MOBILE DATA BEHIND VISITS AT CARRIER RETAIL LOCATIONS

REVEAL
MOBILE AUDIENCE INSIGHTS

ANALYSIS OF VISITORS TO AT&T, VERIZON, T-MOBILE, & SPRINT RETAIL LOCATIONS

at&t   Sprint   ·T· ··Mobile·   verizon

Reveal Mobile's technology, which sits inside hundreds of news, weather, and sports apps across the country, collects location and beacon data for millions of devices and hundreds of thousands of beacons.

In this data analysis we focused our attention on mobile devices that entered a retail location for the four major carriers over a 30 day period. This new data can be used by both the carriers and app publishers in the following ways.

• Build highly accurate retargeting audiences with segments comprised of either their own shoppers or shoppers at a competitive location.

• Upload the retargeting audience to Facebook or Twitter to reach this audience across the social networks' desktop and mobile properties

• Build audiences to target on mobile apps via ad networks and exchanges.

METHODOLOGY

We confirmed the location visit in one of two ways:

1. The person opened up an app with our SDK inside while at the store, and had already opted-in to share location.
2. The person bumped into a Bluetooth beacon at the location. Apps with our SDK inside detect beacons.

We detect and locate Bluetooth beacons anywhere in the world. So far we've detected millions of beacons across the United States, and classified the locations of over 100,000 beacons. Visit TheBeaconMap.com

DEVICES DETECTED AT CARRIERS' RETAIL LOCATIONS

Carrier	Devices
VERIZON	28,869
AT&T	9,168
SPRINT	7,587
T-MOBILE	6,683
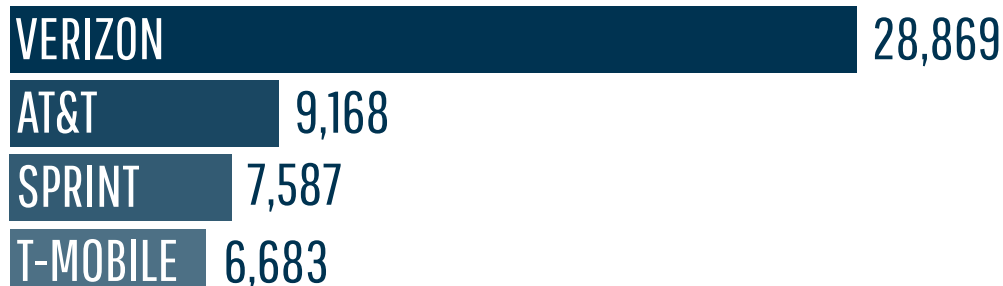
Source: Reveal Mobile, Inc, Feb 07 - Mar 08, 2016

Why such a big difference in audience sizes? Keep reading.

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THE QUANTIFIABLE IMPACT OF BEACONS ON AUDIENCE DATA

Only Verizon has beacons installed at a nationwide level in their retail stores.

Because beacon detection can work while an app is in the background, companies that deploy beacons build much bigger, and much more accurate, profiles of their in-store audience. Using lat/long coordinates requires a person to open up the app in the retail location in order to place that device at the store, limiting the audience size.

VERIZON'S KNOWN MOBILE AUDIENCE THAT VISITS RETAIL LOCATIONS IS...

332%
BIGGER THAN T-MOBILE

281%
BIGGER THAN SPRINT

215%
BIGGER THAN AT&T
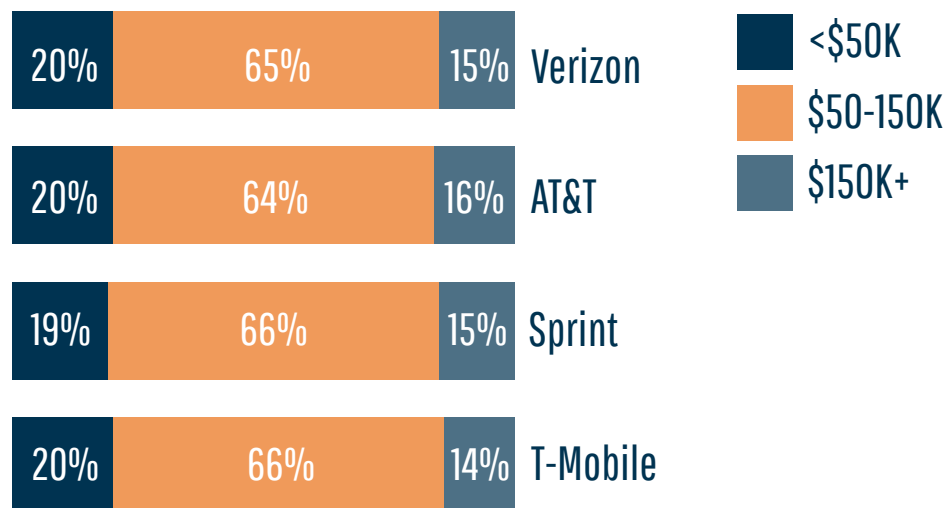
Source: Reveal Mobile, Inc, Feb 07 - Mar 08, 2016

NEW OPPORTUNITIES

Any retailer looking to understand more about their audience that walks through the door should install beacons. **Installing beacons can increase your measurable audience by over 300%.** Not only will retailers know more about their audience, they'll build bigger retargeting audiences and have a much larger panel to measure campaign attribution.

Our goal isn't to sell retailers or brands beacons. There are many great companies out there today are beacon manufacturers and marketing agencies. We simply enable building bigger and better mobile audience and location data.
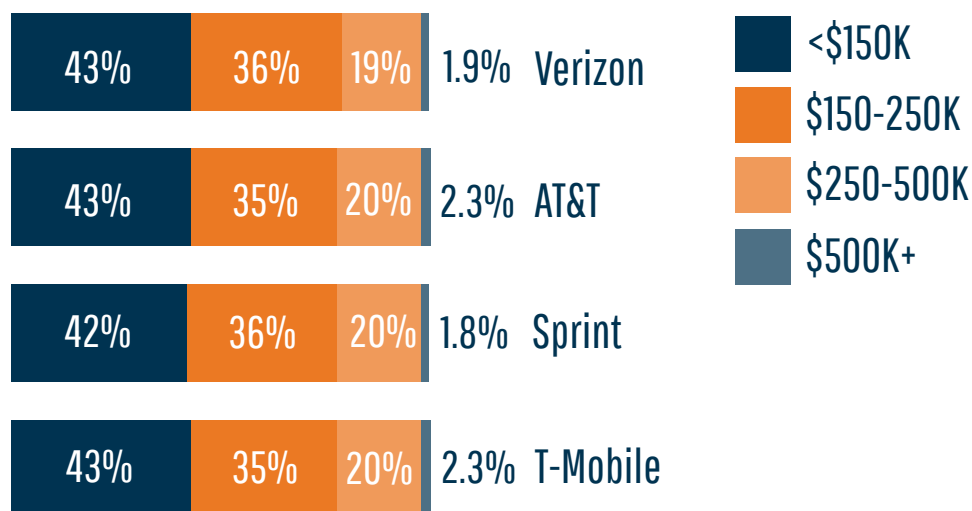
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REMARKABLY SIMILAR AUDIENCES

INCOME RANGES

20%	65%	15%	Verizon
20%	64%	16%	AT&T
19%	66%	15%	Sprint
20%	66%	14%	T-Mobile

- <$50K
- $50-150K
- $150K+

Source: Reveal Mobile, Inc, Feb 07 - Mar 08, 2016

HOME VALUES

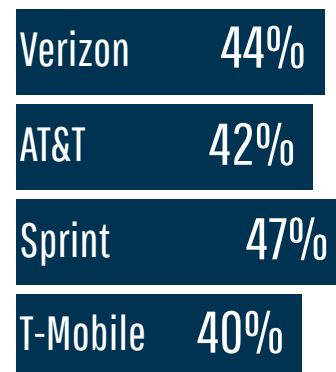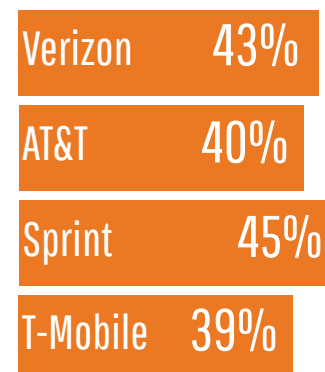|				
43%	36%	19%	1.9%	Verizon
43%	35%	20%	2.3%	AT&T
42%	36%	20%	1.8%	Sprint
43%	35%	20%	2.3%	T-Mobile

- <$150K
- $150-250K
- $250-500K
- $500K+

Source: Reveal Mobile, Inc, Feb 07 - Mar 08, 2016

What percentage of devices that we detected were we able to classify as...

HOMEOWNERS

Verizon	44%
AT&T	42%
Sprint	47%
T-Mobile	40%

MARRIED

Verizon	43%
AT&T	40%
Sprint	45%
T-Mobile	39%

PARENTS

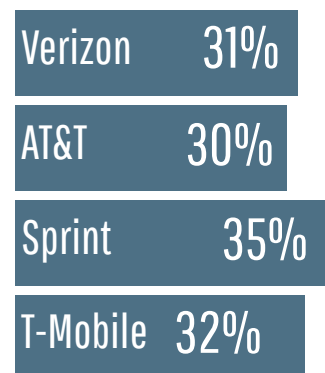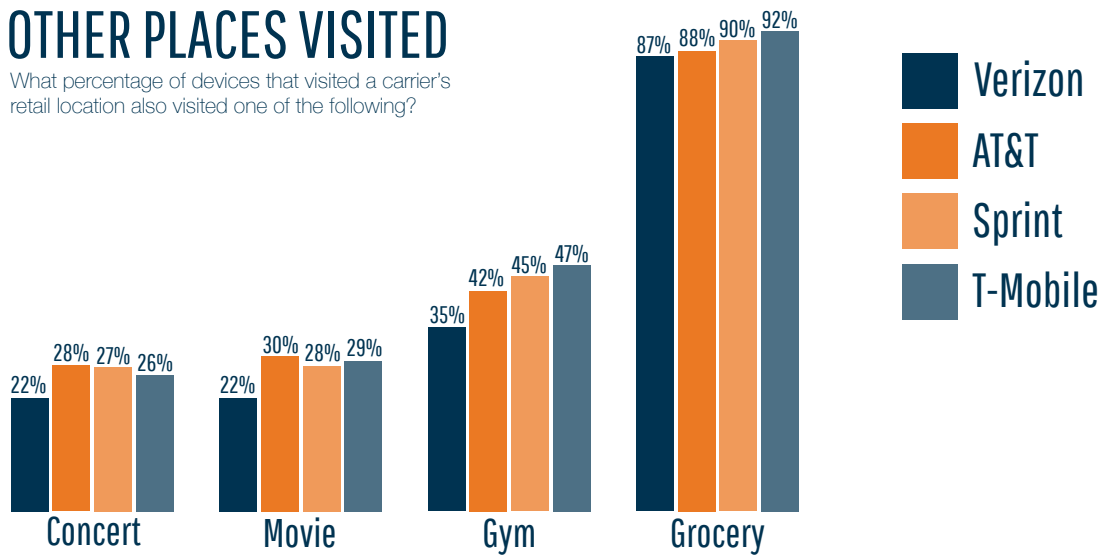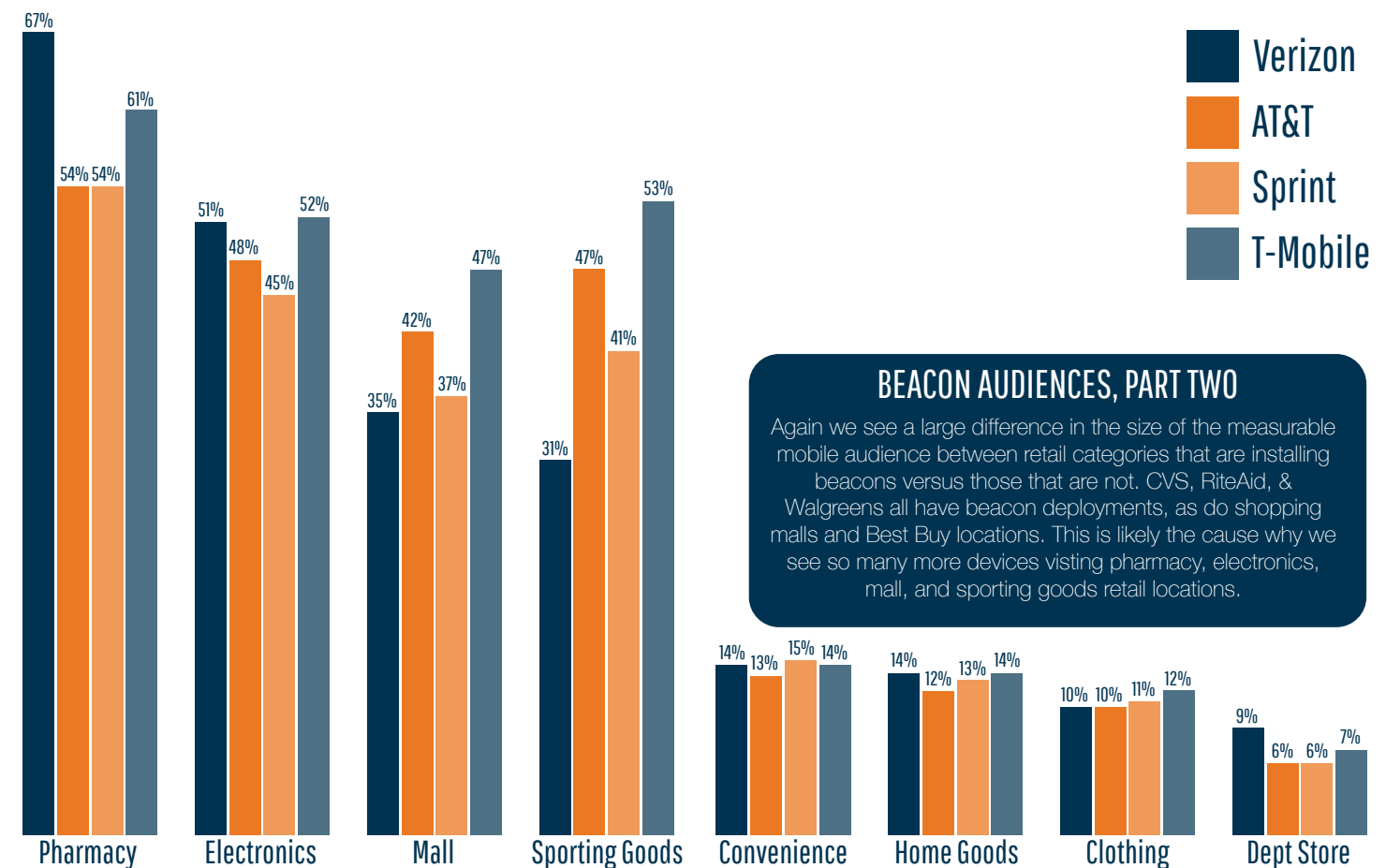| Verizon	31%
AT&T	30%
Sprint	35%
T-Mobile	32%

OTHER PLACES VISITED

What percentage of devices that visited a carrier's retail location also visited one of the following?

Legend: Verizon, AT&T, Sprint, T-Mobile

	Verizon	AT&T	Sprint	T-Mobile
Concert	22%	28%	27%	26%
Movie	22%	30%	28%	29%
Gym	35%	42%	45%	47%
Grocery	87%	88%	90%	92%

Source: Reveal Mobile, Inc, Feb 07 - Mar 08, 2016

RETAIL PLACES VISITED

What percentage of devices that visited a carrier's retail location also visited one of the following?

Legend: Verizon, AT&T, Sprint, T-Mobile

	Verizon	AT&T	Sprint	T-Mobile
Pharmacy	67%	54%	54%	61%
Electronics	51%	48%	45%	52%
Mall	35%	42%	37%	47%
Sporting Goods	31%	47%	41%	53%
Convenience	14%	13%	15%	14%
Home Goods	14%	12%	13%	14%
Clothing	10%	10%	11%	12%
Dept Store	9%	6%	6%	7%

BEACON AUDIENCES, PART TWO

Again we see a large difference in the size of the measurable mobile audience between retail categories that are installing beacons versus those that are not. CVS, RiteAid, & Walgreens all have beacon deployments, as do shopping malls and Best Buy locations. This is likely the cause why we see so many more devices visting pharmacy, electronics, mall, and sporting goods retail locations.

Source: Reveal Mobile, Inc, Feb 07 - Mar 08, 2016

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