



SafeGraph seek to understand the physical world and power innovation through open access geospatial data. SafeGraph GPS Human Movement data is collected and anonymised data from mobile phones to allow you the freedom to oversee human movement patterns for better decision making in your business.

All data is provided at an aggregated area level, and can be provided at geohash, suburb, geographies, Meshblock or SA1 which you require – with all personally identifiable information stripped out of the data.

SafeGraph's GPS Human Movement data covers four primary data sets:

- ◆ **Core places:** complete POI info with location name, address, brand info for almost everywhere people spend money
- ◆ **Geometry:** building geometry info with footprint polygon data and spatial hierarchy metadata on set locations
- ◆ **IP-to-Place:** WiFi IP address ranges for each POI over time
- ◆ **Patterns:** place traffic, demographic aggregations showing how often people visit, where they came from, where else they go

## Partner



**SAFE GRAPH**

# Sample applications

- ◆ **Consulting** – understand consumer journeys and paths to purchase, prioritise resource development, and identify industry trends
- ◆ **Financial planning** – inform research with detailed sector and competitor analysis, understand growth, enrich credit card and debit card transactions, and conduct trade area analysis
- ◆ **Store visit attribution** – online-to-offline attribute measurements, store location geofencing, and gain insights from a learning-to-rank machine learning model GPS clusters
- ◆ **Advertising** – create location-based audiences, attribute advertising performance on high-traffic campaigns, personalise in-app experiences, and define out-of-home inventory
- ◆ **Retail and Real estate** – Understand shopper demographics, improve real estate asset management through live trade area analysis, and inform site selection strategies

## Formats

- ◆ Raw GIS Data



## Get in touch

Call us

Find out more about SafeGraph GPS  
Human Movement Data

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