



DAT'S WHY
GEOBEHAVIORAL INSIGHTS

How Dat's Why improved their traffic monitoring and mobility systems with Quadrant's location data

Customer Success Story



DAT'S WHY

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ABOUT DAT'S WHY

Website: www.datswhy.com

Industry: Geospatial Intelligence Solutions

Headquarters: Mexico City, MX

PROFILE

Dat's Why is a leading geospatial intelligence company in Mexico. They build smart mobility solutions that help out of home advertising agencies, retailers, infrastructure companies, and government organizations make better location based decisions.

Dat's Why provides Geobehavioral data, tools, and knowledge to empower decision-makers of hundreds of organizations throughout Latin America to make smarter decisions, enhancing the success of their strategies and enabling them to reach their full potential.

HIGHLIGHTS - GOALS

- Enrich existing mobile location datasets
- Expand mobility data coverage across Mexico
- Improve mobility analytics accuracy
- Gain a complete view of mobility patterns

HIGHLIGHTS - RESULTS

- Expanded unique device ID coverage
- Accelerated mobility analysis and reporting
- Improved mobility and statistical modeling
- Enhanced audience and mobility profiling

OVERVIEW

Dat's Why wanted to strengthen its mobility analytics with larger volumes of high quality mobile location data across Mexico. The company also needed reliable, consistent datasets to support more accurate traffic analysis and mobility intelligence. After evaluating several providers, Dat's Why selected Quadrant as its trusted mobile location data partner and continues to leverage the data to power its analytics platforms today.

CHALLENGES AND GOALS

Dat's Why required accurate, high frequency mobile location data to power its mobility analytics platform. Their existing datasets lacked consistent coverage over time and sufficient unique device IDs, making it difficult to perform large scale traffic monitoring and movement analysis with confidence.

The company also wanted to improve the accuracy of its analytical models. Existing statistical methods relied heavily on extrapolation to estimate mobility patterns, producing reliable results but requiring significant processing time.

Dat's Why needed access to larger volumes of mobile location data to complement its existing datasets and deliver deeper insights into human mobility. The company wanted broader coverage across cities throughout Mexico and continuous access to new unique device IDs to better reflect evolving mobility trends across the country.

SOLUTION

Dat's Why selected Quadrant for its extensive mobile location data coverage across Mexico and its consistent data quality over time. Quadrant delivers a reliable stream of high quality mobile location data that enables Dat's Why's data science teams to power mobility platforms, traffic studies, and large scale analytics projects with greater confidence and accuracy.



BENEFITS AND RESULTS

Using Quadrant's mobile location data, Dat's Why was able to...

- Improve data availability and scale mobility analytics
- Access richer mobility datasets efficiently
- Significantly improve mobility analytics models
- Deliver faster, more accurate analysis
- Maintain consistent data governance



Given the high quality of Quadrant's mobile location data, as well as the coverage, consistency of the data and the ease of integration of the services, at Dat's Why we have been able to strengthen the studies and analyses that are carried out, as well as optimise the time required to complete these processes. The result of our collaboration is that Dat's Why is providing a better service and experience to our clients by delivering deeper insights and strengthening our platforms.”

Francisco Monroy – COO Strategic Partnerships & Data – Dat's Why

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point-of-Interest (POI) data. With coverage across 200+ countries, Quadrant delivers trusted, high quality geospatial datasets that help organizations build location powered products, applications, and solutions.

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