

MOBILE LOCATION SOURCES

3 SOURCES COMBINED PROVIDE
THE GREATEST ACCURACY

1 GPS DATA



Apps/Wearables/IoT
High Accuracy/Medium Density



SATELLITE

2

WIFI OR BEACON DATA



Wifi and/or Beacons
High Accuracy/Low Density



PUBLIC WIFI

3

CARRIER DATA OR IP ADDRESS



Telco Operators
Low Accuracy/High Density



CELL TOWER