**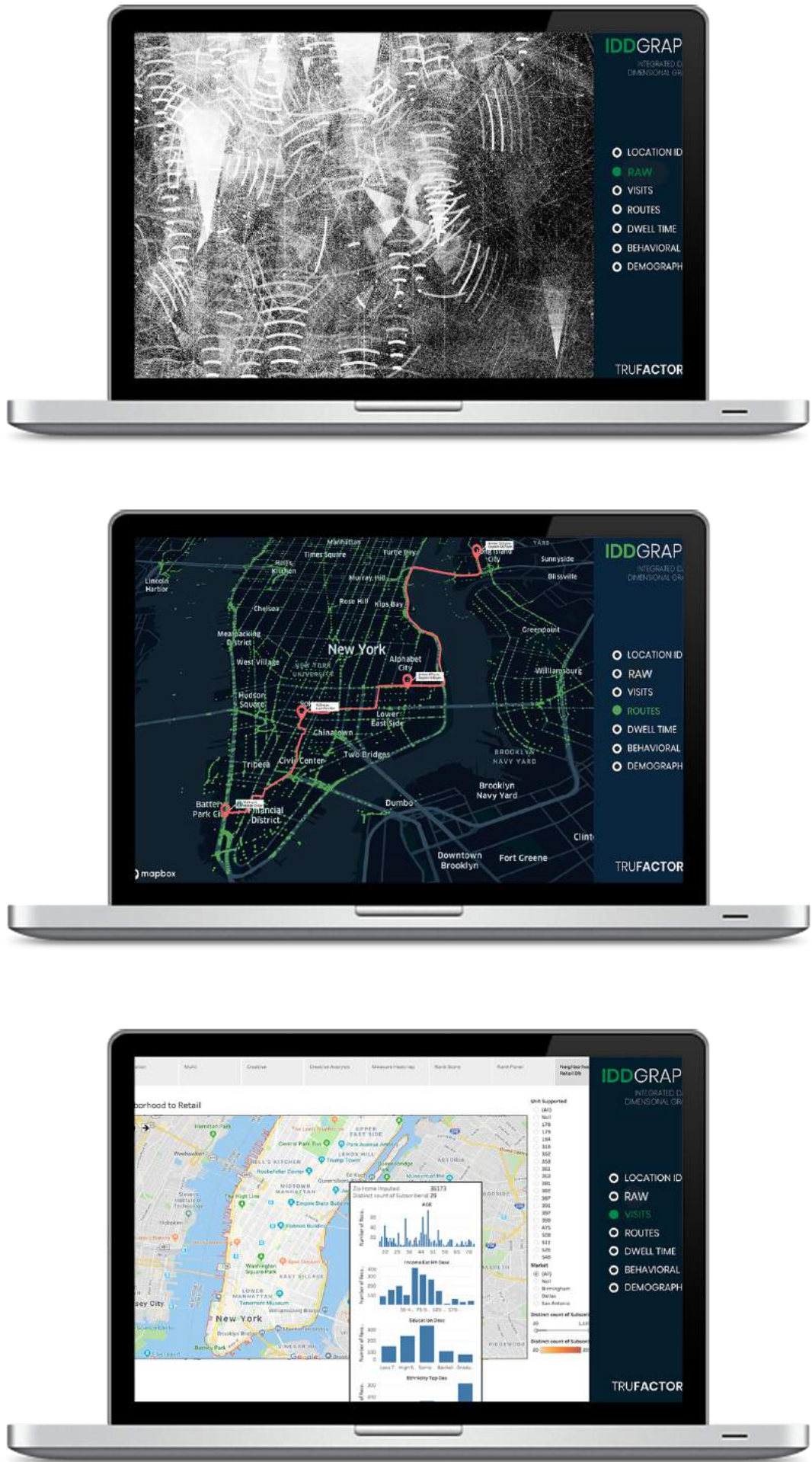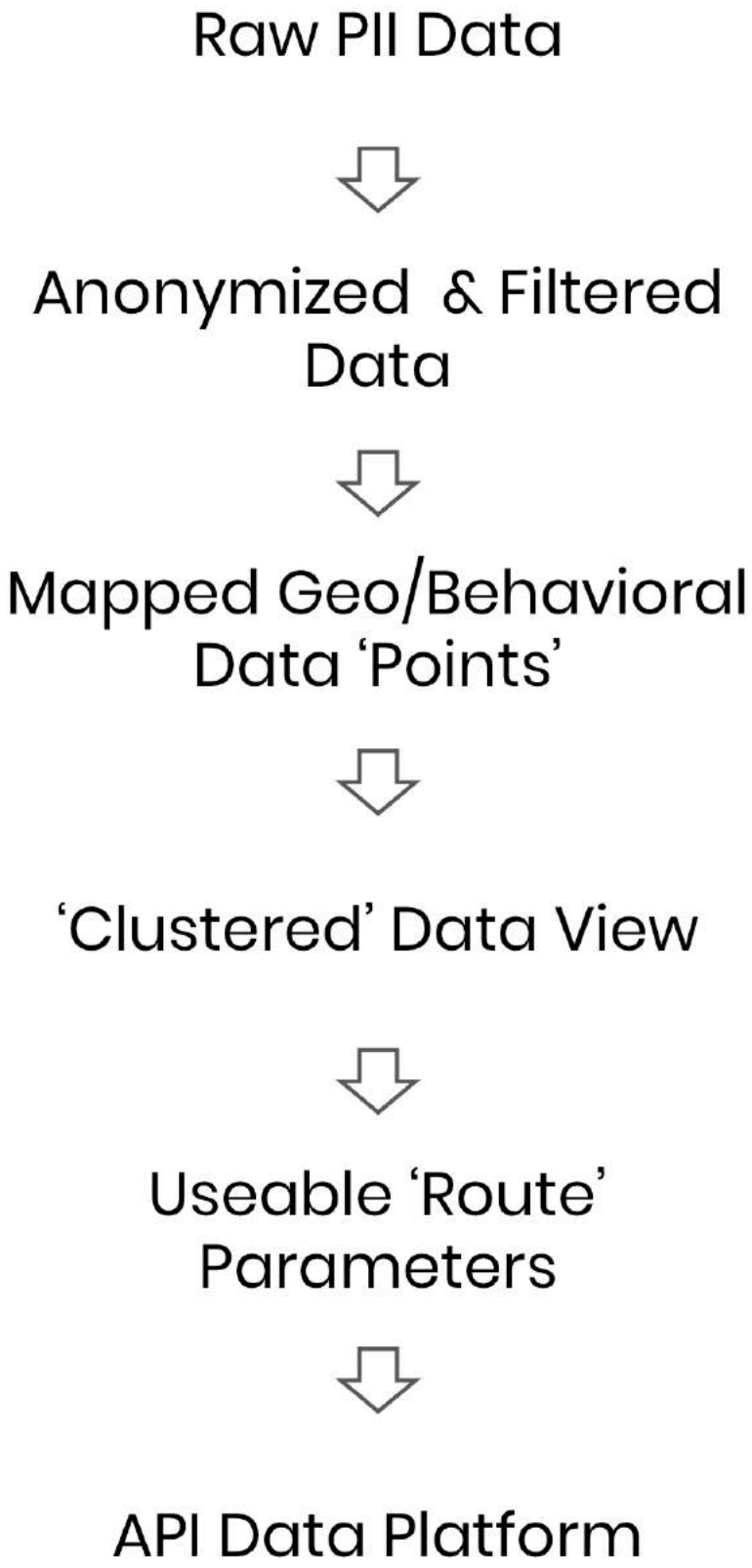Our vision is to empower data scientists & developers to leverage unique consumer intelligence safely, securely and seamlessly**

PLATFORM FOR INGESTION, MONETIZATION
& ACCESSIBILITY

INMOBI

Raw PII Data

⇩

Anonymized & Filtered
Data

⇩

Mapped Geo/Behavioral
Data 'Points'

⇩

'Clustered' Data View

⇩

Useable 'Route'
Parameters

⇩

API Data Platform

**Data Ingestion, Anonymization and Filtering**
Anonymization playbook, allowing for the most
secure data to be utilized, by the highest
regulatory standards

**80 TB Ingested Daily**

**Transforming Raw Data into 'Routes'**
Process for converting raw signal telemetry
data & mapping behavioral patterns into
behavioral based mobility routes

**600-700 Data Points per user per day**

**Making secure data available to the globe**
Utilizing an API Based B2D approach, data
assets available at scale to thousands of
enterprises looking to transform this business

**32M Users Daily**

TRUFACTOR

INMOBI

Home Location
Travel Behavior
Carrier Location Signals
Points of Interest
Work Location

Apps Owned
Browsing History
Frequency
App Usage
Websites Visited

**Enabling TruFactor to become an extremely unique "*phygital*" consumer graph – bridging the physical and digital world of consumers in real time**

## PHYSICAL

80%+ of all purchases still happen offline

Consumer experiences becoming more integrated across offline and online

## DIGITAL

An average user spends 4-5 hrs on mobile daily

Global smartphone user base of 3-3.5 Bn by 2020

TRUFACTOR

# PHYGITAL DATA

INMOBI

**2 Billion Route Miles**
mapped every day

**DIGITAL**
App Ownership
Mobile Browsing History
Frequency of Engagement
Websites Visited
App Usage
Time-In Property

**PHYSICAL BEHAVIOR**
Home & Work Location
Path of Travel
Route Patterns
Dwell Times
Points of Interest
Visited Locations

**Over 10 Hours**
of activity per individual per day

**19.2 Billion**
location IDs every day

**DEVICE INFORMATION**
SIM Carrier
Language
Handset Make & Model
New User
Contract Stage

**2.2 Billion**
web sessions a day

**VERIFIED DEMOGRAPHICS**
Gender & Age
City, State, ZIP
Income
Ethnicity
Marital Status
Presence of Children
Occupation Type
Education Level
Home Ownership

**200 Million**
North American
consumers

**SOCIAL DATA**
Listening & Sentiment
Conversation Volume
Image Analysis
Themes & Interests
Trends

TRUFACTOR

PHYGITAL
**PLATFORM**
*Intelligence as a Service*

○ LOCATION ID
● RAW
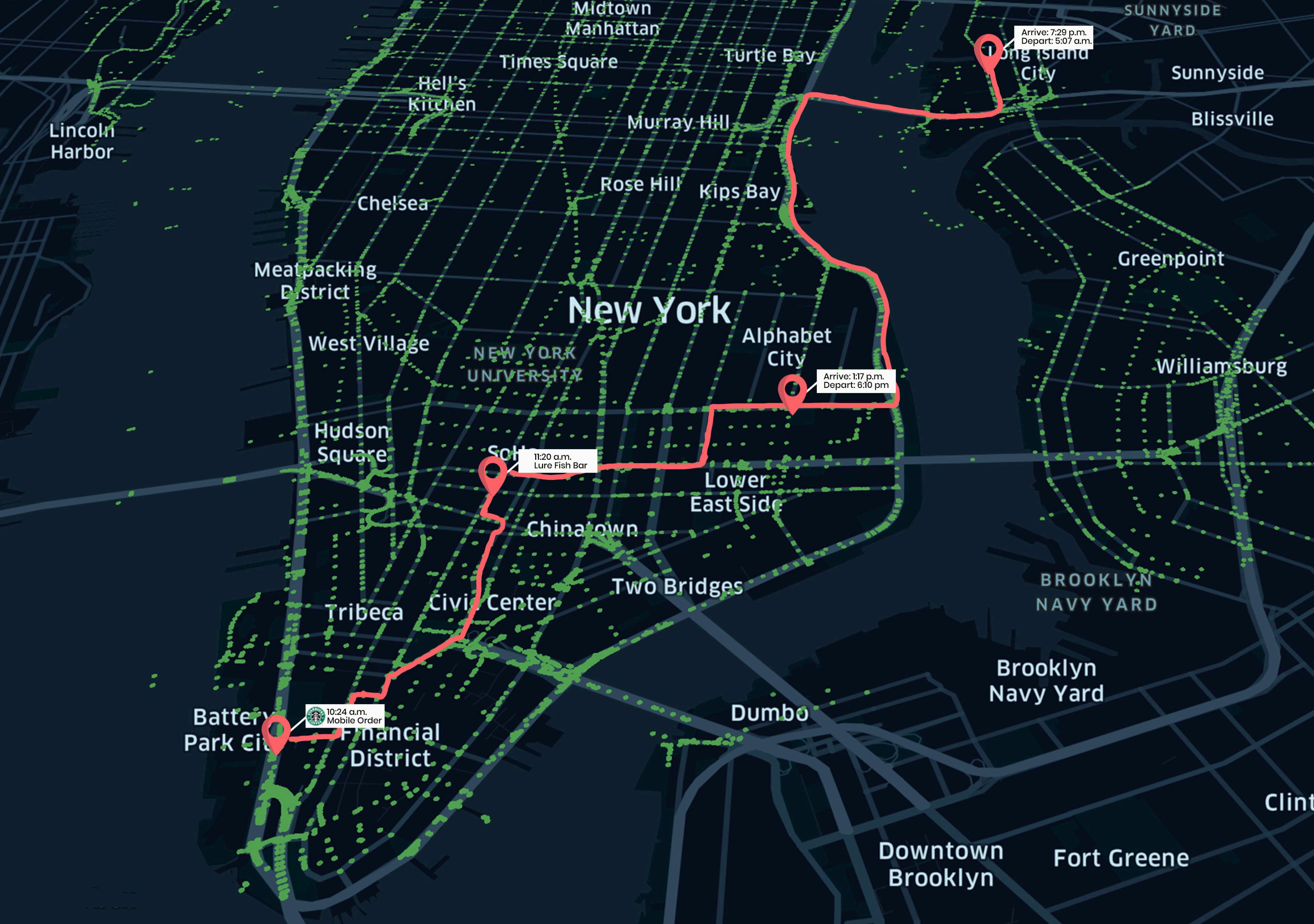○ VISITS
○ ROUTES
○ DWELL TIME
○ BEHAVIORAL
○ DEMOGRAPHIC

TRU**FACTOR**

PHYGITAL
PLATFORM
*Intelligence as a Service*

○ LOCATION ID
○ RAW
○ VISITS
● ROUTES
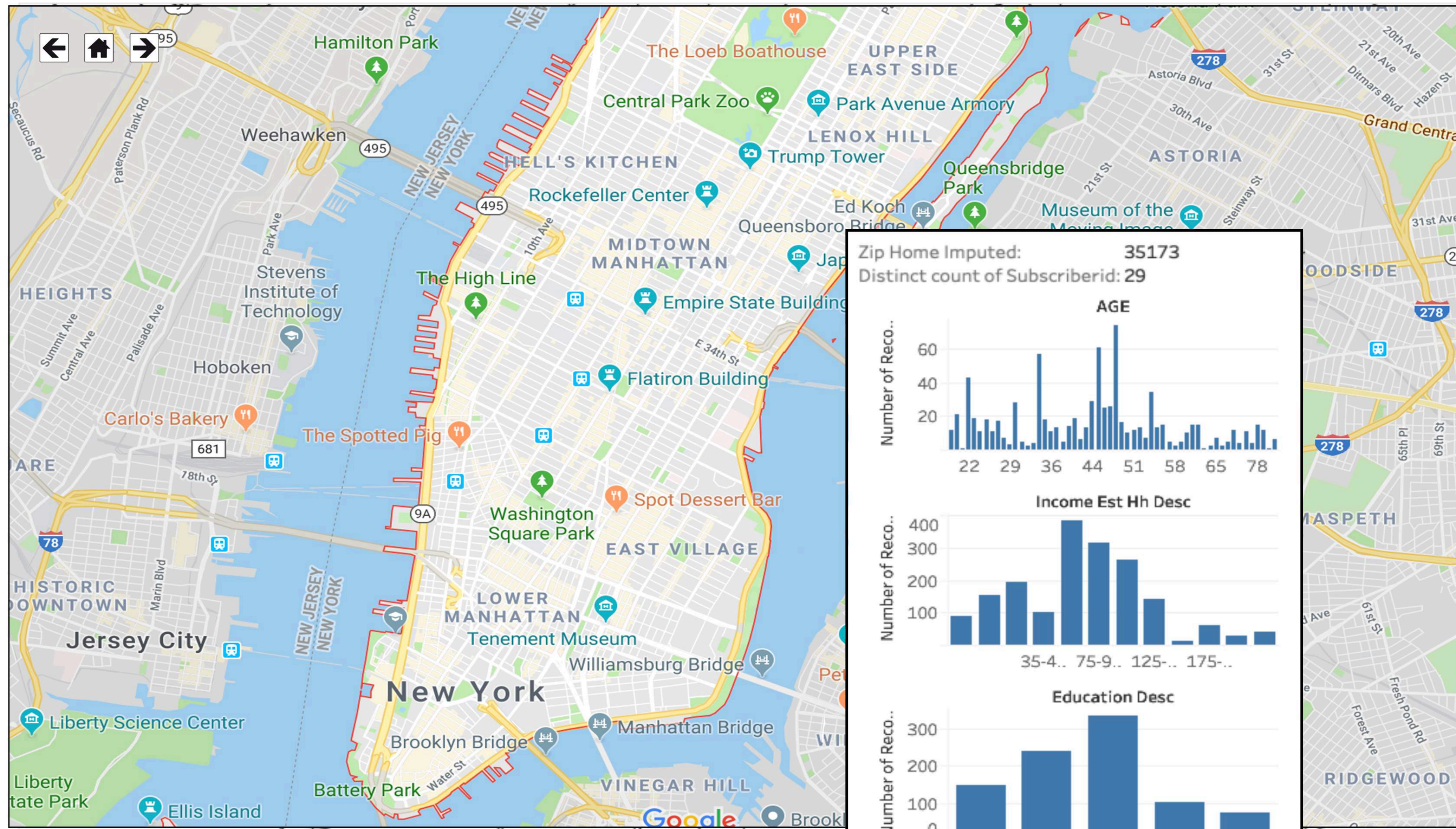○ DWELL TIME
○ BEHAVIORAL
○ DEMOGRAPHIC

TRUFACTOR

Arrive: 7:29 p.m.
Depart: 5:07 a.m.

Arrive: 1:17 p.m.
Depart: 6:10 pm

11:20 a.m.
Lure Fish Bar

10:24 a.m.
Mobile Order

# Neighborhood to Retail



Zip Home Imputed: 35173
Distinct count of Subscriberid: 29

**AGE**

**Income Est Hh Desc**

**Education Desc**

**Ethnicity Top Des**

**Unit Supported**
- (All)
- Null
- 178
- 179
- 184
- 318
- 352
- 353
- 361
- 363
- 381
- 382
- 387
- 391
- 397
- 398
- 475
- 508
- 511
- 526
- 548

**Market**
- (All)
- Null
- Birmingham
- Dallas
- San Antonio

Distinct count of Subscrib...
20          1,139

Distinct count of Subscrib...
20          226

**PHYGITAL**
**PLATFORM**
*Intelligence as a Service*

- LOCATION ID
- RAW
- VISITS
- ROUTES
- DWELL TIME
- BEHAVIORAL
- DEMOGRAPHIC

**TRUFACTOR**

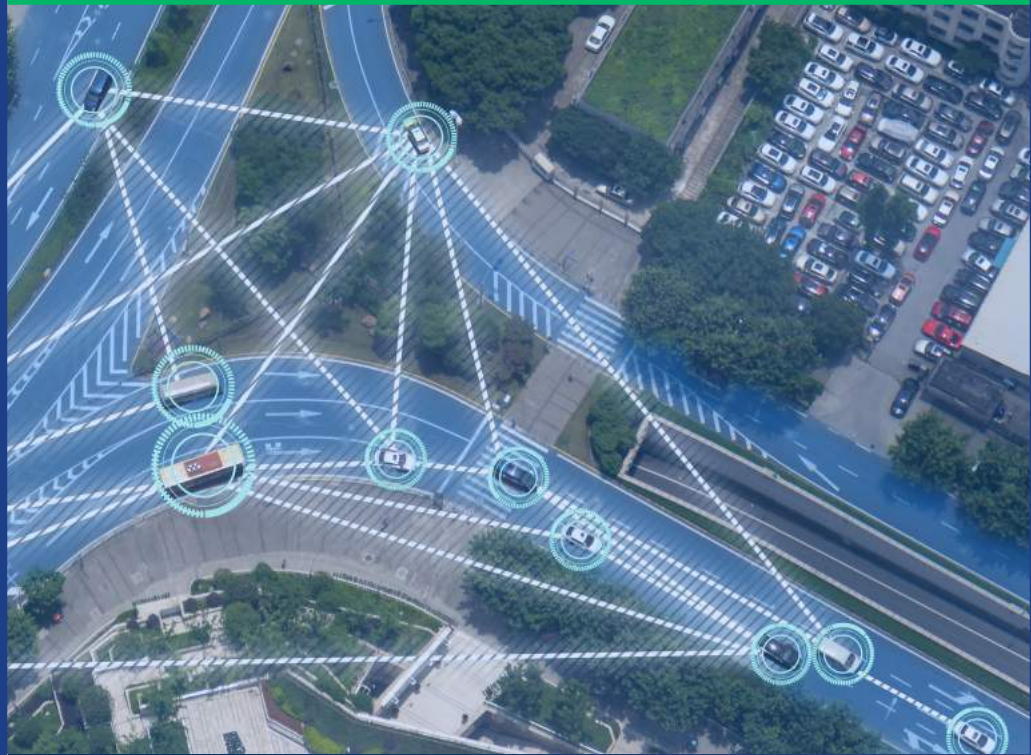# INDUSTRY-CHANGING USE CASES



## RETAIL

- Site selection for new locations
- Physical & digital journey mapping
- Market profiling

## GOVERNMENT

- Inform mobility infrastructure
- Prevent, react and respond for crisis planning

## TRANSPORTATION

- Travel demand models for local municipalities
- Public transit planning
- Identify catchment areas and origin/destination

## FINANCE

- Online-to-Offline Behaviors
- Predict investment outcomes & market trends
- Trendspotting

TRUFACTOR

# RETAIL

A multi-unit (300+) retailer with gross sales in excess of $3B leverages TruFactor data to understand the opportunity depth within both new and existing markets.

TruFactor established a baseline Market Mobility Index leveraging consumer data within the trade areas of the highest performing locations. This MMI is then the guiding element that 99 uses to both set projections and negotiate lease rates on new lease opportunities and renewals.

The precision of the MMI also redefines the opportunity size of the location through the development of custom mobile catchment areas driven by the key points (home/work) of consumer migration.

**USE CASE: 99 Cent Only Stores**

TRUFACTOR

# RETAIL

**USE CASE: 99 CENT ONLY STORES**

**ADDITIONAL CUSTOMERS:**
**COSENTINO'S MARKET**

**Clé de Peau Beauté**

**USE CASE: WEWORK**



TRUFACTOR

# GOVERNMENT

Local governments and municipalities are seeking ways to better understand the behaviors and journey mapping for attendees of sponsored events, concerts and festivals within their markets.

## USE CASE: SIDEWALK LABS

- Replace labor-intensive surveys

- Utilize real-world travel patterns to develop simulations

- Travel demand model for urban planning - measure impact of road closures and route planning

## USE CASE: COBALT

- Identify how and why events draw visitors to a specific region

- Understand where individuals dwell during visits

- Analyze a consumer segment based on how long they stay in an identified region

INMOBI

TRUFACTOR

# GOVERNMENT *(CONTINUED)*

## USE CASE: SIDEWALK LABS

SIDE|WALK|LABS

## USE CASE: COBALT

## ACTIVE TRIAL: SWL

SWL

### INOVVO

Learnings from crisis helps organizations prevent, react and respond more effectively for future events. An unbiased view of impacted individuals is critical for FEMA in understanding and developing processes that work to minimize the impact on both individuals and markets (ex: variables to why areas with predominantly lower HHI were slower to evacuate).



TRUFACTOR

# MEDIA - OUT OF HOME

Attribution is increasingly important in the out of home space, as the medium is traditionally used to drive top-of-mind awareness.

Mobile data is the most direct way for out of home marketers to track attribution. The persistency of mobile behavioral and location data provides the clearest perspective into consumer patterns: how they move, behave and act in and out of home.

## USE CASE: OUTFRONT

- Utilize mobile impressions to inform media planning and

  evolution of pricing model

## USE CASE: OAAA

- Discover true exposure of identified media within markets

INMOBI

TRUFACTOR

# MEDIA - OUT OF HOME

USE CASE: OUTFRONT MEDIA — OUTFRONT

USE CASE: OAAA — oaaa

ACTIVE TRIAL: INTERSECTION — ■■ Intersection

VISTAR — VISTAR

Pinsight uses a proprietary and patented location algorithm to understand consumer attribution and action, closing the loop on    the digital and physical journey.



TRUFACTOR

# TRANSPORTATION

TruFactor offers an up-to-the-moment, always-on look at the consumer not just through key intersections, but through an unaided view of the consumer path so that the impact of transit changes can be measured.

## USE CASE: URBAN FREIGHT

- OTT drivers identified via app and web behaviors, in addition to custom geofencing around identified truck stops in the US

- Identified high traffic routes across the US

- Primary time on and off the road

## USE CASE: HNTB

The understanding of the mobility infrastructure around neighborhoods or cities has historically been gathered over a limited time by leveraging manual traffic counts or through the deployment of electronic vehicle counting devices placed on intersections. The data is then extrapolated to determine the full traffic impact. In leveraging TruFactors access to location analysis this process becomes obsolete. Our always on up to the moment analysis of movement allows TruFactor to design and build applications that are both deterministic and predictive of movement.

TRUFACTOR

INMOBI

# TRANSPORTATION

*(CONTINUED)*

USE CASE: URBAN FREIGHT

USE CASE: HNTB

**HNTB**

ACTIVE TRIAL: MAP BOX

**mapbox**

- Demographic & behavioral overlays on map products for

  subscription model and enterprise customers.

- Location data stream into Mapbox traffic product.



Oklahoma Ramp Relationships

TRUFACTOR

# FINANCIAL

Understanding consumer engagement has been a historically crucial element of how hedge funds understand trend changes in the marketplace. As consumers move away from a physical engagement to an online connection with brands, having access to persistent digital behavior becomes an equally powerful data set.

The process of packaging the digital journey (app, web, behavioral data) tied to a single brand is the new cornerstone of understanding consumer behavior.

## USE CASE: TRINNACLE

- Analyze health of a business prior to earnings report

- Improve investment outcomes and market trends

TRUFACTOR

**inmobi**

USE CASE: TRINNACLE

**TRINNACLE**

ACTIVE TRIAL: QUANDL/NASDAQ

**Q**

THASOS GROUP

**THASOS**



TRUFACTOR

# WEB ANALYTICS

SimilarWeb utilizes behavioral data to display key metrics which are refreshed daily to help their customer's understand a company or brand's digital strength and trajectory.

SIMILARWEB



INMOBI

TRUFACTOR

# DATA DICTIONARY OVERVIEW

| DATA ELEMENT | TRANSPORTATION | GOVERNMENT | FINANCIAL | COMMERCIAL REAL ESTATE | WEB ANALYTICS | OOH |
|---|---|---|---|---|---|---|
| APP | ● | ● | ● | ● | ○ | ● |
| BEHAVIORAL | ● | ● | ● | ● | ● | ● |
| DEMO | ● | ● | ● | ● | ● | ● |
| DEVICE CHARACTERISTICS | ● | ○ | ● | ○ | ● | ● |

| LOCATION | TRANSPORTATION | GOVERNMENT | FINANCIAL | COMMERCIAL REAL ESTATE | WEB ANALYTICS | ADVERTISING |
|---|---|---|---|---|---|---|
| LOCATION | ○ | ● | ○ | ● | ● | ○ |
| ROUTES | ● | ● | ○ | ● | ○ | ● |
| VISITS | ○ | ● | ● | ● | ○ | ● |
| HIGH FIDELITY PIN POINTS | ● | ● | ● | ● | ○ | ● |
| DWELL PIN POINTS | ● | ● | ● | ● | ○ | ● |

TRUFACTOR

TRUFACTOR