Equidistribution results play an important role in dynamical systems and their applications in number theory. Often in such applications it is desirable for equidistribution to be effective (i.e. the rate of convergence is known). In this talk I will discuss some of the history of effective equidistribution results in homogeneous dynamics and give an effective result for horospherical flows on the space of lattices. I will then describe an application to studying the distribution of almost-prime times in horospherical orbits and discuss connections of this work to Sarnak’s Möbius disjointness conjecture.