



What is Placer.ai?

[Placer.ai](#) is a location analytics company that studies visit trends, trade areas, and demographics. Their product is based on location insights for big box stores to look at brand dominance, consumer visitation and demographic insights, competitive benchmarking, industry trends, among other things.

Placer.ai also works with its [municipal partners](#) - such as DGRI - to use these data streams to analyze migration trends, event performance, seasonal customer trends, routes usage, and the study of retail, grocery, and dining recovery.

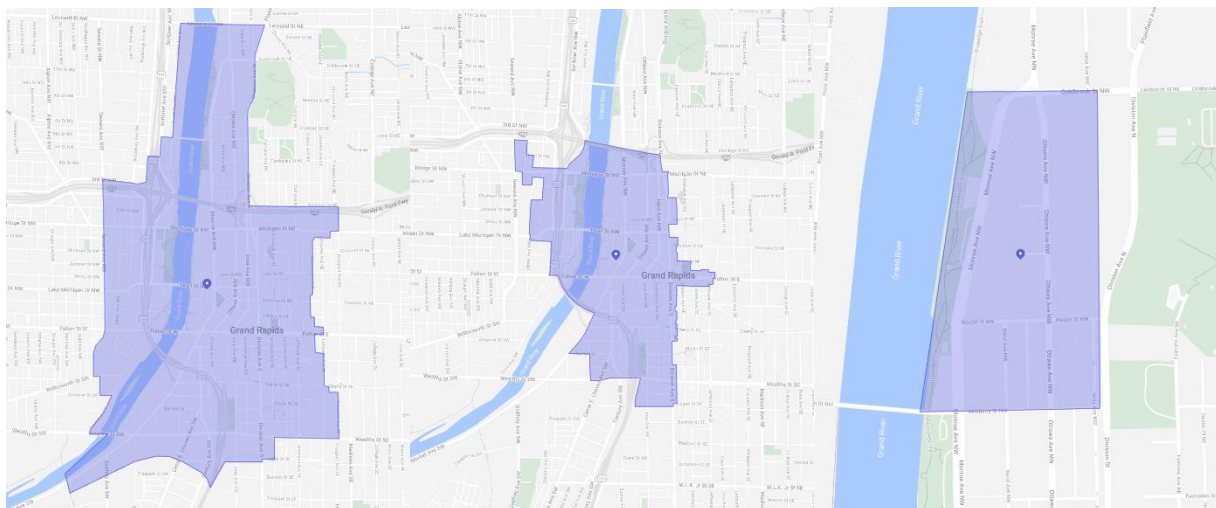
Placer's Methodology

Placer.ai aggregates location data from users' mobile apps usage. When a geographic polygon or radius is drawn in Placer.ai's platform, a mobile user who spends more than 2 minutes within that point of interest (POI) is counted as one activity or movement. This is aggregated into visitation trends and demographic trends when there are enough counts to meet a privacy threshold. [Learn more about Placer.ai's privacy compliance here.](#)

Placer.ai overlays its trade area analytics datasets from a large [marketplace of data partners](#). From this, they can create insights based on national and statewide benchmarks about consumer information, demographics, work and lifestyles, and online activity.

DGRI Use

By drawing geographic polygons of various sizes, DGRI delineates areas of study for visit trends and trade areas. These polygons have included DGRI boundaries (DDA, DID, MNTIFA - as seen below), neighborhoods, business associations, parks, or general areas where events have been held.



DGRI has access to data ranging back to January 2017 and up through the present day (with a three-day reporting lag).

Restrictions

- Schools are not hospitals included in data collection for privacy reasons.

Deeper Dive: Estimating Employee and Resident Numbers

Placer.ai uses an algorithm to separate visitor counts, employee counts and resident counts, which essentially examines patterns in length of stay. For example, users that spend approximately 8 hours a day in a specific location on a regular basis are often counted as employees. Users that spend their nights in one location on a regular basis are often counted as residents.

Due to these algorithmic constraints and the fact that we can assume both employees and residents are “return users,” we can estimate the number of average employees and residents per month.

- Employees: $[\text{Number of Employee Counts}]/[\text{Number of Business Days}] = \text{Estimate Number of Employees}$
- Visitors: $[\text{Number of Employee Counts}]/[\text{Number of Days}] = \text{Estimate Number of Visitors}$

Resources

Placer.ai hosts a toolbox full of free tools, called [The Square](#). Among other trackers, you can check out the [COVID-19 Recovery Dashboard](#) (enter Downtown Grand Rapids Inc under the BID filter) for insights revolving around the pandemic recovery.

Placer.ai also has a [library](#) full of white papers, research papers, and access to very frequent webinars.