



SOVEREIGN

INTELLIGENCE



# Location Intelligence

REAL WORLD APPLICATIONS

[LOCINT.SOVEREIGN.AI](http://LOCINT.SOVEREIGN.AI)

Armed with sophisticated Location Intelligence, our clients are free to make decisions no one thought possible.

### **Mission**

Founded in 2014 by attorney and former clandestine intelligence officer, Mark Johnson, Sovereign is staffed by Silicon Valley veterans, US & UK intelligence engineers, analysts, and operators. Our DNA invites extraordinary curiosity, rigorous integrity, and the relentless pursuit of excellence. We help solve the problem of weak decision-making, whether instigated by siloed data, inadequate intelligence collection, biased AI assumptions, or stymied sense-making.

The COVID-19 pandemic has changed the landscape for intelligence requirements, whether tracking population movement to assess hospital overflows, airport activity, or retail business opportunities.

Intelligence experts have long considered the measurement of device location to be the holy grail of intelligence collection, e.g. the missing link for predictive analysis and the number one method for saving costs when it comes to learning about where people are, yesterday, today, and tomorrow.

---

## Location Intelligence Solutions

At Sovereign, we observe 16 Billion global location events everyday. These events include mobile device geolocation movement. With global insight into device movements, the sky is the limit toward generating predictive analytics for Marketing, Real Estate investment, Retail, Traffic Flow, or Executive Travel Protection. The following Solutions correspond to the Applications detailed below.

### **Activity Counts**

Activity Counts provide detailed thematic maps that include statistics for activity of geolocation of smart-devices by hour, day of week, networks detected, countries, etc. This report is offered through our Basic Plan.

### **Population Dynamics**

Population Dynamics determine the composition statistics of your Areas of Interest (AOI). These statistics include new visits and revisits (returning) to areas of interest, etc. They identify the core functions of your areas of interest. For example, areas of interest with a high revisit score are usually home, work, loyal customers, etc.; while areas of interest with a high new visit score are usually train stations, airports, vacation areas, first time customers, etc.

### **Area Pattern of Life**

Area Pattern of Life reports reveal the location history of smart-devices that are present in more than one area of interest. For example, what segment of your customers also traveled to your competitor's location. Further, which routes are used more frequently to reach your store or commercial site and this more important for determining ad placement.

### **Device Pattern of Life**

Device Pattern of Life report tracks the dynamic movement of specific devices and their historical movement up to 30 days. Determine whether devices have visited more than one location, learn their movement daily/hourly, and which ISP networks are detected. Available via our Enterprise Plan.

### **Network Pattern of Life**

Network Pattern of Life identifies the Area's of Interest where the more popular ISP networks are in use by highest number of unique devices. Learn whether devices stayed in one (1) location or traveled to other locations over a specific time. Available via our Enterprise Plan.

---

# Marketing Intelligence

**Reports:** Population Dynamics, Area Pattern of Life

**Plan:** Advanced, Enterprise

Optimize your marketing strategy with geodata analysis. Over 75% of retailers with the United States use location intelligence to improve their ROI.

## Personalization

Maintain absolute integrity and data privacy compliance with our Location Intelligence insights into your audience's Area Pattern-of-Life. Learn where your customers visit after your store; do they go to a nearby restaurant, hop on the local subway, or even visit a competitor? In order to personalize your email marketing, SMS campaigns, personal messaging platforms, location intelligence can help you learn a lot about how audiences spend their time and where. Measure the effectiveness of advertising, i.e. what was the impact of your ad campaign for speed of conversion?

## Audience Patterns

Visually track where your consumers have been by geofencing areas of interest, so that you can establish patterns of behavior. Use these visitation patterns to determine exact audiences for market targeting. Find out exactly where to position your Out-Of-Home advertising (OOH), whether billboards, digital displays, transit stations sports arenas, etc. Determine the exact locations for increasing brand awareness and use that intelligence for retargeting via digital advertising, eliminating wasted ad spend and increasing visits to your site, store, or social media platform.

## Competition

Are your visitors loyal? Which parts of your customer base frequent your location versus your competition, what time of day, and what about learning whether the billboard was effective in driving them back again? Location intelligence can help you observe movement of your customer-base over significant periods of time, providing valuable insight to see what past advertising worked what didn't. You can even measure your competition's audience to do the same analysis.

---

## National Security

**Reports:** Area Pattern of Life, Pattern of Life, Custom

**Plan:** Enterprise, Custom

According to Dresner Advisory Services 2020 Location Intelligence Market Study, **“90% of Government organizations consider Location Intelligence to be critical or very important to their ongoing operations.”** Forbes, February 16, 2020, What You Need To Know About Location Intelligence.

### **COVID-19**

Sovereign is able to accurately track the dynamic movement of populations across specific geographies worldwide, empowering policy-makers to gauge the effectiveness of COVID-19 control measures. By providing critical insight into the epidemiological characteristics of the virus including predictive trends for transmission and population movement, governments can quickly analyze the impact of mitigation solutions and interventions affecting national, state and local populations. Our sense-making artificial intelligence, mapping visualization and rapid assimilation of relevant datasets (i.e. terabytes of unstructured data) will give decision-makers the intelligence they need during this crisis.

### **Law Enforcement**

Develop investigative leads with Location Intelligence. For more information Contact Us.

### **Homeland Security**

Contact Us for application for Anti-terrorism, Border Intelligence, and Clandestine Operations Support.

---

# Physical Security

**Reports:** Population Dynamics, Area Pattern of Life

**Plan:** Advanced, Enterprise

Create advanced risk assessments of global areas of interest with in-depth visualization of crowd dynamics, traffic patterns, and unusual patterns of life.

## **Executive Protection**

Travel, both foreign and domestic, is not without risks. The threat of violent crime and industrial espionage threatens even the most experienced travelers. LOCINT provides unique capability in identifying suspect activity around residences, offices and traveling executives; suggests safer transit routes; forewarns of potential, dangerous crowd movements for Airports, Transit Stations, Hotels, before, during and after the Principals Movement.

## **Sensitive Site Monitoring**

Extend the parameter of your force protection operations to include population dynamics in your threat assessments. Leverage location intelligence to monitor sensitive sites including nuclear power plants, electric grids, airports, luxury homes, or financial institutions.

---

# Business Intelligence

**Reports:** Activity Counts, Population Dynamics, Area Pattern of Life, Custom

**Plan:** Advanced, Enterprise, Customs

## Market Investment Signals

Sophisticated investors, hedge funds, and financial institutions require new data sets observing emerging market trends, supply-chain security, shipping data, footfall movement, traffic patterns, building usage, and large-scale national population dynamics. Discover how LOCINT can enhance your awareness of evolving industry trends.

## Commercial Real Estate

Learn where to buy, when to sell, and where to build by observing footfall density and audience preferences in your Area of Interest. Location Intelligence provides insight into traffic rates, demographics, and dwell-time for observation of tenant usage. Determining when tenants are occupying commercial spaces provides key data for power expenditure metrics.

## Micro-location Data

Our Population Dynamics Report allows you to observe micro-location activities within a mall setting or store layout. Determine where your audience spends their time within a building to address navigation routes in order to improve sales through advertising placement. Observe dwell-time in specific locations to improve customer experience and learn which products are seen more. This is particularly helpful for car dealerships, malls, transit stations, airports, hotels, parks and recreations organizations, grocery stores, and larger outlets like Walmart or Home Depot.

# Corporate Investigations

**Reports:** Population Dynamics, Area Pattern of Life, Custom

**Plan:** Advanced, Enterprise, Customs

## **Fraud & Corruption**

Discover potential connections among persons of interest. Learn whether smart-devices returned or may be new to specific Areas of Interest. Use LOCINT to corroborate smart-device activity for specific Areas of Interest at specific times. Contact Us for further information on how we can support Corporate Investigations.

## **Enhanced Due Diligence**

Determine the veracity of potential business partners during M&A investigations. LOCINT can provide unique insight and collateral regarding executive disclosures, including connections, locations and resources. Contact Us to learn more.





Sovereign Intelligence  
1775 Tysons Blvd. 5th Floor  
McLean, VA 22102  
[locint.sovereign.ai](http://locint.sovereign.ai)  
[locint@sovereign.ai](mailto:locint@sovereign.ai)

McLean | San Francisco | London | Tokyo