# Movement Data - Advanced Reports

ActiveXchange continues to seek out, acquire, configure and validate (using a wide network of ground truths) the most accurate, relevant and consistent data for the recreation sector. To supplement our Movement Data module, Advanced Movement Reports uses similar technology (privacy forward GPS from millions of phones every day) to provide a detailed analysis of specific sites, anywhere in the UK, with information on the profile of usage and users, helping organisations better monitor, report and plan ahead.
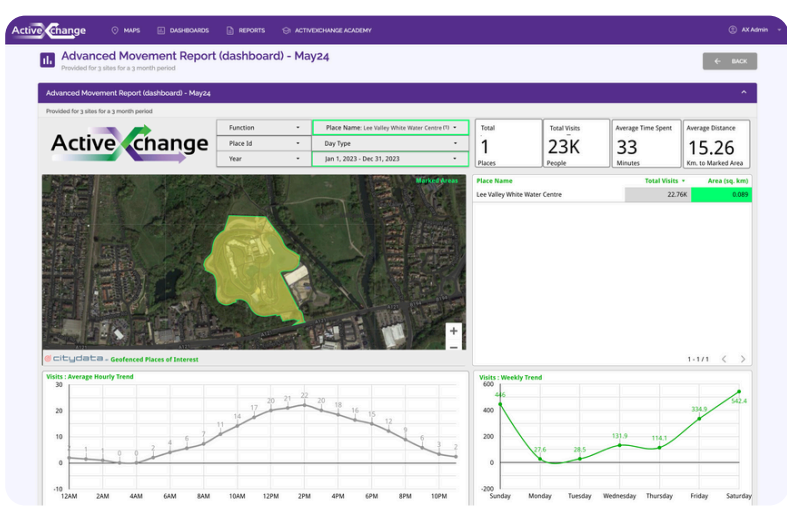
Know where, when & why your community comes together **+ WHO**
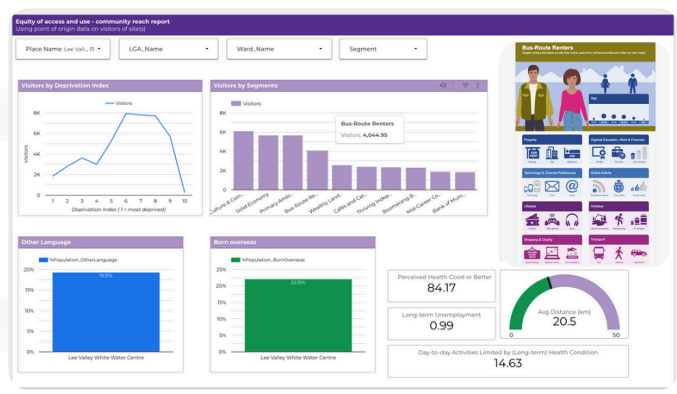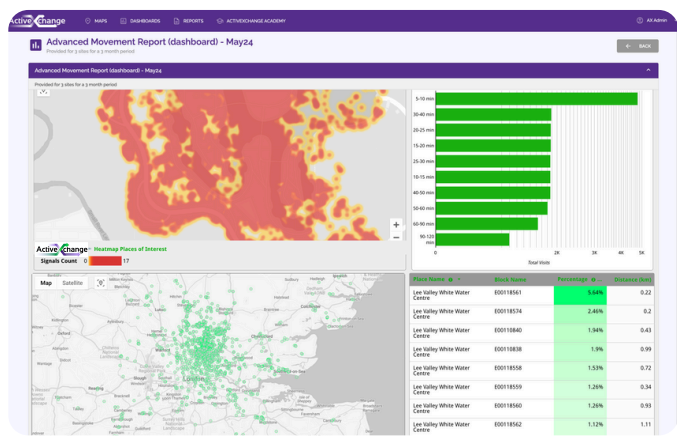
Select **any size or shape of site** (from within your ActiveXchange account) or provide existing shape files.

Point of origin (home) location of site users, which enables the appending of additional **demographic, socio-economic (EDI) and market segmentation profiling** information, relevant for equity of use analysis as well as commercial partnerships

Specific time and day analysis to understand the reach and impact of events.

Dwell time within different areas of the site, relevant for site design and management.

Sector benchmarks and trends with similar types of sites and communities, to better understand priorities and areas for improvement.

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Advaned Movement provides point of origin (home) location of visitors to any facility, place or space. Using this information ActiveXchange appends a wide range of additional datasets to understand who these people are. The aim is to unlock commercial and social value for the sector by informing and facilitating connections with the most relevant brands and sponsors as well as funding partners.

BOLT-ON MODULE DASHBOARDS

PartnerMatch Movement

ActiveXchange partners with Experian and uses their Mosaic market segmentation data. This places each tracked site visitor into a consumer household segment (persona). Behind each segment are a further 1,000+ **lifestyle and consumer behavioural metrics**. This provides insights on:

- Which types of people (segments) could a sponsor brand/advertiser reach more efficiently at your site(s), compared to other sites and the general population.
- Which specific brands/brand categories do visitors align with.

For advertising agencies and brands this helps discover where and when to most efficiently reach your target audience(s), and the most relevant site partners.

Community Reach (EDI)

ActiveXchange appends publicly available, as well as paid-for data, to each visitor data point to understand how effectively your site(s) are at attracting visitors from priority communities. This includes **socio-economic and demographic** metrics such as:

- Deprivation
- Household income
- Health
- Employment
- Education
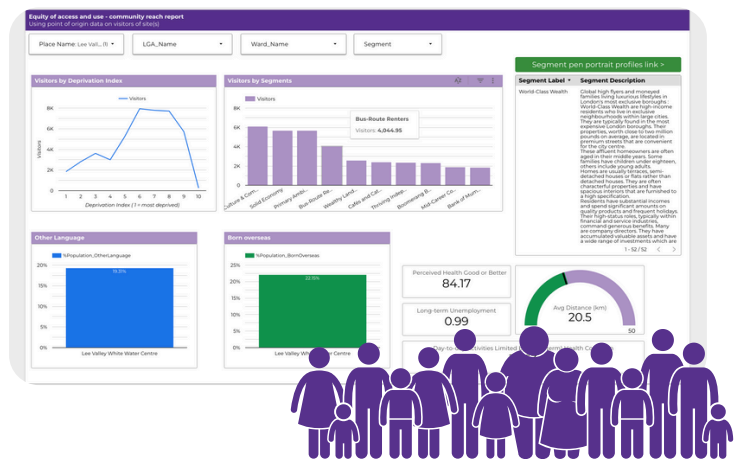
This data can be tracked as trends and also used for benchmarking with similar sites.