



# Cellphone Location Data

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



No cell tower data



No ad exchange data

Non-compliant  
Inaccurate  
Fraudulent



# Data Size

We have the largest, most accurate panel of opt-in data in the market

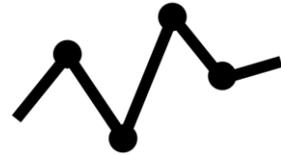


**100MM+**

Monthly active users

**1 in 4**

US smartphone users

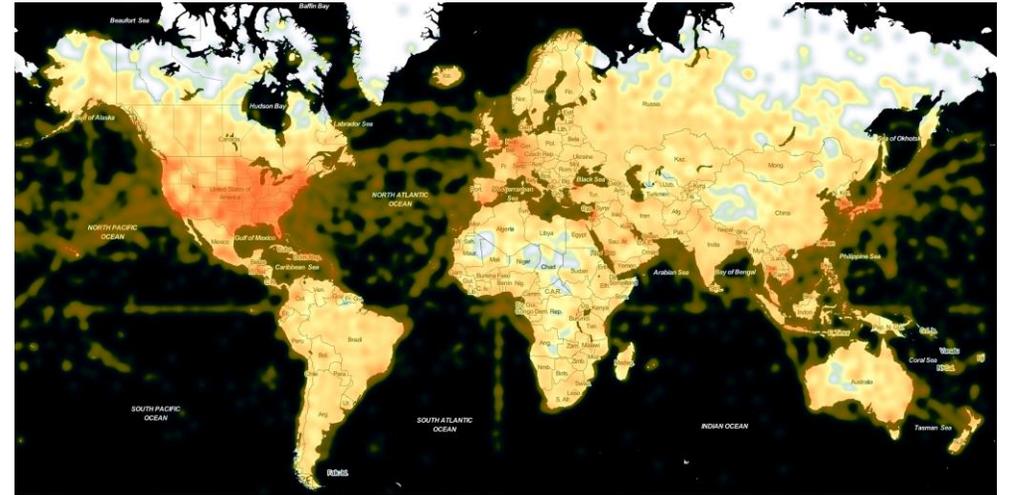


**100+**

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

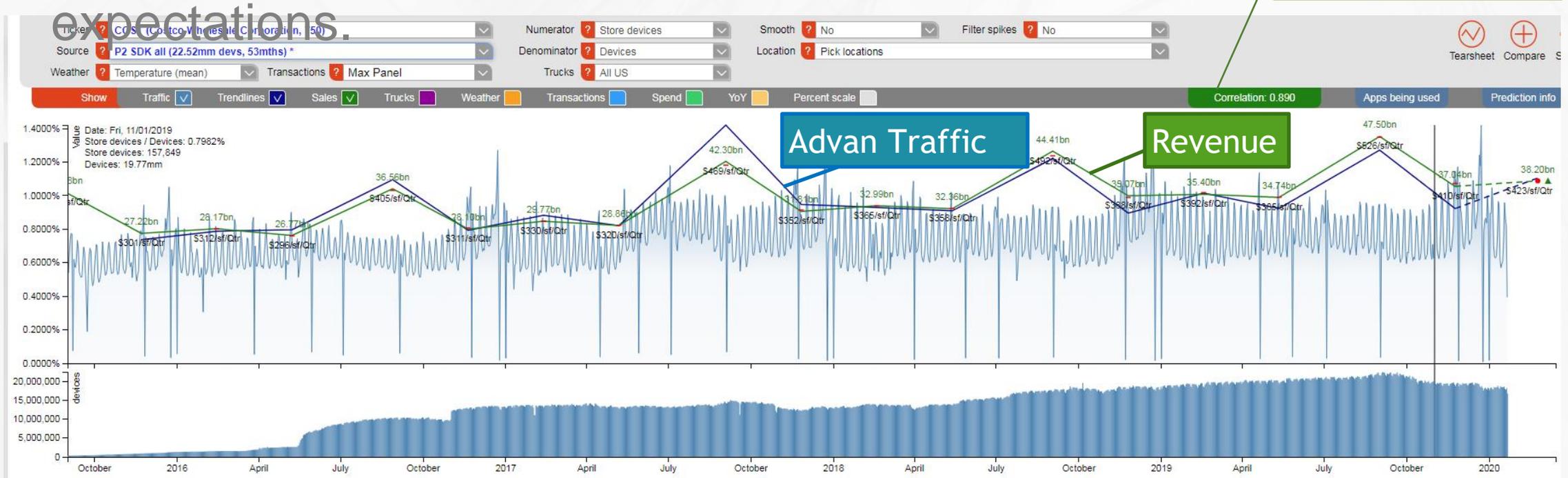




# CostCo: traffic leading indicator of revenue

Advan's revenue forecasts are more accurate than analyst's expectations.

0.89 correlation between traffic & sales



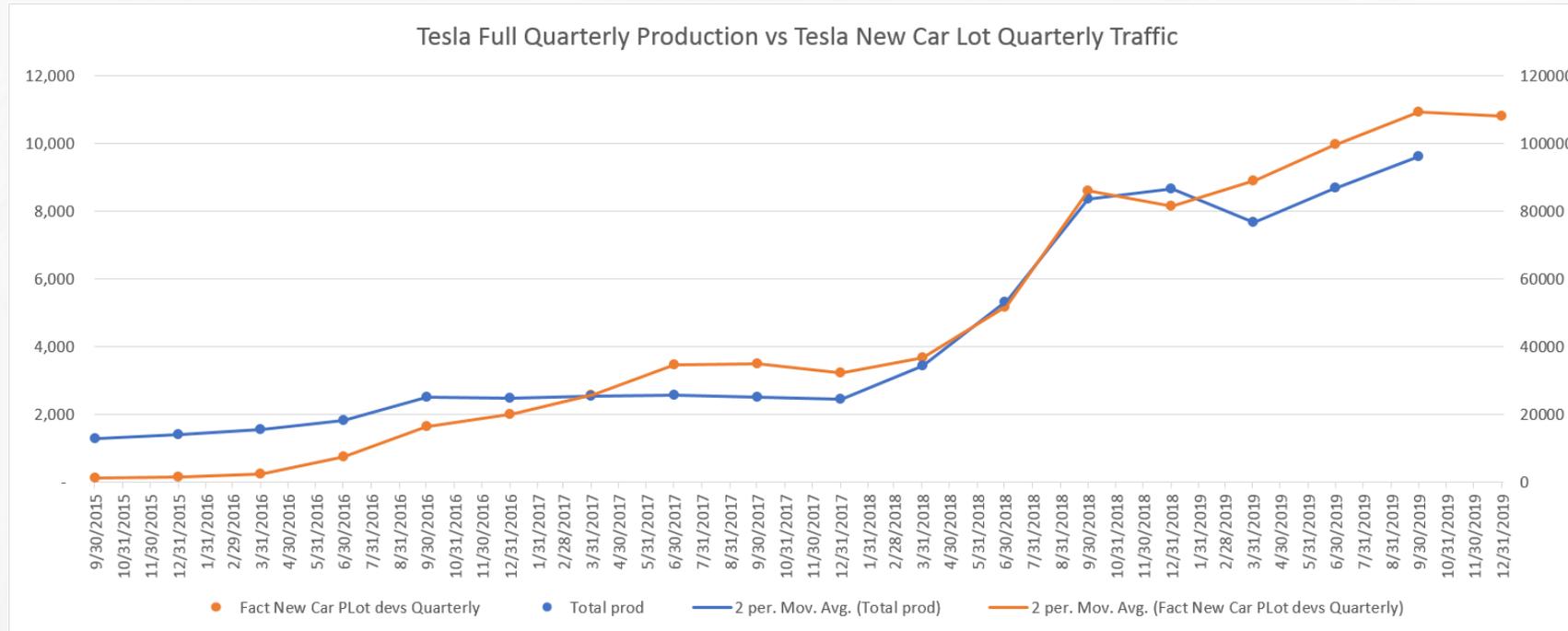
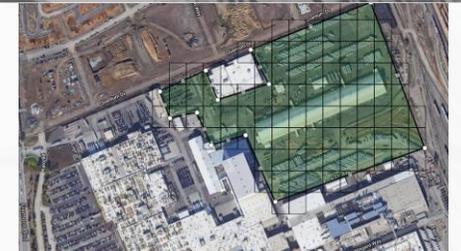


# Tesla: factory traffic measures production

**Correlation: 0.98**

**Q4 2019 Total Production Forecast\*: 95,201**

**Tesla Model 3 Production Forecast: 79,045**



Q3 2019	
<b>Model 3 Production</b>	
Advan Estimated	79,486
Company Reported	79,837
Delta	-0.4%
<b>Models S &amp; X Production</b>	
Advan Estimated	15,909
Company Reported	16,318
Delta	-2.5%
<b>Total Production</b>	
Advan Estimated	95,395
Company Reported	96,155
Delta	-0.8%

\* Data up to 10/23/2019, extrapolating till the end of Q4 2019.



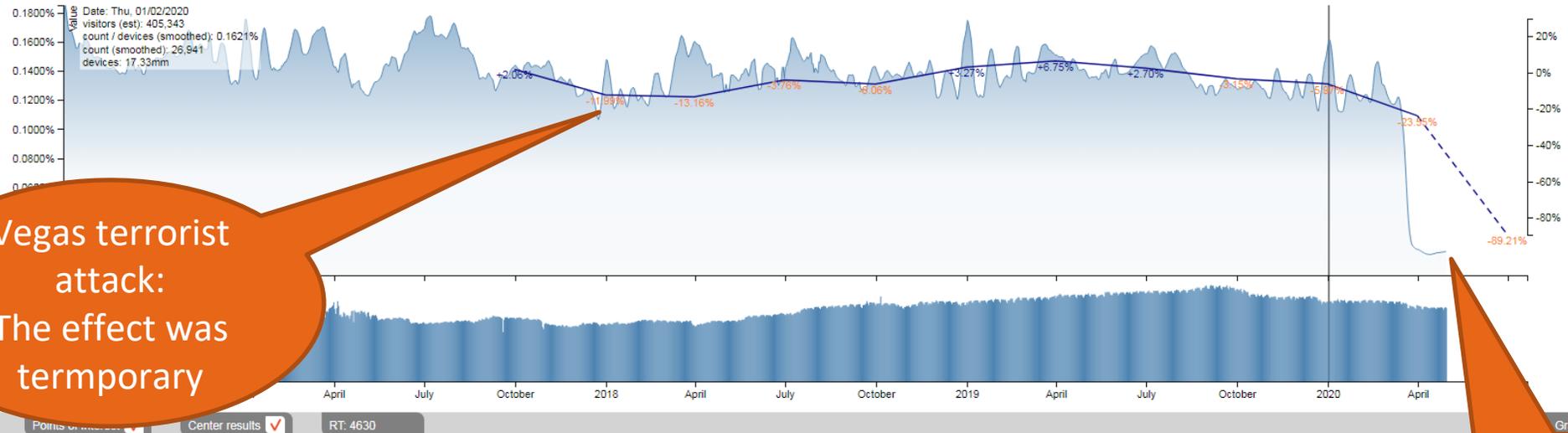
# Advan vs Reported Visitation Counts

**Tests vs actual ground truth observations**

Event	Location	Date	Reported traffic	Advan Estimate	Delta
Garth Brooks Concert	Empower Field stadium	6/8/2019	84,500	83,993	0.60%
Panthers vs Rams NFL	Bank of America Stadium	9/8/2019	72,005	71,840	0.23%
Superbowl 2019	Mercedes Benz Stadium	2/3/2019	70,081	70,769	-0.97%
Visitor counters	L'Enfant Plaza	9/18/2019	22,657	22,780	-0.54%



# 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!

