Cellphone Location Data

- Data collected from opt-in users only
- Most accurate geolocation source
- Sourced from multiple apps

No cell tower data
Non-compliant
Inaccurate
Fraudulent

No ad exchange data
We have the largest, most accurate panel of opt-in data in the market

100MM+
Monthly active users

1 in 4
US smartphone users

100+
Median data points per user/per day

6 Trillion+
Data points

Global coverage
Data Curation

We have built the largest and most accurate Point Of Interest (POI) data-set in the market.

Broad Coverage
150MM POIs, including every building in the US and over 20mm business locations

Pol curation
Over 1.6mm hand-drawn locations
CostCo: traffic leading indicator of revenue

Advans revenue forecasts are more accurate than analysts expectations.

0.89 correlation between traffic & sales
Correlation: 0.98  
Q4 2019 Total Production Forecast*: 95,201  
Tesla Model 3 Production Forecast: 79,045

* Data up to 10/23/2019, extrapolating till the end of Q4 2019.
Advant vs Reported Visitation Counts

Tests vs actual ground truth observations

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
<th>Reported traffic</th>
<th>Advan Estimate</th>
<th>Delta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garth Brooks Concert</td>
<td>Empower Field stadium</td>
<td>6/8/2019</td>
<td>84,500</td>
<td>83,993</td>
<td>0.60%</td>
</tr>
<tr>
<td>Panthers vs Rams NFL</td>
<td>Bank of America Stadium</td>
<td>9/8/2019</td>
<td>72,005</td>
<td>71,840</td>
<td>0.23%</td>
</tr>
<tr>
<td>Superbowl 2019</td>
<td>Mercedes Benz Stadium</td>
<td>2/3/2019</td>
<td>70,081</td>
<td>70,769</td>
<td>-0.97%</td>
</tr>
<tr>
<td>Visitor counters</td>
<td>L’Enfant Plaza</td>
<td>9/18/2019</td>
<td>22,657</td>
<td>22,780</td>
<td>-0.54%</td>
</tr>
</tbody>
</table>
Free-form query: Vegas Strip after attacks

Vegas terrorist attack: The effect was temporary

Free form polygon analysis

Let’s hope this is temporary too!