Signal Engine

Transform first-party mobility data into confidence-scored visitation intelligence—privately and at scale—within your cloud, eliminating third-party exposure.

Your Data. Your Cloud. Your Rules

Signal Engine is a privacy-first, visit intelligence engine for organizations that want control over their location data. It processes your timestamped mobility signals into structured, confidence-scored visit records using Precisely's spatial analytics and location datasets—behind your firewall. No data sharing. No black boxes. Just accurate outputs for segmentation, attribution, and behavioral analysis.

Signal Engine is built to evolve alongside your data strategy while maintaining the security and transparency required by modern compliance standards.

How Signal Engine Works

Signal Engine transforms first-party mobility data into confidence-scored visitation intelligence—privately and at scale—within your cloud, eliminating third-party exposure.

- All processes take place within your infrastructure
- Accurately identify visits and score them for transparency and quality
- Turn your signals into context-rich outputs ready to be activated
- Retain control of your data and how it is used

Signal Engine runs your data through a four-stage processing pipeline:

1. **Compress** – Remove redundant signals while preserving accuracy (needs new icon)
2. **Filter** – Eliminate GPS drift, anomalies, and unrealistic movement
3. **Group** – Cluster events into visits using spatiotemporal logic (cluster Icon)
4. **Score** – Assigns a confidence level using POI proximity, parcel data, and more

The result: Clean, structured visitation data you can activate instantly—without moving it outside your firewall.

TURN YOUR LOCATION DATA INTO A COMPETITIVE ADVANTAGE

Retail Media
Build high-confidence visitation audiences using your own location data, no shared IDs or external signals required.

Streaming & Media
Construct your own audiences and manage your own measurement.

QSR & Delivery
Attribute drive-thru or pickup behavior using your own first-party location signals.

Closed-Loop Attribution
Prove media lift using internal data, processed entirely within your environment.

Privacy-Aligned Segmentation
Strengthen CDPs and analytics workflows with your location data while retaining complete control over signal granularity.

Ready to Activate Your Location Signals?
Your most valuable signal already exists in your location data. Signal Engine unlocks it securely and at scale.

Get started: iq-sales@precisely.com