

# Prospect

by



ApartmentGeofencing.com  
PRECISE PROSPECT TARGETING

Insightful Report



Property name  
Prepared date



# Data Defined

We have access to **over 2+ years of mobile location data across the United States**, allowing us to analyze devices in a certain location and extrapolate where residents live, work, and play based on our methodology.

## Terms & Definitions

- **Devices analyzed:** total number of mobile devices identified within the location analyzed during the historical date range
- **Employer locations captured:** number of employer locations found based on the number of devices analyzed
- **Previous apartments captured:** number of apartments that current residents previously lived within the historical date range
- **Average drive time to work:** estimated average amount of time residents drive to work
- **Demographic profiles:** through our partnership with Experian, we provide the devices analyzed and they group them based on pre-set demographic profiles



# Our Methodology

## Current Residents

Mobile device present 11pm – 5am (multiple nights)

## Employers

Mobile device present 8am – 5pm, Monday – Friday (multiple days)

## Points of Interest

Mobile device present 6pm – 10pm

## Past Residences

Mobile device present 11pm – 5am- (multiple nights)



# Prospect Report

In this report, you'll find a series of insights for the following properties:

| Property name

| Property name

Historical Data Range: 8/2018 – Date

Insights:

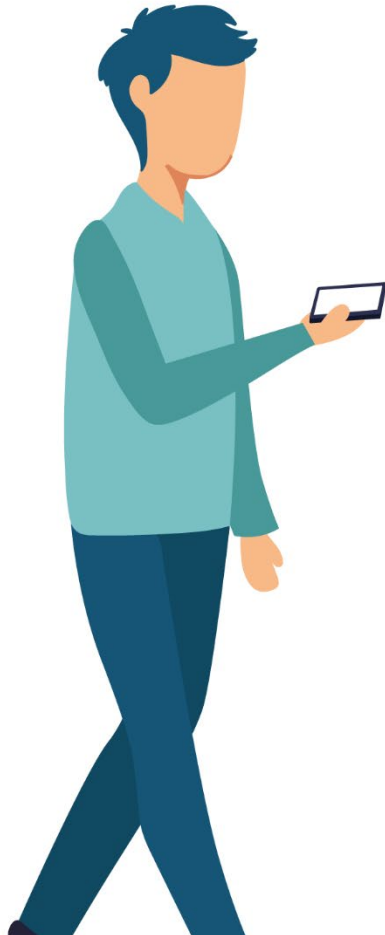
- Competitor's apartments
- Employers with drive times
- Points of interest
- Resident demographic profiles





# Key Learnings

Analysis of residents living at competitor's locations provides area drive times, top employers, and apartments to target with advertising and like-customer profiles.



## Market and Competitor Analysis

There is opportunity to expand advertising from Towson to Baltimore. The average drive time to work for residents living at competitors in this area is 32 minutes.

## Resident Demographic Analysis

The primary customer segments based on competitive intelligence:

- H28: Everyday Moderates
- G25: Urban Edge



# Market Analysis



## Property Name

Devices analyzed: 969

Employers' locations captured: 619

Previous apartments captured: 467

Average drive time to work: 31 minutes

Map graphic removed  
for client privacy

## Property Name

Devices analyzed: 1,661

Employers' locations captured: 1,091

Previous apartments captured: 819

Average drive time to work: 33 minutes

Map graphic removed  
for client privacy

The drive time ring outline shows the average distance residents are driving to employer locations. Shading shows potential competitor, employer, and points of interest to geofence.



# Places to Target

## Apartments

### **Burnam Woods Apartments**

2 Beeson Ct  
Nottingham, MD 21236

### **Silver Spring Station Apt Homes**

1 Durban Ct  
Baltimore, MD 21236

### **Gardner Street Apartments**

88 Gardner St  
Allston, MA 02134

### **Dustin Street Apartments**

122 Dustin St  
Brighton, MA 02135

### **28 Quaint Ave Apartments**

28 Quaint Ave  
Boston, MA 01234

### **BR Softech LLC**

21 Overlook Ridge Terrace  
Revere, MA 02151

### **Harvard Business Publishing**

20 Guest St  
Boston, MA 02135

### **UPS**

332-358 Coolidge Ave  
Watertown, MA 02472

### **Enanta Pharmaceuticals, Inc**

500 Arsenal St  
Watertown, MA 02472

### **Boston Logan International Airport**

Boston, MA 02128

### **Market Basket**

400 Somerville Ave  
Sommerville, MA 02143

### **Revere Beach**

350 Revere Beach Blvd  
Revere, MA 02151

### **Chestnut Hill Reservation**

Beacon St  
Brighton, MA 02135

### **Watertown Mall**

550 Arsenal St  
Watertown, MA 02472

### **Ronan Park**

92 Mt Ida Rd  
Boston, MA 02122





# Places to Target

## Employers

### **Burnam Woods Apartments**

2 Beeson Ct  
Nottingham, MD 21236

### **Silver Spring Station Apt Homes**

1 Durban Ct  
Baltimore, MD 21236

### **Gardner Street Apartments**

88 Gardner St  
Allston, MA 02134

### **Dustin Street Apartments**

122 Dustin St  
Brighton, MA 02135

### **28 Quaint Ave Apartments**

28 Quaint Ave  
Boston, MA 01234

## Points of Interest

### **BR Softech LLC**

21 Overlook Ridge Terrace  
Revere, MA 02151

### **Harvard Business Publishing**

20 Guest St  
Boston, MA 02135

### **UPS**

332-358 Coolidge Ave  
Watertown, MA 02472

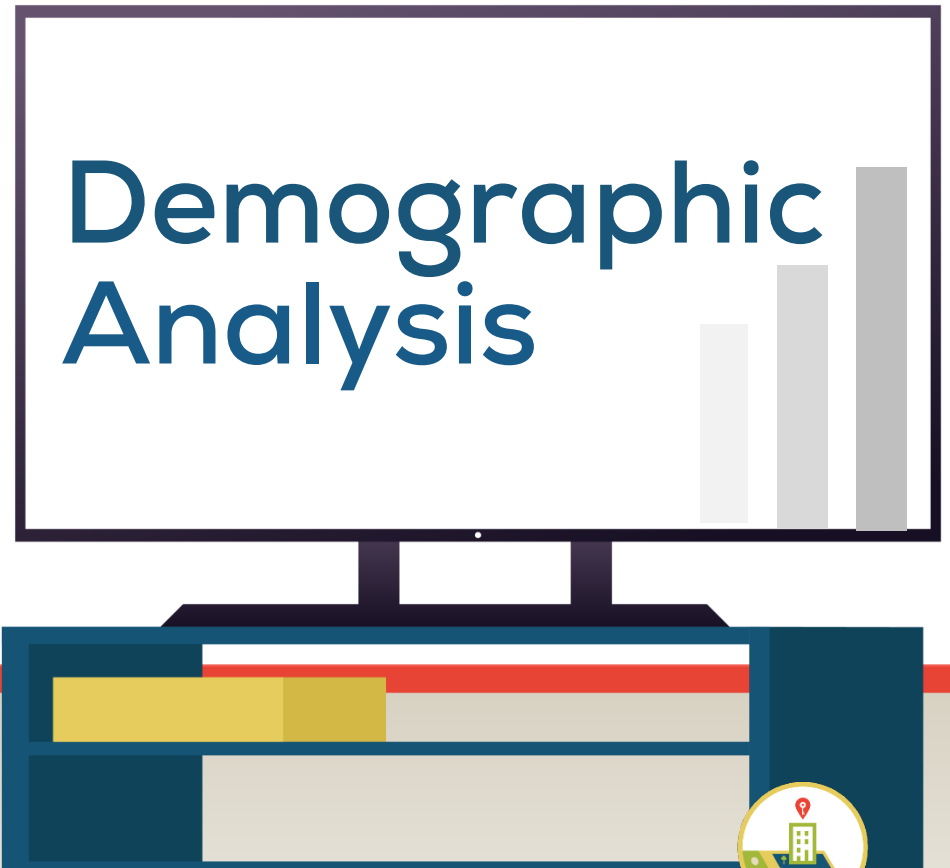
### **Enanta Pharmaceuticals, Inc**

500 Arsenal St  
Watertown, MA 02472

### **Boston Logan International Airport**

Boston, MA 02128





# Demographic Profiles



## H28: Everyday Moderates

Families of all shapes and sizes living in metro-suburban settings

### Who We Are

		Index Value	H28%
👤 Age of children:	13-18	127	16.3%
💰 Estimated Household Income:	\$50,000-\$74,999	156	31.7%
👤 Head of household age:	51-65	140	39.9%



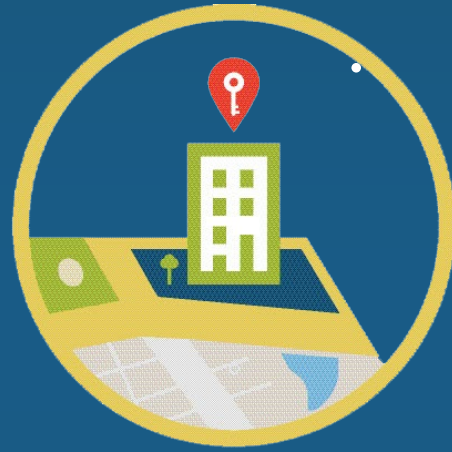
## G25: Urban Edge

Lively, up-and-coming singles living big city lifestyles located within top MSA markets

### Who We Are

		Index Value	G25%
👤 Children:	Presence of a child	17	7.4%
💰 Estimated Household Income:	\$75,000-\$99,999	116	18%
👤 Head of household age:	25-30	491	50.6%





**ApartmentGeofencing.com**

PRECISE PROSPECT TARGETING