

# Discover: Custom Trade Area



## Mobile Data Collection

The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.



**The location tracked was  
Kmart**

**for the time period of  
October 1, 2018 – October 1, 2019**

This tool is intended to support the trade area but does not solely define the trade area.

