SignPost

Welcome to SignPost, your ultimate solution for mobile analytics and insights. We specialize in providing detailed data on visitor behaviour for events, venues, retail spaces, and more. Our analytics tools help you understand your audience better, optimize your operations, and maximize the impact of your marketing and sponsorship efforts.

Our Services

Discover tailored solutions and expert support with our wide range of services spanning multiple industries.

Festivals & Events

- Flexibility for festivals and events of all sizes
- Attendee tracking details like origin, traffic, and dwell time
- Creation of sub-zones for specific activities and sponsor tracking
- Data utilization for sponsorship sales, ROI, and reporting
- Audience data for digital and social advertising campaigns

Properties & Venues

- Provide sponsors with data
- Understand audience:
  - Dwell time
  - Length of attendance
  - Repeat visitors
  - FSA data
- Collect audience data for digital and social ad campaigns

Municipalities

- Track audience movement, identify demographics, and use data for sponsorship sales and advertising campaigns.

Retail

- Understand visitor traffic, track dwell time, visitor flow, data back to FSA, visitor demographics, and audience data for advertising campaigns.

Brand Activiations

- Track visitor count, dwell time, FSA & audience data, and follow-on traffic to brick-and-mortar locations.

Tourism

- Track visitor data, dwell times, and origins
- Monitor visitor traffic flows
- Gather visitor demographics
- Obtain audience data for advertising
- Validate marketing effectiveness

Real-Time Marketing

- Create actionable audiences for real-time advertising, for both inclusion and exclusion targeting, including geo-fencing locations up to a year back.

Contact Us

Brian Wylie
bwylie@sponsorcircle.com
226-268-2101

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