



QUADRANT



*How Moving Walls scaled media operations to new countries and regions with Quadrant's location data*

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CUSTOMER SUCCESS STORY



## PROFILE

Moving Walls is a global advertising technology provider with a presence across Southeast Asia, India, West Africa, and the Americas. They provide cloud-based technology to improve the effectiveness of location-based media.

Moving Walls operates Moving Audiences, a location intelligence platform that is powered by a US-patented multi-sensor measurement model. The platform provides planning, buying, verification, and analytics for out-of-home advertising and hyperlocal mobile advertising.

Moving Audiences has been deployed in several markets including Singapore, Malaysia, Indonesia, Philippines, India, and Nigeria, and can independently connect to any out-of-home inventory management and supply-side platform.

## HIGHLIGHTS - GOALS

- 🎯 Acquire new data for expansion
- 🎯 Expand coverage to new countries
- 🎯 Stay compliant with data privacy laws

## HIGHLIGHTS - RESULTS

- ★ Added new data sources
- ★ Faster and ad-hoc data deals
- ★ Efficiently address regulatory changes

## ABOUT MOVING WALLS

**Website:** [www.movingwalls.com](http://www.movingwalls.com)

**Industry:** Marketing & Advertising

**Company size:** 100+ employees

**Headquarters:** Singapore

## OVERVIEW

Moving Walls wanted to expand its services and coverage to new markets. The company also wanted to keep up with the diverse regulatory requirements across various regions. Moving Walls chose Quadrant as their data partner based on our data coverage, flexibility, and compliance in markets of interest, and continues to be a valued customer to date.

## CHALLENGES AND GOALS

Moving Walls sought new datasets for their location intelligence platform to support their expansion to new regions. The company was already working with several other data providers but needed to broaden its data sources and improve coverage to fill critical gaps in data availability. Moving Walls also wanted to establish compliance with data privacy/usage regulations in these new regions.

## SOLUTION

Moving Walls partnered with Quadrant based on our comprehensive coverage of data across the desired region. Location data sits at the core of Moving Walls' location intelligence services, and Quadrant provides them with high-quality data to enrich their existing database and power their Moving Audiences platform. Quadrant's data is fully compliant with the data privacy laws in the region, allowing the customer to freely use them. Quadrant also helps Moving Walls with ad-hoc data sets for additional regions and countries as and when necessary.



Quadrant's location data solutions resulted in an incremental uplift in data counts representing 6% of total mobile devices in the region



**300,000**

AVG DAILY ACTIVE USERS



**1,537,997**

AVG MONTHLY ACTIVE USERS

## BENEFITS



**Bridged gaps in existing data supply for the desired regions**



**Obtained new datasets and scaled operations**



**Improved coverage across new regions and countries**



**Optimised time to market with faster data delivery**



**Ensured compliance with data privacy regulations**

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*"Quadrant has been a very agile and flexible data partner in Moving Walls' growth across new markets, allowing for delivering a multi-signal location data for the media, retail, and other industry verticals. The team at Quadrant has been open to new business models and forms of engagement."*

*Navonil Roy - COO, Moving Walls*

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Quadrant provides location data and location-based business solutions that are fit for purpose, authentic, easy to use, and simple to organise. We offer data from 200 countries, with 350+ million unique devices and 40+ billion events per month. Our data is verified, trustworthy, and ready to use - allowing businesses, organisations, and innovators to build tailored solutions for a myriad of data challenges. To learn more about Quadrant's mobile location data, **talk to a data consultant today!**

**OR, REACH US AT:**

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