# THE SITO INSTITUTE

**Bruce Rogers,**
Founding Managing Director of the SITO Institute

**OUR MISSION:**

To illuminate and to better educate marketers on the power of mobile location data as a foundational signal for marketing effectiveness and consumer intelligence. The Institute will bring to light location science best-practices and help set the agenda for the capability requirements of the modern marketing organization.

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FOR CONSUMER BEHAVIOR & LOCATION SCIENCES

# OUR LEADERSHIP COUNCIL

World-leading marketers, data scientists and academics at the forefront of the location data intelligence revolution.



**Susan Avarde**
Co-founder, Brandometry
Former Head of Global Brand, Citi



**Maryam Banikarim**
Former CMO, Hyatt



**Edgar Baum**
CEO and Chief Brand Economist, Strata Insights



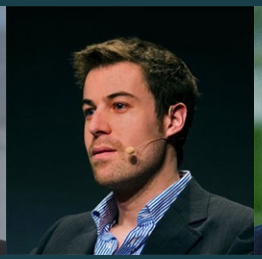
**Prof. Martin Block**
Medill's Integrated Marketing Communications Program



**Jon Bond**
Ad Agency Legend



**Michelle Bottomly**
CMO, New York Life



**Yves-Alexandre de Montjoye**
Lecturer (eq.Asst.Prof) at Imperial College London



**Stephen Diorio**
Director, Forbes Marketing Accountability Initiative



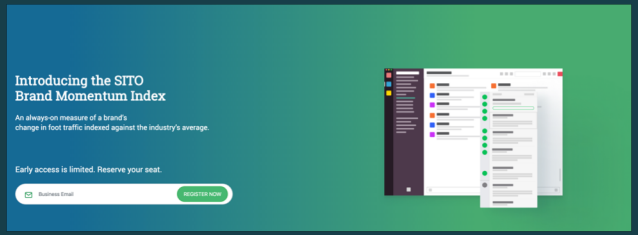
**Rick Ducey**
Managing Director, BIA Advisory Services

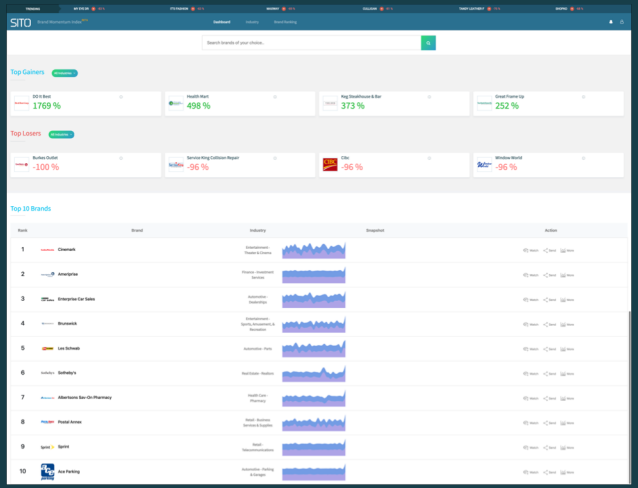


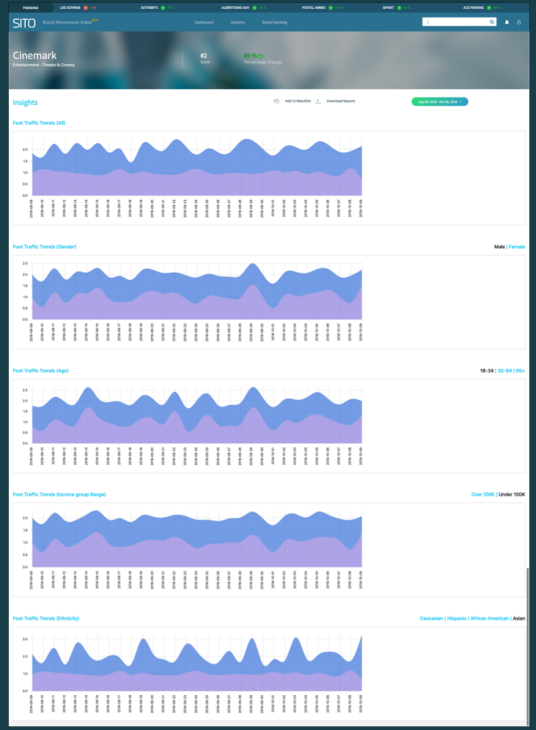
**David Edelman**
CMO, Aetna

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# BRAND MOMENTUM INDEX

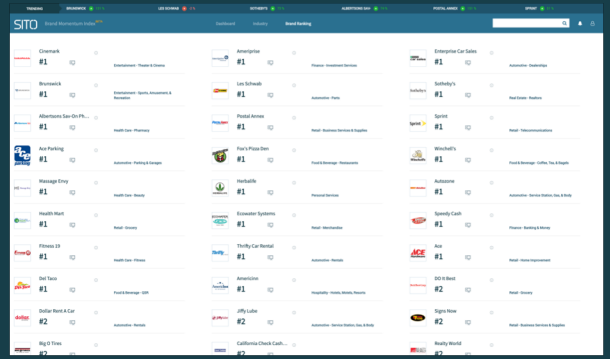









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# WALMART + OSCARS 2019

Store Foot Traffic



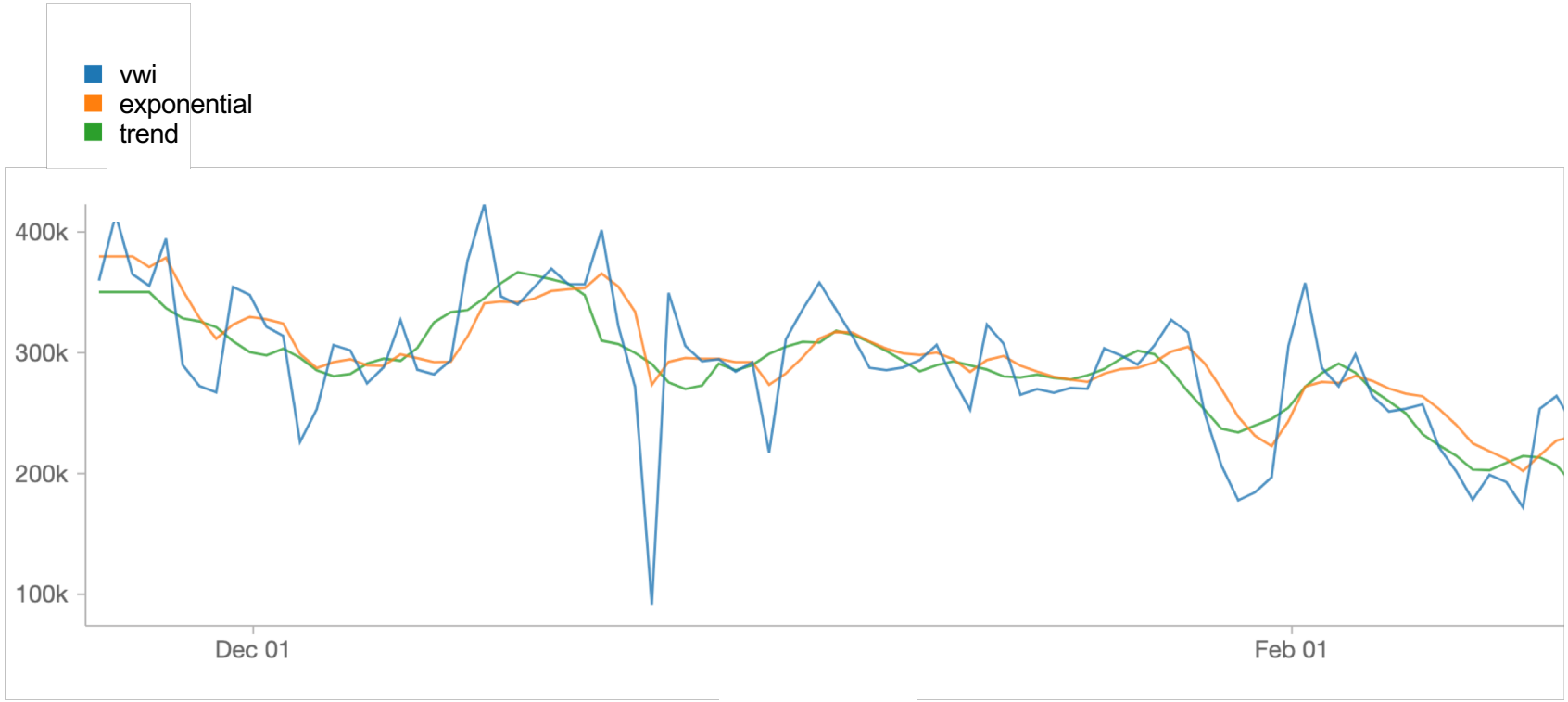

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# Store Foot Traffic, Weighted Moving Average, and Trend Nationwide




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# Store Foot Traffic across the state of California

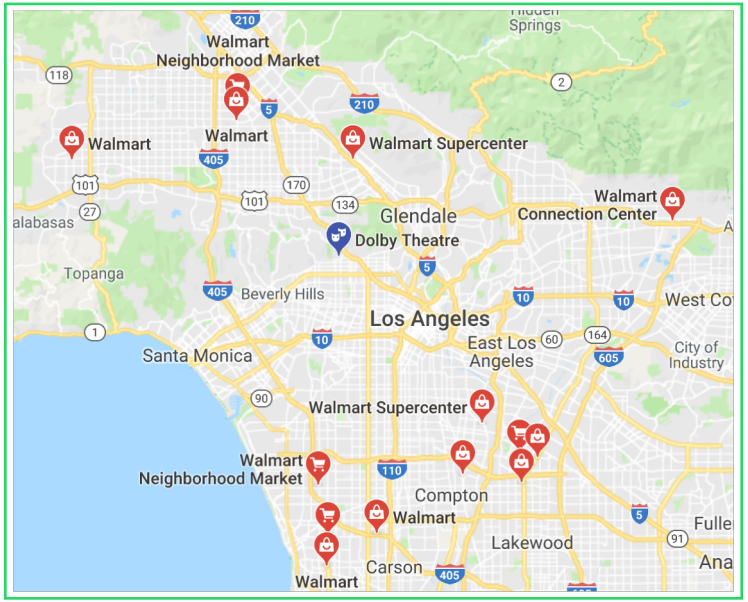



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# Store Foot Traffic after The Oscars

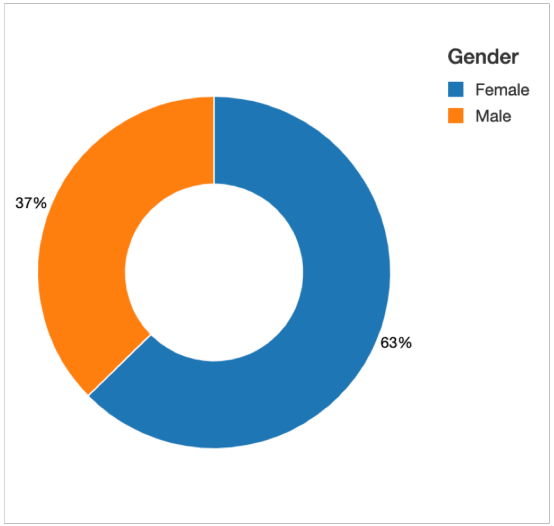
Measuring increase in foot traffic we are look 8 areas in Los Angeles, surrounding the venue of the event, Dolby Theater:

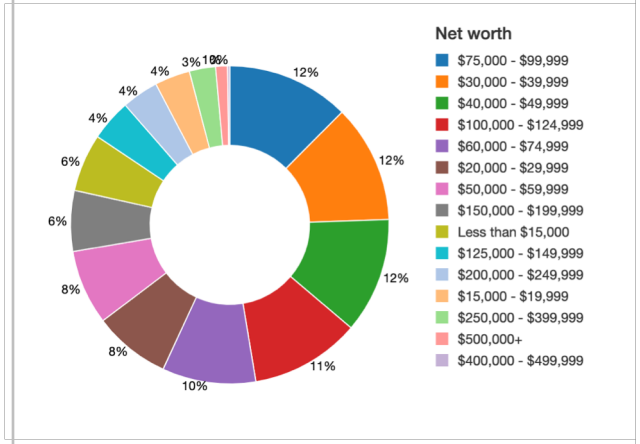
- Torrance
- Burbank
- Compton
- Panorama City
- South Gate
- Porter Ranch
- West Hills

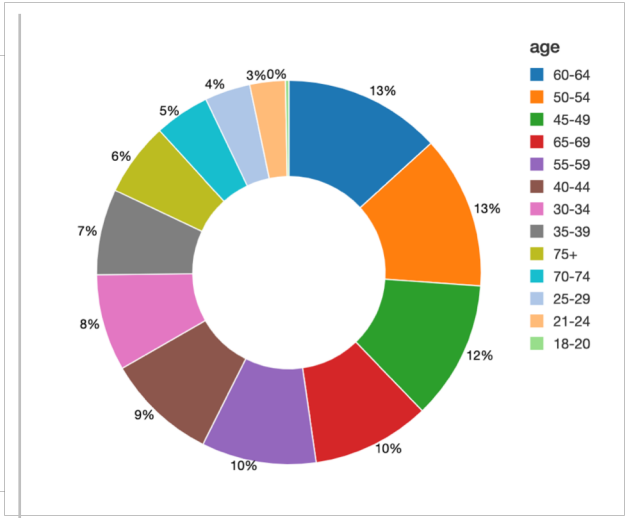



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# Demographics

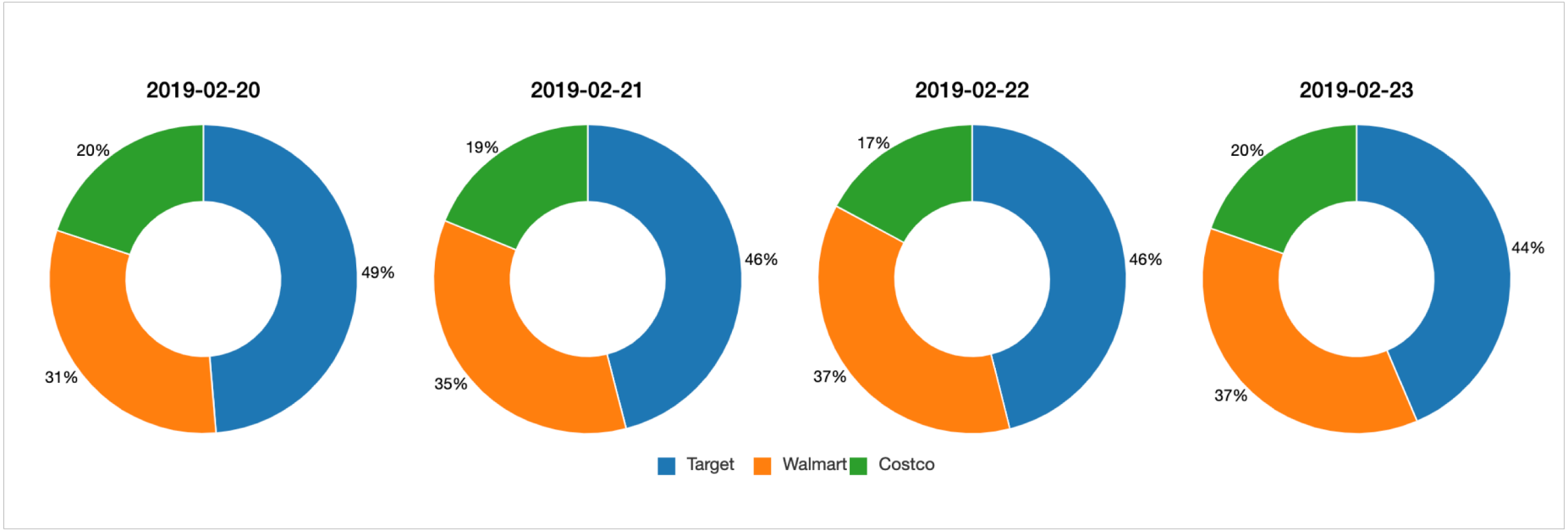


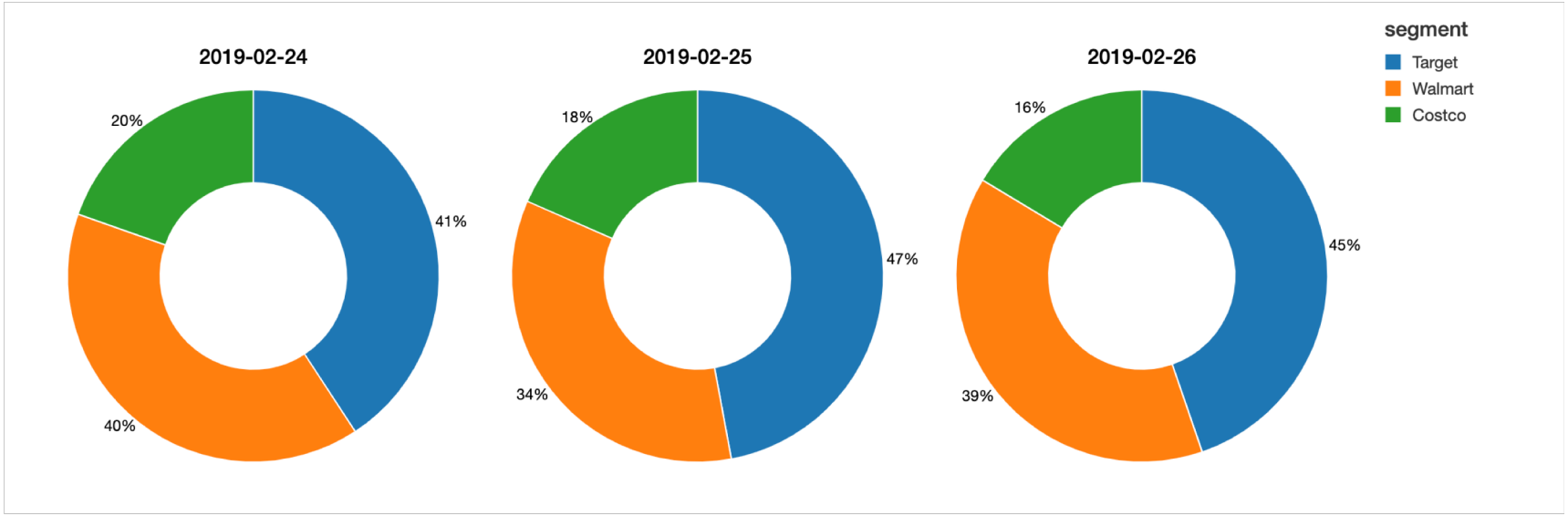

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# Shoppers Prior to the Event

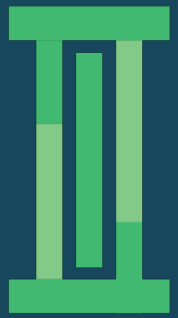



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# Shoppers Following the Event




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