



## Trips Plus

# Connected Vehicle Insights for Faster, Smarter Investment Decisions

INRIX Trips Plus is a tickerized and normalized, geolocation alternative dataset that helps investors analyze the companies they care about and produce alpha for their portfolio.

Geolocation is one of the hottest and most interesting alternative data verticals in the market today. However, complexity associated with sourcing and managing the data, as well as the amount of manual work that's often required can make leveraging disparate datasets challenging for investment managers.

Trips Plus is a first-to-market, all-in-one geolocation dataset solution that helps investment managers better predict earnings for public and private companies, identify trading opportunities, and generate alpha for their portfolio.

Trips Plus combines connected vehicle data (consumer and commercial) from INRIX Trip Analytics with US POI data to provide a seamless experience that leaves more time for analysis. No more data gymnastics such as drawing polygons, acquiring an additional dataset, managing separate contracts, or marrying disparate datasets together.

With Trips Plus, you can gain insights into consumer trends ahead of earnings to locations such as theme parks, casinos, restaurants, hotels, retail, and more. You can also analyze commercial activity around places like manufacturing facilities, warehouses, distribution centers and seaports, and get that "edge" you have been seeking.

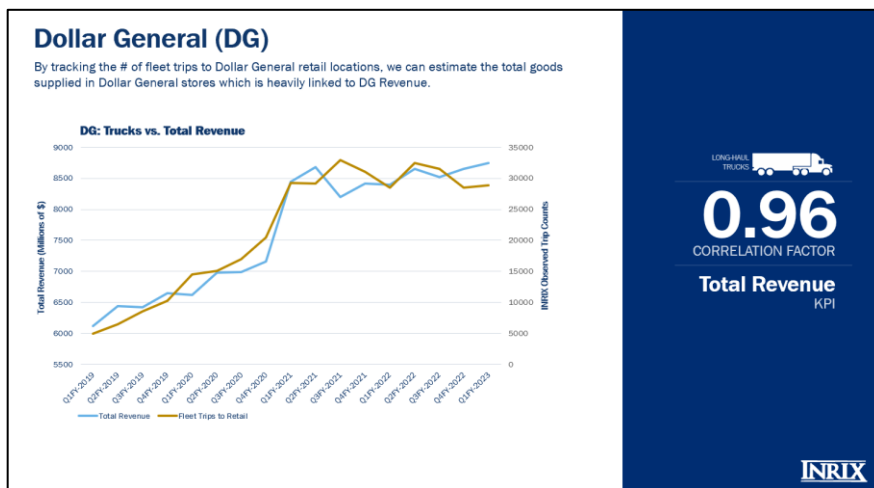
## Key Benefits

- First to market, all-in-one alt dataset that's easy to ingest
- Normalized data to provide an accurate representation of traffic flow
- Unique investment insights to optimize strategies
- Customizable reports to refine analysis
- One of the most dense, unique, and precise geolocation datasets on the market

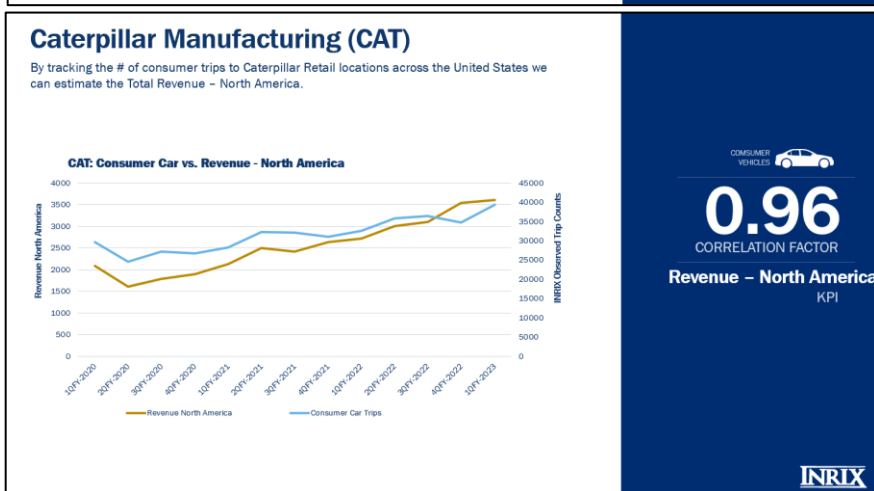
## Key Use Cases

- Generating consumer insights based on vehicle traffic to help find economic signals
- Leverage tickers across industry sector portfolios for leading indicators
- Track passenger and freight vehicles across locations that matter most to you
- Private equity due diligence for evaluation sprint: fast turnaround and data delivery for ad-hoc requests
- Analyze difficult-to-source locations such as manufacturing facilities, distribution centers, and warehouses

# All-in-One Vehicle and POI Dataset for Better and Faster Earnings Predictions



Leveraging INRIX's commercial fleet data, users can analyze the correlation between truck movement and a company's reported financial and operational metrics. Understanding and identifying changes in commercial movement, will give leading insights deeper into the overall health of a company.



Analyzing passenger vehicle activity has been proven to provide insights into consumer trends, and changes in overall activity at places/companies of interest, which correlates heavily with key financial metrics of a company.

## Key Features

- Trips Plus covers ~450 stock symbols, 7,700+ brands, and 18M+ US Points of Interest. Accurate and fresh POI data with attributes for further segmentation such as location name, brand, and NAICs categories
- Analyze hundreds of millions of trips generated daily by connected vehicles (passenger and freight)
- Aggregated and normalized data to accurately reflect activity on the roads and at POIs
- Each trip visit to each location associated with a publicly traded company is associated with a stock symbol, along with CUSIPs and ISINs, which makes it easy to merge the data with your existing datasets
- Reports available either at aggregated trip counts level or granular individual trips mapped to POIs for greater transparency
- Easily access streamlined reports for specific stock symbols across all US locations with an easy plug into AWS S3
- Flexible subscription model to only access and pay for the movements that are relevant to your portfolio: subscribe to just specific tickers, industry segments, or locations
- Analyze privately-owned businesses to identify new PE investments, track current holdings, and identify trends

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