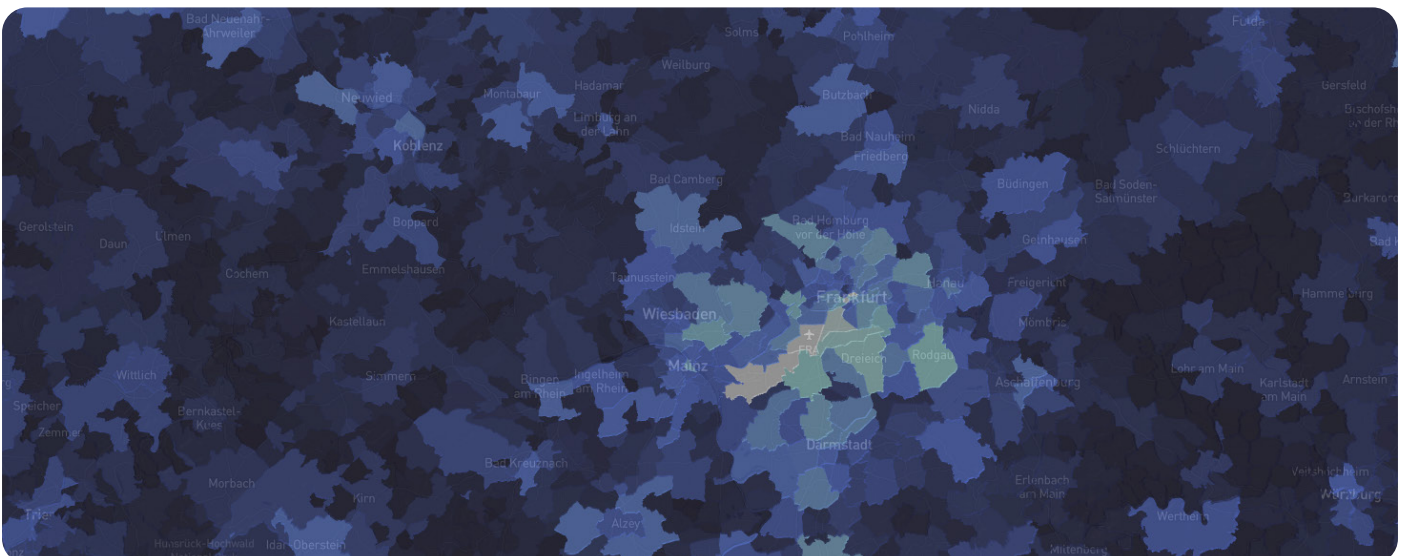
## Global Daytime Population Density

Global Daytime Population Density gives information about the size of population that is present in a given area during the day. Changes and movement can be tracked and shown hourly.

The population within an area is defined by official statistics as the number of residents being registered in that area. This refers to nighttime population, consisting of permanent residents. On the other hand there is the daytime population, consisting of the number of people who are present in an area during the day. It includes, among others, consumers, tourists, workers and residents. Yet there are two different types of populations for any given area.



Exemplary illustration of Daytime Population in Greater Frankfurt, Germany. The darker the color the higher the population.



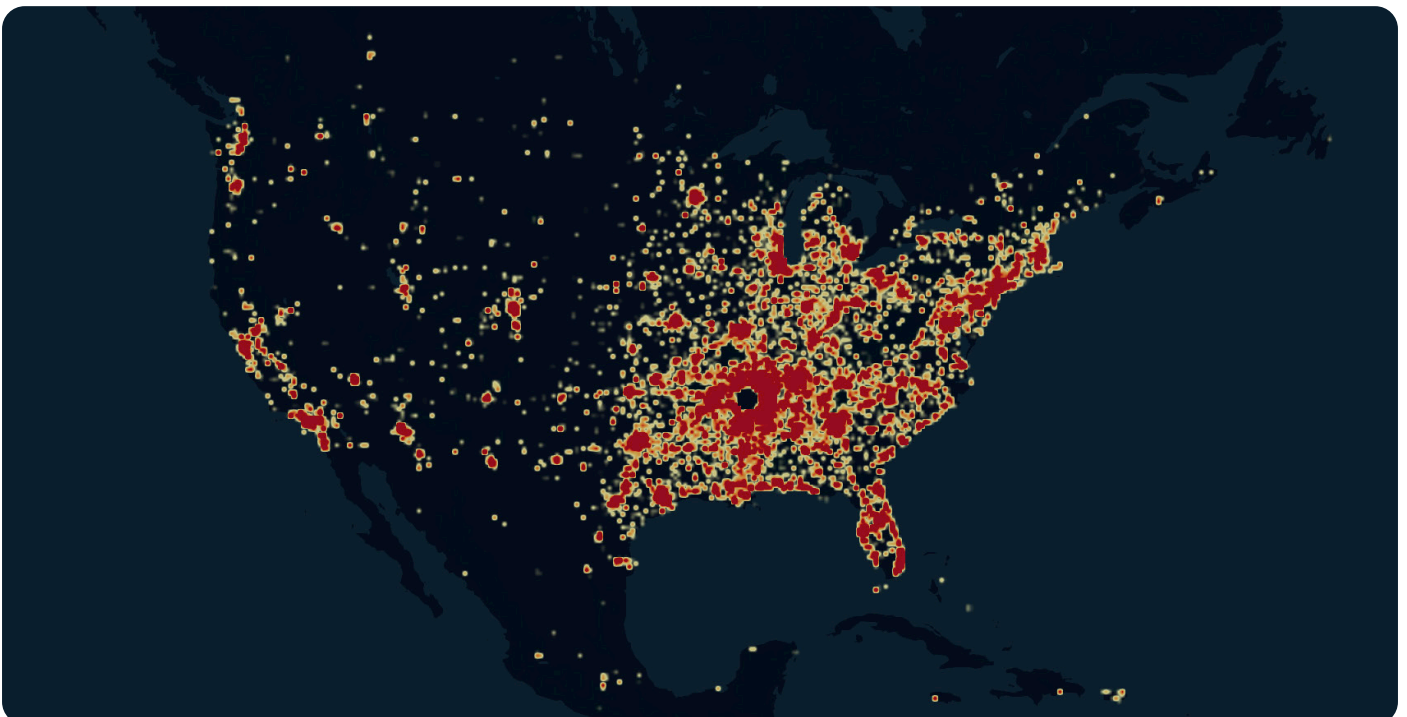
Exemplary illustration of Nighttime Population in Greater Frankfurt, Germany. The lighter the color the higher the population.

## Global Travel and Tourism Data

Global Travel and Tourism Data provide information about where tourists come from, how many tourists visited a defined region and the duration of their stay.



Exemplary illustration for the origin and number of tourists visiting Memphis, USA in September 2019



# MOBILE TRACE DATA

MB-International  
Worldwide Geodata

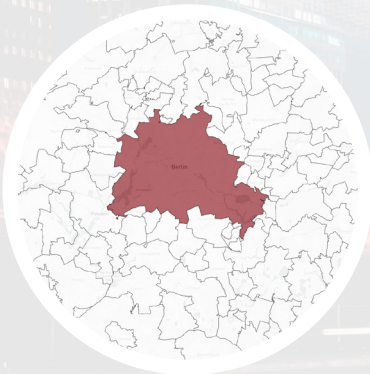
## A SELECTION OF QUESTIONS THAT CAN BE ANSWERED WITH MOBILE TRACE DATA

- 📍 Where do my visitors come from?
- 📍 What shops do they pass?
- 📍 Where have they been before?
- 📍 Where do they go afterwards?
- 📍 Where do they stay?
- 📍 How long do they stay?
- 📍 Where are they during the day and at night?

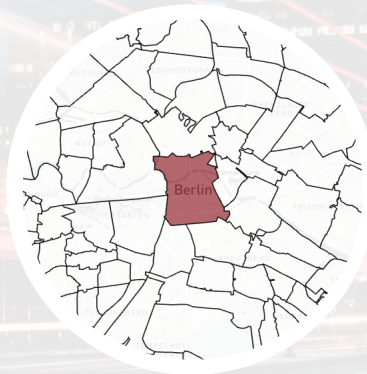
### GIS FORMATS

Esri Shape file (.shp)  
Esri Geodatabase (.gdb)  
MapInfo (.tab)  
MapInfo MIF/MID

## AVAILABLE AREA LEVELS FOR GLOBAL MOBILE TRACE DATA



**ADMINISTRATIVE  
BOUNDARIES**




**POSTCODE  
BOUNDARIES**



**MICRO  
BOUNDARIES**

INDIVIDUAL AREA SELECTION ON REQUEST

## ABOUT MBI

MBI Office 

- 📍 Leading global data provider
- 📍 Preferred data provider & partner to leading IT & GIS companies
- 📍 One of the first global HERE Technologies Distributors
- 📍 Standardized data sets, consistent and comparable with a seamless global coverage
- 📍 Over 20 years experience in geodata and location intelligence through various industries
- 📍 MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
- 📍 GDPR compliant
- 📍 Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

Created with ©HERE



## CONTACT US

for more information on our worldwide comparable geodata offering!

### Michael Bauer International GmbH

Greschbachstraße 12  
76229 Karlsruhe  
Germany



+49 (0)721-1618566



[info@mbi-geodata.com](mailto:info@mbi-geodata.com)



[www.mbi-geodata.com](http://www.mbi-geodata.com)

