



A Trusted, Privacy-First Data Marketplace

The largest brands in the world look to The Collective for their data needs.



Precision Location

A premium data feed from The Collective

The **Precision Location** data feed contains privacy-preserving precision GPS location data for mobile devices offering insights into location visitation, footfall traffic trends, and more.

Privacy-preserving location intelligence is powered by Privacy Block™

Measure privacy-preserving precision mobile device location with The Collective.

How are other companies leveraging **Precision Location** data?

WAYS TO LEVERAGE PRECISION LOCATION:

- Analyze consumer foot traffic trends around brick-n-mortar stores and other points of interest or defined geo-perimeters.
 - Map mobile device exposure to outdoor advertising based on proximity radius and directional viewability.
- Use The Collective's rich density of pings per device per day to analyze traffic patterns and other device migration patterns

Location Types Include

CONCERT VENUES | QUICK SERVICE RESTAURANTS | MOVIE THEATERS
RETAIL STORES | TRANSPORTATION HUBS

ONBOARD LOCATION INSIGHTS AT SCALE

254B+

MONTHLY LOCATION TRANSACTIONS

GLOBALLY

157 BILLION+ MONTHLY NORTH AMERICAN DEVICES WITH LOCATION COVERAGE

OVER 200 NON-EU COUNTRIES WITH PRECISION LOCATION COVERAGE

DATA FEED PARAMETERS

- device id value
- device id type
- activity timestamp
- latitude
- longitude
- horizontal accuracy
- ip address
- country code
- country name
- geo hash
- consent

Diversify your data sourcing strategy with The Collective.

Contact Sales@CollectiveData.io for a free consultation, data sample, and/or our complete data dictionary.