Descifra Uses SafeGraph Data to Help Companies Leverage the Power of Geolocation

THE COMPANY

THE PROBLEM
How to give companies access to powerful location-based insights

THE SOLUTION
SafeGraph Places

THE FUTURE
Deepening the connection between mobility and places
THE PROBLEM

How to give companies access to powerful location-based insights

Descifra’s highly intuitive map-based platform makes it easy for anyone—even data science novices—to access and glean powerful, real-time location-based insights for understanding the competitive landscape surrounding virtually any location.

Whether customers use that intelligence to conduct trade area analysis or retail site selection, identify wifi coverage (or the lack thereof), determine product assortment for a local audience, or myriad use cases imaginable, Descifra needs the most accurate and up-to-date mobility and POI data to make this all possible. In other words, without having high-quality data to work with, the platform’s algorithms simply couldn’t build the predictive models that put actionable insights into their customers’ hands.

THE PROBLEM-SOLVER

Descifra

Descifra’s mission is to “create and implement products and services that make it possible for any company—of any size—to access actionable, up-to-date data insights, develop powerful business strategies based on real-time information, and make more informed business decisions” that minimize costs, reduce risk, generate audience growth, and boost brand visibility. Through its SaaS-based platform, which uses machine learning to create meaningful value out of data from both the physical and digital worlds, the company prides itself on its unique ability to deliver in-depth market intelligence that empowers its customers to drive real results.

THE SOLUTION

SafeGraph Places

“The datasets we used prior to SafeGraph just weren’t accurate or complete,” explained Rodrigo Sarmiento Pérez, Co-Founder and Chief Data Scientist at Descifra. “We wanted to work with a partner that was the best at what they do—and the quality of SafeGraph data is amazing!”

While Descifra already had quality mobility data at its fingertips, thanks to another SafeGraph partner, rounding out its offering simply wasn’t possible without POI data in hand. Fortunately, SafeGraph Places data offered a solution to fill this critical need.

“The documentation and transparency around what makes up SafeGraph’s datasets are what really stood out to us,” continued Sarmiento Perez. “Not to mention, it was clear that there was a lot of commitment on SafeGraph’s side to make this partnership work.”
THE FUTURE

Deepening the connection between mobility and places

As the team at Descifra looks towards the future, they are already thinking about how to help their customers get even more value out of their platform by combining foot traffic and POI data in unique and innovative ways. “We really want to be able to identify, with precision, how people move about their local area in a variety of different scenarios,” explained Sarmiento Peréz. “There’s a lot of untapped creativity here that we’re excited to uncover and bring to the market for the very first time.”

“Thanks to SafeGraph data, our platform can help companies leverage the power of geolocation to make business decisions with real impact.”

Rodrigo Sarmiento Peréz, Co-Founder and Chief Data Scientist at Descifra

Although the team wasn’t quite ready to share what this data-driven future looks like for them, they have promised that it will unlock a number of new opportunities for businesses to make better decisions based on local market insights. Until then, what’s pretty clear is that none of what Descifra does today—as well as what they plan to do in the future—could be possible without having the right data to work with.

Ready to see what SafeGraph’s POI data can do for your team?

View the data schema or contact sales for more information.