

Placecast Select

Curated place selections with profile-aligned attributes.

250

ROWS
SAMPLE SIZE

US

SCOPE
GEOGRAPHY

2026-Q1

VINTAGE
DATA VINTAGE

Monthly

CADENCE
REFRESH

SCHEMA PREVIEW

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

SELECTION_ID	PLACE_ID	AUDIENCE_SEGMENT	SELECTION_SCORE	VISITS_30D	MATCH_RATE
sel_dkg5f6a5b...	plc_24e5f6...	In-Market New Auto	0.63	785	0.45
sel_a152q3d4e...	plc_a1b283...	Active Affluent Su...	0.85	16947	0.35
sel_65f6a152c...	plc_e5ffa1...	Casual Dining Regu...	0.75	4098	0.45
sel_d4ea36s1d...	plc_d0e5f6...	In-Market New Auto	0.74	890	0.51
sel_53dee5fea...	plc_13s7e5...	Game-Day Households	0.99	26751	0.67

FORMAT: CSV · ROWS IN DOWNLOAD: 250 · FIELDS: 7

METHODOLOGY

How *Placecast Select* is built.

Placecast Select ranks every catalog place against an audience definition. The selection score is a calibrated probability that a typical visit at the place comes from a member of the requested cohort.

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

VALIDATION

How *we audit it*.

Top-decile selection precision exceeds 0.78 across the standard audience taxonomy. Holdout panels confirm a 3.4x lift over a uniform-place baseline.

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

PROVENANCE

SOURCE Motionworks Placecast Select
 MODEL VERSION placecast-select-2026.1
 VINTAGE 2026-Q1
 CONFIDENCE 0.74
 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.

TRY IT FOR REAL

Get a sandbox API key at app2.mworks.com.

GET SANDBOX KEY →

