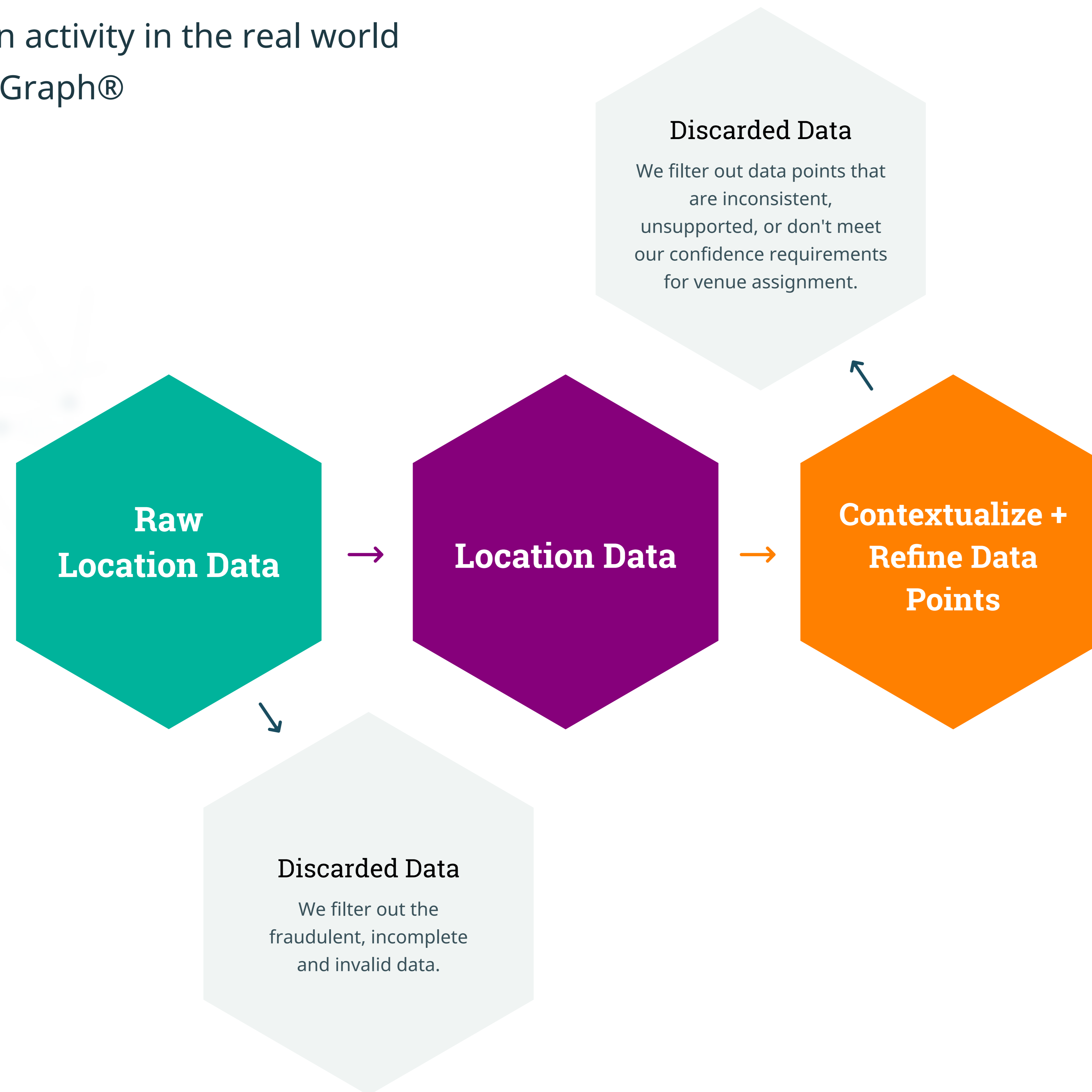




We empower companies to make smarter decisions by providing the most accurate understanding of human activity in the real world through the Real World Graph®

INPUT
Billions of Data Points Collected by Unacast



CONTEXTUALIZE+ Refine Data Points



OUTPUT The Path to Valid Visits

- Consolidate location data from multiple sources
- De-duplicate data
- Vet data against usage criteria
- Analyze spatial and temporal distances between data points for each device
- Assign venues to groups of related data points
- Cross-reference with historic data to ensure consistency
- Enrich Visits with external data based on client needs
- **Result: A Valid Visit**

Learn more at unacast.com