

# Placecast Profiles

Per-place visit profiles and audience composition.

250

ROWS

SAMPLE SIZE

US

SCOPE

GEOGRAPHY

2026-Q1

VINTAGE

DATA VINTAGE

Monthly

CADENCE

REFRESH

## SCHEMA PREVIEW

First five rows. *Production schema, synthetic values.*

PLACE_ID	NAME	CATEGORY	STATE	VISITS_30D	UNIQUE_VISITORS_30D
plc_d4e5s6a1...	Highline Aut...	auto_dealer	TX	769	624
plc_als2r3d4...	Beacon Hills...	shopping_cen...	NY	16293	11975
plc_c3hje5f6...	Stadium Plaza	stadium	IL	30924	24098
plc_o5f6alb2...	Sunset Bistro	restaurant	FL	4252	2227
plc_akb2cndc...	Beacon Hills...	shopping_cen...	NY	14880	9859

FORMAT: CSV · ROWS IN DOWNLOAD: 250 · FIELDS: 9

## METHODOLOGY

How *Placecast Profiles* is built.

Placecast Profiles attaches visit, dwell, and audience-composition metrics to every place in the catalog. Visits are derived from a panel-anchored mobility model with a per-place hierarchical prior.

→ Full methodology at </docs/motionworks-methods/methods-placecast/methods-placecast-profiles/>

## VALIDATION

How *we audit it*.

Out-of-panel ground-truth comparison shows visit-count error within  $\pm 6.8\%$  at the place-month grain for places with more than 500 monthly visits.

→ Full validation report at </docs/placecast/placecast-profiles-validation/>

## PROVENANCE

SOURCE	Motionworks Placecast Profiles
MODEL VERSION	placecast-profiles-2026.1
VINTAGE	2026-Q1
CONFIDENCE	0.868
SAMPLE SIZE	250 rows
GENERATED	2026-05-16

## SAMPLE DISCLAIMER

Illustrative synthetic data. Not for production use. For production data, request a sandbox API key at [app2.mworks.com](https://app2.mworks.com).

## TRY IT FOR REAL

Get a sandbox API key at [app2.mworks.com](https://app2.mworks.com).

GET SANDBOX KEY →

