CROWD-SOURCED LOCATION ANALYTICS
For Cities, Streets and Businesses

Via, the power of location.
Online retailers, services and media businesses have enjoyed access to a tremendous amount of rich, real-time data about who's visiting their sites, how often and where they're coming from. Analytics enable these businesses to better understand, target and respond to their audiences.

Here’s the problem — and in turn, our reason for existence, consumers are still walking, driving, texting, calling, eating and buying in the real world. And even though they are spending a continuously increasing of our time online, they are still walking along a sidewalk or seated on public transit when we’re doing it. The reality is, consumers are in both worlds (online and offline) at all times.

And so we set out, to build a platform that could bridge the behaviour from the online world to the offline world and uncover the invisible data that flows in and around brick and mortar buildings, streets, stadiums, billboards and parks.

Introducing LocationGenius®, a crowd-sourced location analytics platform for retail, real estate, advertising and public planning organizations.

**HOW LOCATIONGENIUS WORKS**

- **real-time (and historical) stream** of 'geo-stamped data' from multiple sources
- overlay data to any POI, custom area or street address
- access on-demand analytics and insights at your fingertips
- **HYPER LOCAL, INSIGHTS FOR:**
  - Retailers
  - Public Sector
  - Advertisers
  - Real Estate
- **Presence sensors** enable micro-level data and insights to capture foot traffic in and out of stores, shopping malls and urban corridors. LocationGenius sensors can be used in conjunction with Cellular and Social data streams to transform faceless foot traffic data into more comprehensive insights for any location.
- **Cellular network signals** are completely anonymized and segmented according to clusters using powerful 3rd party GIS and marketing data.
- **Social, geo-stamped signals** are profiled using sentiment and semantic intelligence engines to help uncover profiles such as ‘gluten-free, working professionals’ or ‘music-lovers’.
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- **Vehicle & Foot Traffic**
- **People Profiles**
- **Time of Day Breakdown**
- **Origin/Destination**
- **Visit Duration**
- **Visit Frequency**

**'REAL WORLD' ANALYTICS, POWERED BY DIVERSE DATA SOURCES**

When it comes to geo-spatial data and insights, there are three key factors that differentiate LocationGenius from other ‘real world’ analytics platforms:

- **resolution** of data stream
- **coverage** of data sources
- **intelligent and creative modelling**

To achieve the highest resolution, LocationGenius® is powered by a diverse and growing set of data sources including national cellular, social and on-site networks. LocationGenius is the only platform that overlays data from multiple, scalable sources to achieve brilliant resolution, across an entire country. By transforming data from cellular networks and social networks, the platform delivers meaningful insights for just about any street address or custom area.

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About Us

Via Informatics is a data transformation company. Our technology utilizes crowd-sourced data to uncover brilliant insights and rich analytics about the ‘real-world’ for data-driven enterprise and public sector agencies.

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Via, the power of location.