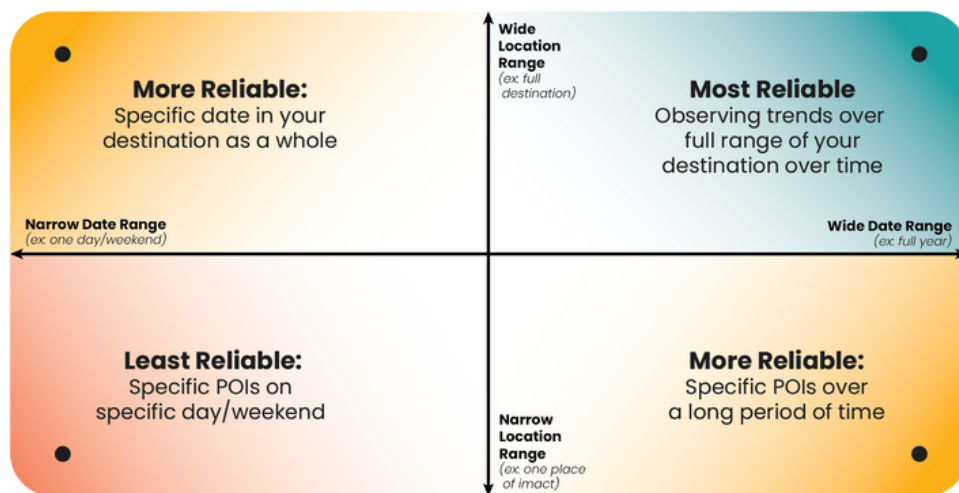


Tips for Interpreting Data



Best Practices for Best Results



LIMITATIONS OF NARROW DATE & POI FILTERS

Consumer Behavior: Privacy Settings, APP usage during an event

Geographic Areas: smaller footprints such as a single POI result in smaller sample sizes

Device Usage: limited device usage during an event affects the ability for the mobile device data to be captured

Outside Factors: limited signal at an event can affect the ability for the mobile device to send/receive data