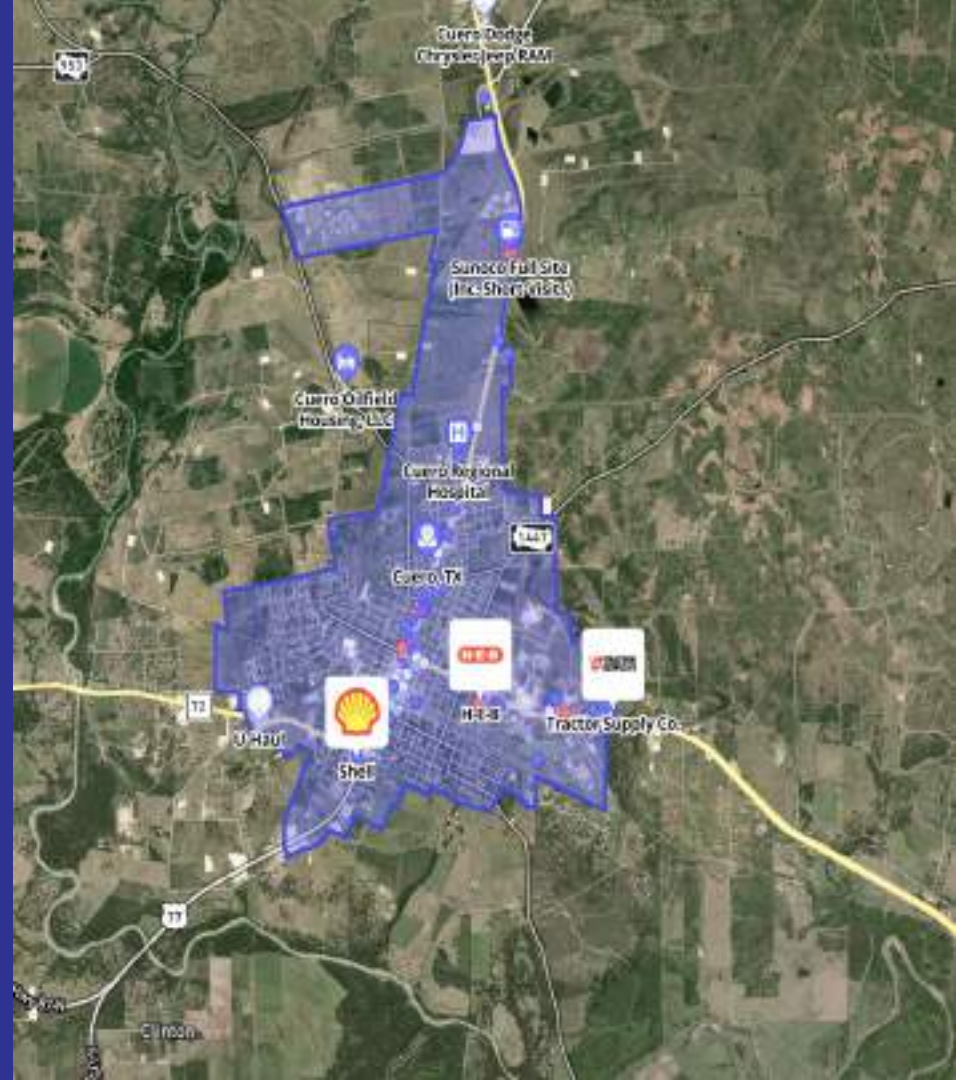


May 2024



Placer.ai - Location Intelligence

For Small Businesses, Event
Impact, and Community
Growth



Agenda

01 Introductions

02 About Placer.ai

03 Turkey Fest

04 Chisholm Trail Heritage Museum





CHRIS FOUNTAIN
Customer Success Manager
chris.fountain@placer.ai

Background

- Started at Placer in 2023
- Background in residential lending and insurance



Placer.ai is the Leader in Privacy-Preserving Location Intelligence

Placer.ai is the most advanced location analytics platform describing physical locations, the people and businesses that interact with them, and the markets they inhabit.

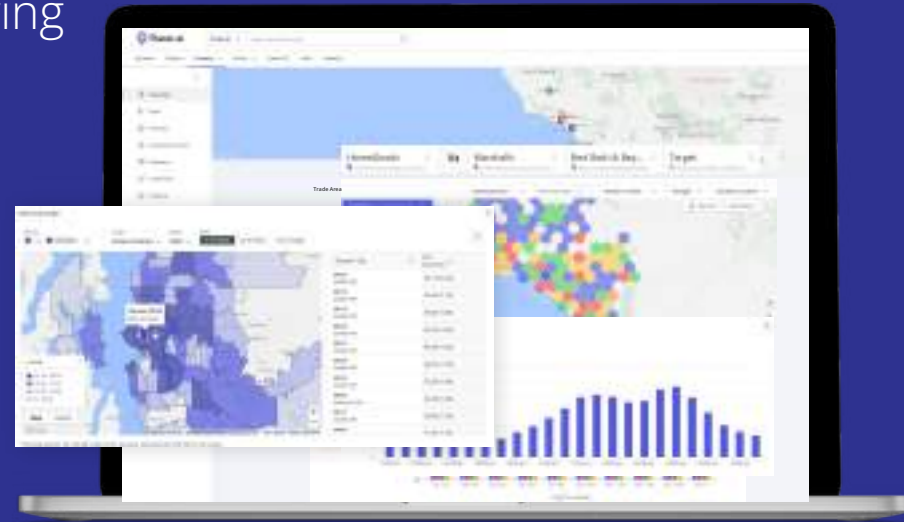
Placer is loved and trusted by:



3000+
CUSTOMERS



30+
INDUSTRIES



CIVIC



RETAIL



COMMERCIAL REAL ESTATE



FINANCE



LEISURE



MEDIA



How Placer.ai Works



Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

01 Observe Human Movement

Privacy-safe foot traffic data from tens of millions of mobile devices forms an aggregated view of US commercial activity.



02 Analyze Every Location

Machine learning accurately describes human movement throughout the U.S., from specific POIs to chains, markets, and regions.



03 Enhance with 360° Data

Visitation data is enhanced with Placer Marketplace 3rd party datasets that further describe businesses, consumers, and markets.



04 Generate Actionable Insights

Robust, statistically significant insights into how people and places interact are presented via an intuitive UI, data feeds, or the Placer API.



Placer's Data Differentiators

Placer's best-in-class data delivers actionable insights for any location.



Unparalleled Accuracy

Placer's data accuracy is continually validated against 1st party and authoritative data sources — with correlations consistently exceeding 90%.



Broad, Quality Coverage

Placer's panel covers every county in the U.S. and contains historical data since Jan 1, 2017. Data is sourced exclusively from premium partner apps and is 100% background data.



Privacy By Design

Placer data is only sourced from apps that require affirmative opt-in and disclose how data is used. Placer doesn't capture MAIDs or any PII, and Placer's data is aggregated and up-leveled to avoid presenting any individual-level data.



3rd Party Marketplace

Placer integrates dozens of third party demographic, psychographic, and behavioral data sets from leading providers like Experian and STI.

Event Impact & Analysis



The Problems

- How does this event compare to last years?
- Where did we draw visitors from?
- What were peak visitation hours?

Placer's Solution

Leveraging location intelligence, Placer provides Insights and visuals on YoY growth, understanding your events reach, when and where your customers come from

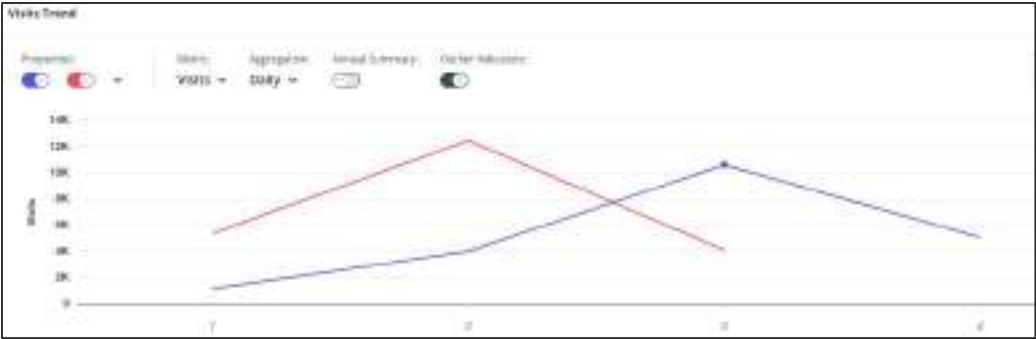


Comparing Prior Events

- Analyzing total visitation

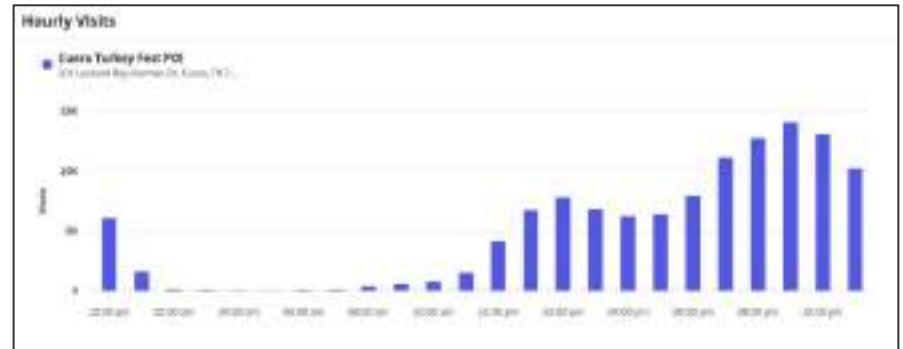
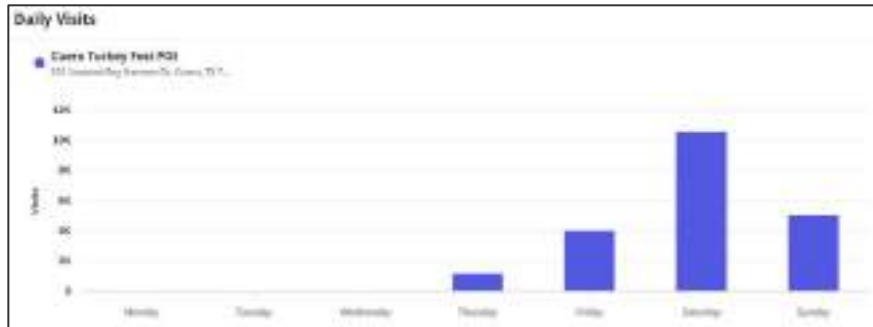
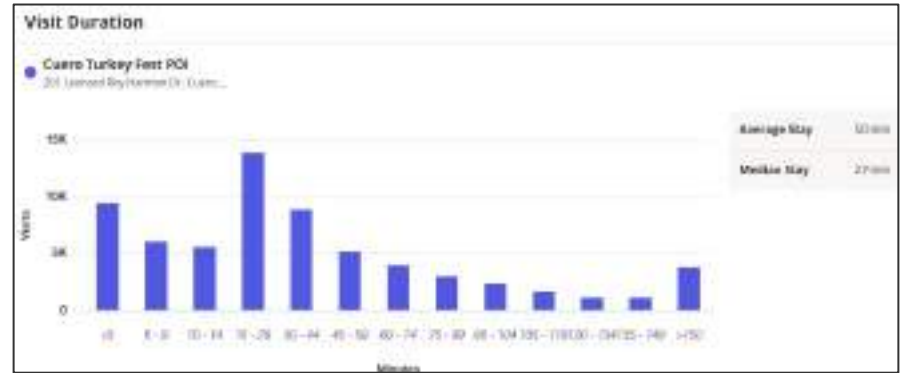
	2023	2022
Event Name	Cuero Turkey Fest PDI 301 Leonardi Rly Farmus Dr., Guano, TX 77964	Cuero Turkey Fest PDI 301 Leonardi Rly Farmus Dr., Guano, TX 77964
VISITS	20.9K	22K
VISITORS	14.2K	15.6K
Visit Frequency	1.47	1.4
Avg. Dwell Time	90 min	60 min

- Understanding Peaks Days



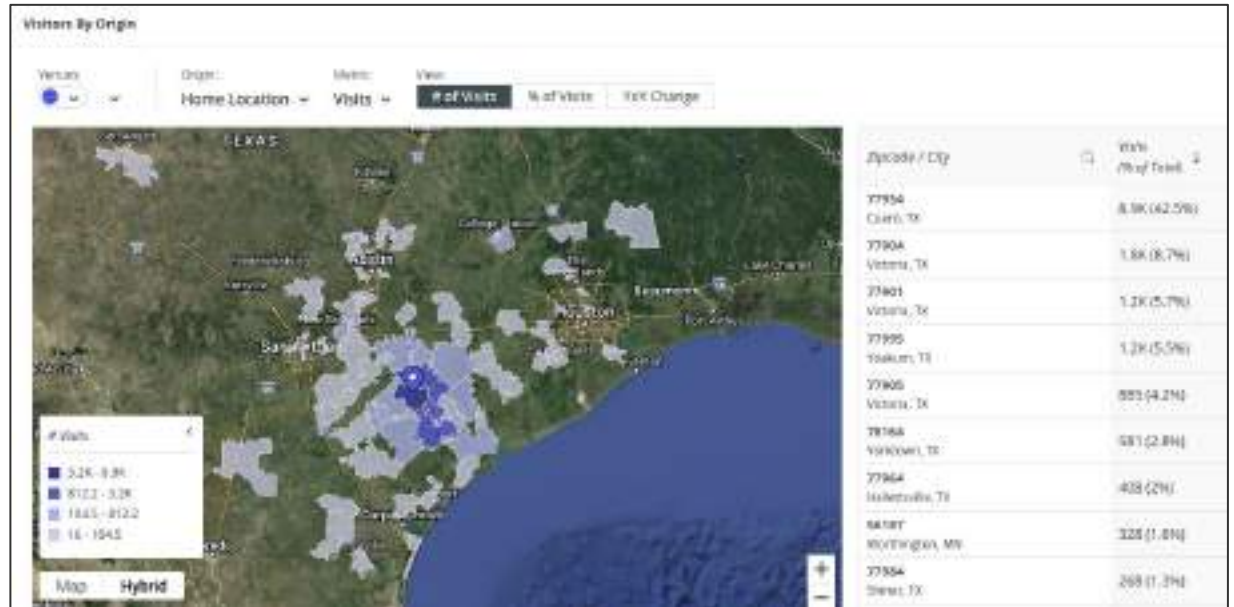
Breaking Down Visits

- Understand dwell time, peak days, and hours



Where Did We Draw From

- Analyzing top zip codes
- See YoY Changes
- Breaking down visitation origination



Chisholm Trail Heritage Museum



The Challenges Businesses and
Attractions Face

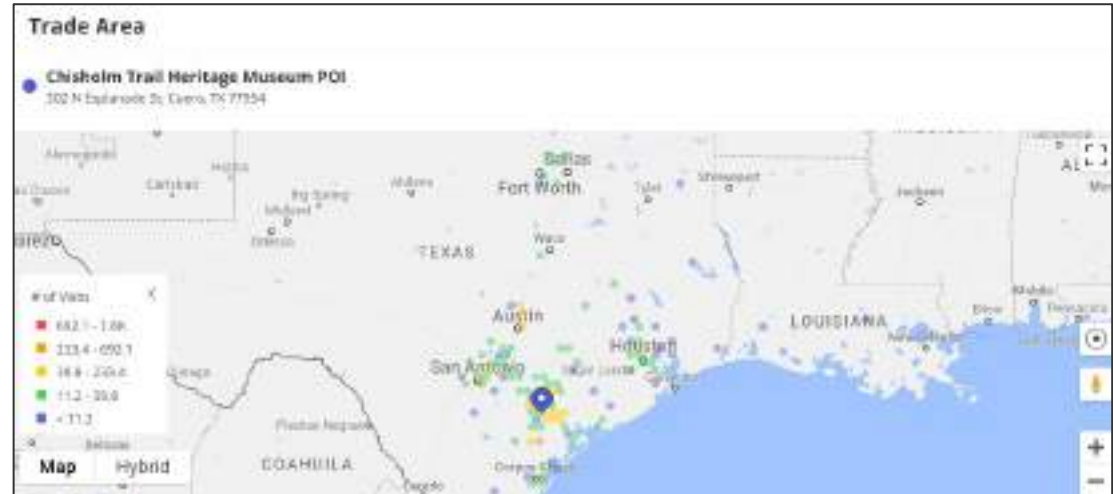
- What areas are you servicing
- What are the demographics
- How is visitation changing over time
- Visitor journey for Economic Development



**CHISHOLM TRAIL
HERITAGE MUSEUM**
ESTD 2000 - HISTORIC CUERO, TEXAS

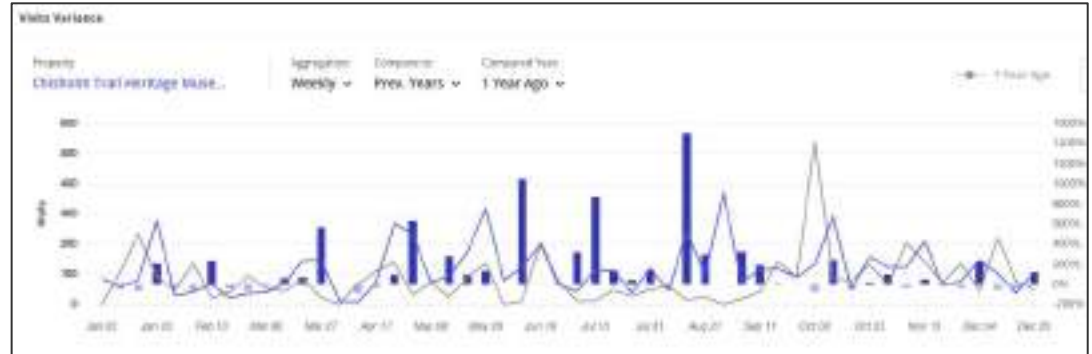
Trade Area & Demographics

- Where is your market
- What are your visitor demographics
- How far did visitors they travel



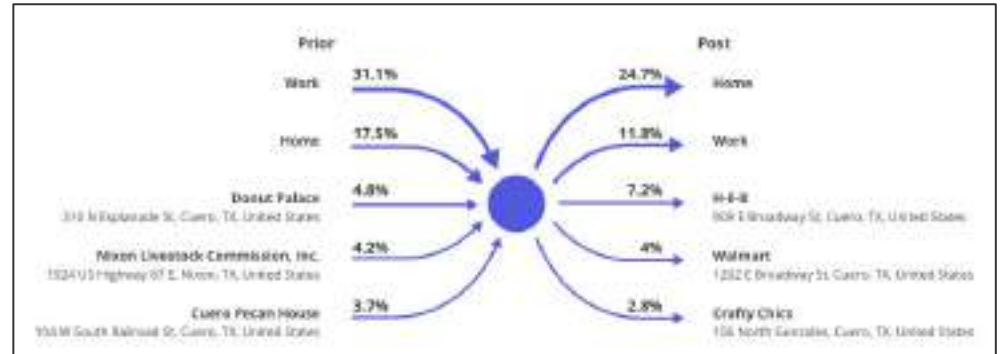
Visitation Changes

- Quickly compare visit changes over time
- Compare multiple properties at once



Visitor Journey

- Where do visitors visit
- Where did they go before/after
- What are their favorite places



The background is a dark blue map with a white grid of streets. Three white location pins are scattered across the map: one in the upper left, one in the lower right, and one in the bottom right corner.

Thank You

www.Placer.ai

May 2024