QUADRANT

SINTRÁFICO

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

CUSTOMER SUCCESS STORY

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PROFILE

SinTráfico is the leading mobility intelligence platform in Mexico. They create smart mobility ecosystems that empower agencies in the out-of-home advertising space, retailers, infrastructure companies, and governments. Using its real-time data network, the largest in Mexico, SinTráfico monitors various traffic parameters and creates smart mobility solutions and analytics.

HIGHLIGHTS - GOALS

- Enrich the data received from smartphones
- Grow the information across Mexico's cities
- Improve data and analysis accuracy
- Achieve a holistic view of movement data

HIGHLIGHTS - RESULTS

- Unique data ids increased exponentially
- Significantly reduced time of analysis
- Improved statistical models
- Accurate user profiling

ABOUT SINTRÁFICO

Website: www.sintrafico.com
Industry: Information Technology & Services
Company size: 11-50 employees
Headquartered in: Polanco, Mexico City, MX

OVERVIEW

SinTráfico wanted to enrich their mobility and traffic analysis programs with larger volumes of data across Mexico. They also wanted to ensure optimal data health to fuel their analytics operations. After considering several location data providers, SinTráfico chose Quadrant as their data partner and continues to be a valued customer to date.

CHALLENGES AND GOALS

SinTráfico required real-time and accurate data to fuel their mobility analysis. Their existing database was not constant over time regarding the coverage and unique ids. It was also missing a few key data points on the mobility of people, thereby hindering their ability to perform traffic monitoring and movement analysis adequately.

SinTráfico wanted to increase the precision in their analytical programs. The company was using statistical models to extrapolate information and be able to assume specific details. This method although accurate was time-consuming.

SinTráfico also wanted to attain a greater volume of information to complement their existing data assets and better understand people's movement data. The company wanted to enrich the information they received for all cities of Mexico and needed quick access to new unique user data to reflect the overall growth of mobile phone usage in the region.

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SOLUTION

SinTráfico partnered with Quadrant based on our comprehensive coverage of data in Mexico and data consistency over time. Quadrant supplies a consistent stream of high-quality location data, and SinTráfico's data science teams use this data to feed their mobility platforms, studies, and projects.

1.2 Million
AVG DAILY ACTIVE USERS

5.8 Million
AVG MONTHLY ACTIVE USERS

BENEFITS

Using Quadrant's data solutions SinTráfico were able to...

- Improve data availability and scale operations
- Acquire desired data points efficiently
- Significantly improve their statistical models
- Commission faster and accurate analysis
- Maintain appropriate documentation of data

PRE-QUADRANT   POST-QUADRANT

2 Million

6 Million

INCREASE IN MONTHLY UNIQUE DATA IDS

EXPANDED COVERAGE ACROSS MEXICO

66

Given the high quality of Quadrant data, as well as the coverage, consistency of the data and the ease of integration of the services, at SinTráfico we have been able to strengthen the studies and analyses that are carried out, as well as optimise the times required to carry out these processes. The result of the collaboration is that at SinTráfico we are providing a better service and experience to our clients by delivering better insights and strengthening our platforms.

99

Francisco Monroy
COO Strategic Partnerships & Data - SinTráfico

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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