By the Numbers

THASOS

Time-consistent measurements
derived from mobile location data

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6+	Years sourcing, cleaning, normalizing, and productizing location data
1,000+	Apps individually evaluated
2.5+	Years of history for stable, consistent panel
400+	Tickers covered across all industries
20+	Metrics measured beyond simple foot traffic
500,000+	Data feeds delivered to subscribers every week

Products

ConsumerStreams	140+ Consumer tickers
MallStreams	30+ REIT tickers
IndustrialStreams	250+ Non-Consumer tickers
Attribution	Demographics, Loyalty, and Affinity for any individual property

Features

Levels of granularity	Ticker, brand, subsidiary, region, state, city, ZIP code, property
Geofence database	Full coverage with point-in-time geofences
Device-level	Custom-defined cohorts

>< Buy-Side Technology
waterstechnology
Awards 2017

Best overall buy-side product, 2017
Winner
Thasos Group

MallStreams

MallStreams provides subscribers with daily customer visitation, derived from mobile phone location data, to every individual mall owned or operated by the 30 largest publicly traded retail REITs.

Ticker coverage

AAT	BFS	CDR	GGP	KIM	PEI	RPT	TCO	VER	WRE
AHH	BRX	DDR	IARE	KRG	REG	SKT	UBA	WDC:AU	WRI
AKR	CBL	FRT	JBGS	MAC	RPAI	SPG	UE	WPG	WSR

4,000+ individual properties monitored in real-time

Key product features

▸ **Mall foot traffic:** Monitor visitation nation-wide by ticker or drill down into individual properties. MallStreams supports data aggregation by property, ZIP code, city, state, region, mall type, anchor stores, and major tenants.

▸ **Mobile phone panel:** Visitation is derived from a stable, time-consistent panel of over 30 million phones.

▸ **Historical length:** Mall foot traffic data begins in August 2015.

▸ **Data delivery:** Weekly distribution with daily granularity in any format.

Add on our Attribution product

▸ **Demographics:** Income, age, and more describing mall visitation.

▸ **Affinity:** Cross-shopping patterns for mall visitors.

▸ **Loyalty:** New and regular customers.

ConsumerStreams

ConsumerStreams provides subscribers with daily customer visitation, derived from mobile phone location data, to every individual store, restaurant, or other location owned or operated by over 140 publicly listed companies.

Ticker coverage

AAN	AAP	AD	AMC	AN	AZO	BBBY	BBY	BGFV	BIG	BJRI	BKS	BLMN	BOBE	BURL
BWLD	BYD	CAKE	CASY	CBRL	CHH	CMG	CNK	CONN	COST	CVS	CWH	CZR	DDS	DENN
DG	DIN	DIS	DKS	DLTR	DNKN	DRI	DSW	DXLG	EAT	FAST	FIVE	FND	FRED	FUN
GME	GNC	GPI	GWW	H	HD	HDS	HIBB	HLT	HOG	HVT	IMKTA	ISLE	JACK	JCP
JWN	KMX	KR	KSS	LL	LOCO	LOW	LQ	LVS	LZB	M	MAR	MCD	MFRM	MGM
MIK	MNRO	MSM	MTN	MUSA	NDLS	ODP	OLLI	ORLY	PAG	PENN	PIR	PLAY	PLCE	PLKI
PLNT	PNK	PNRA	POOL	PRTY	PSA	QSR	RAD	RCII	RGC	RH	RHP	RLGY	RMAX	ROST
RRGB	SAH	SBUX	SCSS	SEAS	SFM	SFS	SHAK	SHLD	SHW	SIG	SIX	SONC	SPLS	SSI
STAY	TCS	TGT	TJX	TLRD	TSCO	TTS	TUES	TXRH	ULTA	VSI	WBA	WEN	WFM	WING
WMK	WMT	WYN	WYNN	YUM	ZOES									

235,000+ individual properties monitored in real-time

Key product features

▸ **Foot traffic:** Monitor visitation nation-wide by ticker or drill down into groups of properties by ZIP code, city, state, region, brand, or subsidiary.

▸ **Mobile phone panel:** Visitation is derived from a stable, time-consistent panel of over 30 million phones.

▸ **Historical length:** Data begins in August 2015.

▸ **Data delivery:** Weekly distribution with daily granularity in any format.

Attribution

Attribution provides descriptive statistics for the individual phones that we observe at a mall or other location of interest. For example, during April 60% of phones observed at property A had a mean household income over $80,000 and were also observed at property B at least twice.

Key product features

▸ **Demographics:** For all phones at a target property, we provide the percentage of those phones that share certain demographic attributes, including average household income, age, gender, renter status, and married status, during a specified time period.

▸ **Affinity:** For all phones observed at a target property, we provide the percentage of those phones also observed at any other properties of interest during a specified time period.

▸ **Loyalty:** For all phones observed at a target property, we provide the percentage of those phones that are observed for the first time throughout our history (new customers) and the percentages by frequency of observation (regular customers) during a specified time period.

▸ **Mobile phone panel:** All observations are derived from a stable, time-consistent panel of over 30 million phones.

▸ **Historical length:** Attribution insights begin in March 2016.

▸ **Data delivery:** Monthly distribution in any format.