

ERAD LeadGen®

Turn Location Data
into Investigative Leads.

Identify, prioritize, compare and track deidentified devices to help investigators find potential witnesses, persons of interest and new investigative leads.

ERAD LeadGen uses commercially available, opt-in mobile app data to surface deidentified devices near a location and time of interest.



Deidentified.
Anonymous.
Defensible.
Investigator
Focused.

POWERFUL CAPABILITIES. REAL INVESTIGATIVE VALUE.



Identify Devices

Search a location and time window to identify deidentified devices observed in the area.



Rank & Prioritize

Devices are ranked based on presence across multiple areas, event dates, event windows, and surrounding time periods.



Compare Locations

See which devices appear across multiple crime scenes or areas to focus on the most relevant leads.



Device Tracker

Analyze a device across multiple time "buckets" to understand movement and recurring patterns over time.



ISP Intelligence

View available ISP/network information associated with device observations to support further follow-up.



Case & Area Management

Organize cases and areas, customize search radius, save searches and export detailed reports.

1 Find Devices Near an Event

Identify and prioritize leads in minutes.

- ✓ Search a defined area or multiple addresses with a custom radius and time window.
- ✓ See devices detected in and around the area of interest.
- ✓ Results include detection types, nearest date/time, days in area and ISP information.
- ✓ Quickly launch Device Tracker to analyze a device over time.



Focus on the most relevant leads and spend less time searching.

LeadGen Results

Burglary

LEAD-33

COMPLETE

UPDATED

07-29-2026



Edit Name



Edit Locations



All

Columbia SC

90

Devices

1104 Gist St, Columbia, SC 29201, USA

2026-04-04 20:00:00 Event Date/Time

33.996621, -81.047356 38m

West Columbia

123

Devices

14 Grey Heron Ct, West Columbia, SC 29169, USA

2026-04-05 18:20:00 Event Date/Time

34.020567, -81.100080 100m



Devices Found - All Areas

Search name, registration, device ID...

Detection Types

Clear Filters

ISP Report

Device Tracker

RANK	DEVICE NAME	AREA	DETECTION TYPES	NEAREST DATETIME	DAYS IN AREA	ISP INFO	DEVICE TRACKER
1	ELEPHANT HEART TIME	Columbia SC	In Multiple Areas + Outside Event Window	2026-03-28 19:53:57	11	Yes	
2	FLAME RAIN WIND	Columbia SC	In Multiple Areas + On Event Date + Inside Window + Outside Event Window	2026-04-04 19:22:25	2	Yes	

2 Device Tracker - Follow Activity Over Time

See where a device has been observed and identify the locations that matter.

- ✓ Adjust the timeline and review up to 120 time buckets.
- ✓ View the number of locations observed.
- ✓ Identify and provide address locations associated with device observations.
- ✓ Identify top locations, usage, active days, and number of observations.
- ✓ Visualize locations across the map and timeline.
- ✓ Export detailed results for investigative follow-up.



Historical analysis of device observations. Not live GPS tracking.

Device Rundown Results

FLAME RAIN WIND

COMPLETE

Around Event

Locations

20

Event Date

04/16/2026

Case Test

Registration ID e7700cd9-af99-49ae-656e-dff6b42fde11



View Original LeadGen



Request New Device Tracker

ALL RUNDOWNS (10)

04/16/2026, 07:22 AM 30 20

Around event Buckets Locations

Search 05/05/2025 - 05/19/2026

Created 05/10/2026, 10:37 AM

COMPLETE

View Enhanced Dev Tracker

04/02/2026, 07:22 AM 30 18

Around event Buckets Locations

Search 03/01/2026 - 04/01/2026

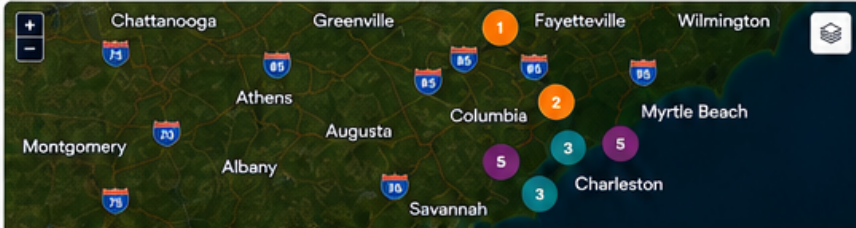
Created 04/01/2026, 02:04 PM

COMPLETE

View Enhanced Dev Tracker

03/10/2026, 11:15 AM 24 12

Buckets Locations



Locations Found (20)

RANK	ADDRESS (PROVIDED)	USAGE	DAYS ACTIVE	HOURS ACTIVE	GEOS	COORDINATES
1	14 Grey Heron Ct, West Columbia, SC 29169 BUCKET 04/01/2026, 07:22 AM - 04/02/2026, 07:22 AM	45.2%	14	24	112	34.020500, -81.100800
2	14 Grey Heron Ct, West Columbia, SC 29169 BUCKET 04/02/2026, 07:22 AM - 04/03/2026, 07:22 AM	47.6%	14	24	61	34.020500, -81.110700
3	1600 State St, Cayce, South Carolina 29033-4022 BUCKET 04/03/2026, 11:22 AM - 04/04/2026, 11:22 AM	1.2%	14	24	8	33.979200, -81.054800

... and 17 more locations

BUILT FOR LAW ENFORCEMENT.
BACKED BY EXPERIENCE.

ERAD LeadGen is used by hundreds of agencies to help solve crimes, build stronger cases and protect communities.



Deidentified
No personal
information.



Legally Defensible
Opt-in data from
commercial sources.



Secure & Private
Enterprise-grade security
protects your data.



Save Time
Powerful tools that
simplify investigations.



Better Outcomes
Generate more leads
and solve more cases.