

OmniTraffic® Data.

License first-party event-level behavioral data from 150,000+ iOS and Android consumers. Use .csv or other file deliverables to monitor over 6M daily online and offline OmniTraffic® visits. Validated data at your fingertips to create your own custom analysis.

What data points we collect

App + Web Smartphone Usage

Mobile web clickstream. App usage. In-app actions including purchases inside Amazon, Walmart, YouTube, Netflix, Disney+, Amazon, Prime Video, Spotify, iHeart, and more. All with timestamps and dwell.

Brick + Mortar Location Visits

Address, latitude, longitude, business name with timestamps & dwell.

Demographic Profiles

Age, gender, ethnicity, geography, income, education, children in HH, pets, military status, job industry, small business owner, watches TV in Spanish.

Surveys - Understand "The Why" or Personas

Field custom or syndicated surveys to understand "the why" behind unique behaviors, or to profile your unique segments.

About MFour

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, & only Apple-approved data collection & survey app, MFour has finally united market research & data science.

About "Payday"
Finally - Someone's paying you for your data!

Informed consent
All consumers are double opted-in to provide us behavior data.

Fair Trade Data™
Payday is our Fair Trade Data™ program that pays you each week when you share location and digital data. Check each week and watch your balance grow!

Your Privacy is Protected
All data is used anonymously for market research only.

Fair Trade Data™
Surveys On The Go® pays fair cash incentives to consumers for their data.

Opt Out Any Time
To stop sharing data, toggle off Location Service or Digital Surveys in the "Profile" tab.

DAU (Daily Active User) For iOS and Android

110,000+

consumers sharing brick + mortar data.

90,000+

consumers sharing app + web data.

50,000+

Consumers sharing both brick + mortar and app + web data.

92%

MoM retention with the Payday program.

55,000

iOS consumers sharing app + web data.

35,000

Android consumers sharing app + web data.

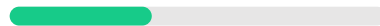
Demographics

Age

Under 18 6%



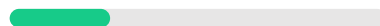
18-24 31%



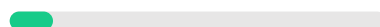
25-34 33%



35-49 22%



50+ 8%



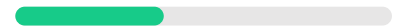
Gender Male 41% | Female 59%

Ethnicity

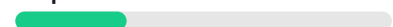
Caucasian 47%



African-American 25%



Hispanic 17%



Asian 5%



Other 6%

