

ANONYMIZED MOBILE LOCATION DATA

PRODUCT OVERVIEW



ABOUT QUADRANT



Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point of Interest (POI) data. Our AI ready datasets help organizations understand how people and places interact, powering AI, analytics, and location intelligence. With coverage across 200+ countries and territories, 1+ billion opted in unique devices, 50+ billion daily location events, and 300+ million POIs with 50+ attributes, Quadrant delivers trusted data that helps you build smarter products and make better decisions.



200+
Countries



1 BILLION+
Opt-In Users



50 BILLION+
Daily Events

PRODUCT OPTIONS



Hydra

Anonymized raw GPS location data for audience building, movement analysis, origin destination analysis, AI training, and more.



Orion

High accuracy, quality controlled location data with filtering and validation for industries that require greater precision.

KEY FEATURES



GLOBAL COVERAGE

Reliable mobile location data with coverage across 200+ countries and territories.



OPTED IN DATA

Privacy first, ethically sourced data from 1+ billion opted-in mobile devices worldwide.



RAW DATA FEED

Anonymized raw location data for mobility analysis, movement trends and audience insights.



PRE PROCESSED DATA

High accuracy location data filtered and validated for precision use cases.



QUALITY ASSURANCE

Rigorous quality control with noise filtering, overlap analysis, and deduplication.



HISTORICAL DATA

Historical data dating back to 2022 with event latency capped at 7 days.



FAST DELIVERY

Industry-leading tech team can activate and deliver data in as little as 48 hours.



PRIVACY FIRST

Consent based data collection, processed in compliance with global privacy regulations.

USE CASES



Advertising

Build location based campaigns, measure attribution and optimize advertising performance.

Government

Support public services, infrastructure planning and emergency response.

Academics & Research

Analyze human mobility, population trends and spatial behavior for research.

Transportation

Analyze travel patterns, optimize routes and improve transportation planning.

Retail

Optimize store performance, site selection, customer insights and competitive analysis.

Urban Planning

Plan smarter cities using mobility insights, land use analysis and infrastructure planning.

CASE STUDIES



Innovate Mobility

How transit agencies use location data to analyze travel patterns and optimize routes.

[Read Case Study >>](#)



Applied Post

Learn how retailers use location intelligence to improve campaign performance.

[Read Case Study >>](#)



Predik Data-Driven

Leverage location data to benchmark competitors, and improve supply chain visibility.

[Read Case Study >>](#)

[LEARN MORE](#)



Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point of Interest (POI) data.

We deliver validated, trusted, and AI ready mobile location data that helps enterprises, organizations, and innovators understand how people and places interact. Our data powers AI model training, business intelligence, location analytics, and real world decision making across industries.

With coverage across 200+ countries and territories, 1+ billion opted in unique devices, and 50+ billion daily location events, our mobile location data delivers global scale for location intelligence. Our POI data spans 200+ countries and includes 300+ million places with 50+ verified attributes, enabling organizations to build better maps, search experiences, market intelligence, and location based products. We also offer POI validation, enrichment, and enhancement services to improve existing datasets.

As part of Appen, a global leader in AI training data, Quadrant combines global scale, enterprise grade data quality, and privacy first governance to help organizations build the next generation of location enabled products and services.

BOOK A MEETING

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