



SAFEGRAPH

Developing a Source of Truth for Business Intelligence

PRESENTED BY



Daniel Angel

Head of UK, SafeGraph



Unless your company is Google, Facebook, Apple, Amazon, Tencent, or 12 other companies ... **even analyzing all your data perfectly will only tell you about 0.01% of the world. If you want to see beyond your company's pinhole, you will need external data.**

Right now, most companies spend way more on software than they do on data. They also usually have more than 20 times the number of software vendors as they do data vendors. Alexander Rosen, GP at Ridge Ventures, mentioned "Will this be different in twenty years? I think it will."

-DaaS Bible

Everything Has a Location

Retail, Real Estate, & Logistics

Business
Forecasting



Trade
Area



Site
Selection



Marketing & Advertising

Visit
Attribution



Location-
Based Ads



Out-Of-
Home Ads



Financial Services

Hedge
Funds



Private
Equity



Insurance



But Quality Location Data Was Not Easily Available

- Where is it?
 - Latitude & longitude
 - Address
- What is it?
 - Brand
 - Category
 - Sub-category
 - Structure type (in a mall, standalone)



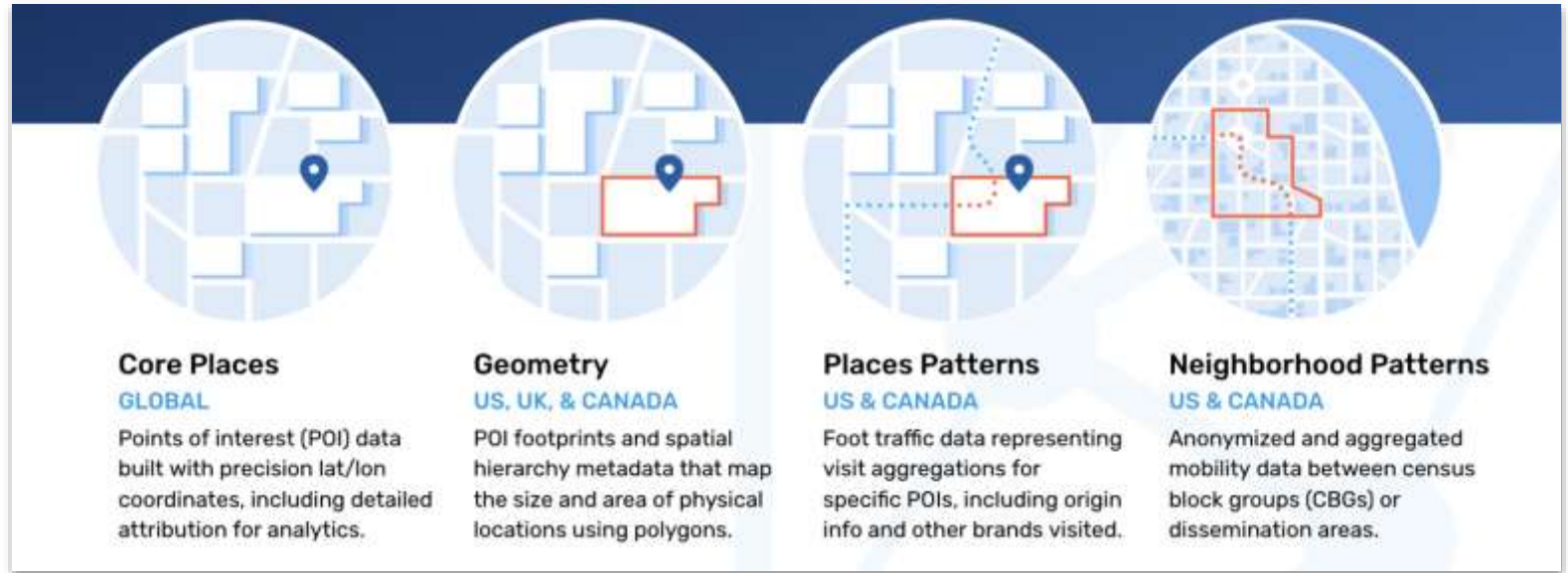
...So We Built It

Our focus is on being the de facto destination to get any data on a physical place.

- Ever-expanding geographic coverage -- UK and Global Brands added in 2021
- Diverse POI -- added industrials and corporate locations in 2021
- Appending partner data attributes to our Core Places POI

2016	2017	2018	2019	2020	2021
<ul style="list-style-type: none">• SafeGraph founded	<ul style="list-style-type: none">• Series A funding• US POI	<ul style="list-style-type: none">• Foot Traffic Patterns	<ul style="list-style-type: none">• Canada POI	<ul style="list-style-type: none">• Neighborhood Patterns	<ul style="list-style-type: none">• Series B funding• Canada Patterns• UK POI• Global Brands

SafeGraph: The Source of Truth for Physical Places



The leader in places data with over 10MM points of interest across more than 8,500 major global brands

Curating Data for the Geospatial Ecosystem



POIs



POI Foot Traffic



Building Footprints



Macro Foot Traffic



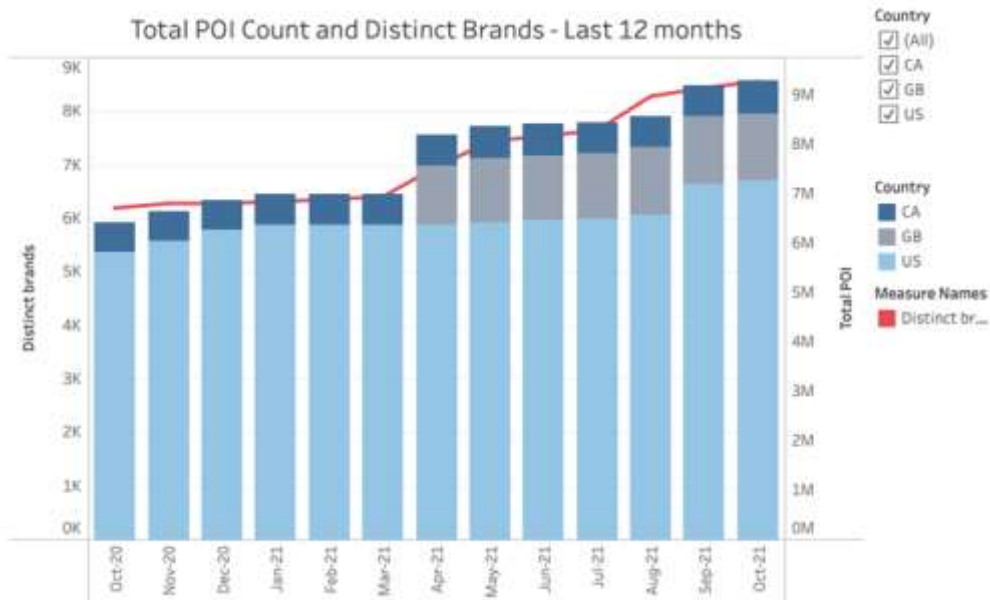
Data is Only Valuable if it is High Quality

123 Main Street, Unit 4, Scranton, AIB 2C3	1.00	
123 Unit 4 , Main Street, Scranton, AIB 2C3	0.92	
123 Mian Street, Unit 4, Scranton, AIB 2C4	0.88	
123 Main St , Unit 5, Scranton, AIB 2C3	0.24	
123 Main Street, Apt 4, Scranton, AIB 2C3	0.84	
134 Main St , Scranton, AIB 2C3	0.16	
132 Main St , Scranton, AIB 2D3	0.14	
123 Main Street, Scranton, AIB 2C3	0.72	

Location Data is Complex

- 59% of location data is inaccurate ([Geomarketing](#))
- 25% of users say there is not enough clarity on location data sources ([Insider](#))
- Quality control work takes up more than 50% of a data scientist's time ([HBR](#))

Machine Generated, Human Verified



Curated, Accurate Location Data

- Monthly updates to ensure accuracy and freshness
- Rigorous machine learning processes in place to generate data with precision
- World-class team of engineers curating the data
- Detailed technical documentation, bug reports, and fixes
- All data is appended with Placekey, the standard identifier for a place



INGEST



MERGE



GEOMETRY

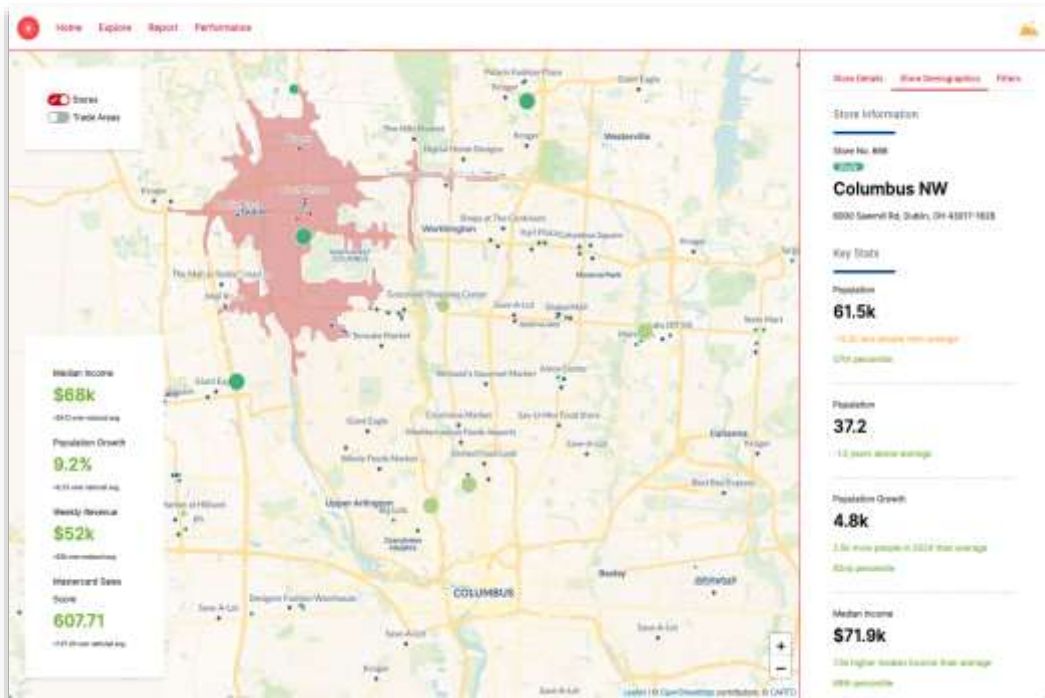


ADVANCED SEMANTICS



VERIFY / IMPROVE

Site Selection



SafeGraph's precision-based places data was crucial in allowing us to scale our operations and harness a data-driven approach to expansion.



Eric Kung
Head of Research & Data Insights

volta

Trend by Day (Average)
by Day



Industrial POIs for Supply Chain Analytics

- Locate warehouses and shipping centers
- Measure foot traffic to supply centers
- Deploy geofences for real-time shipment or asset tracking



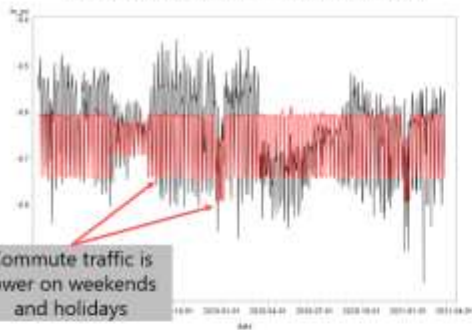
Modeling Consumer Behaviour

Work-from-Home variable predicts COVID-related channel disruptions at DMA/weekly level

EXAMPLE: DMA = CHICAGO



Proportion of Daily Traffic in Commute Hours



The **Red Lines** predict the impact of weekday/weekend, seasonality, holidays, etc. on commute hour traffic. This is removed so that only pandemic-related fluctuation remains

Smoothed and Back-Projected Variable



The **Blue Line** is the smoothed and back projected variable that is used in models that predict sales

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We needed a smooth curve across the entire COVID-19 pandemic to understand rapid channel shifting and to help our QSR customers take relevant and meaningful action on their TV and digital media investments, loyalty programs, and digital ordering apps.

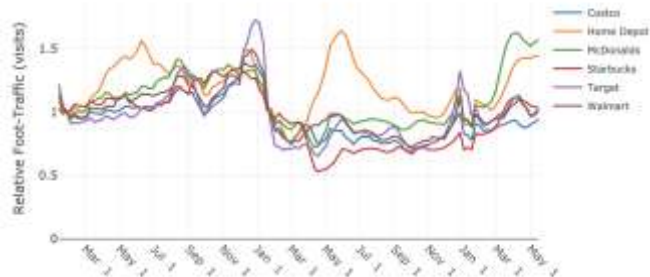


Mark Garratt
Partner and Co-Founder



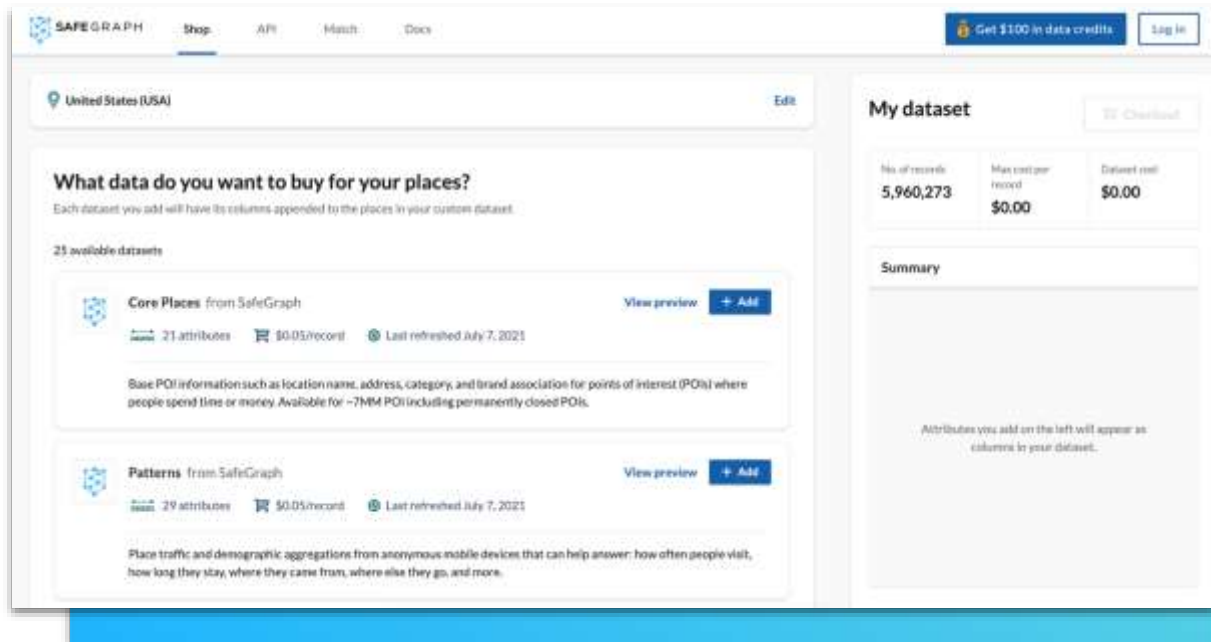
BRAND SPECIFIC PATTERNS

All Brands



Ways to Access SafeGraph Data

- Visit shop.safegraph.com
- Reach out to our sales team safegraph.com/contact-sales



The screenshot displays the SafeGraph shop interface. At the top, there's a navigation bar with 'SAFE GRAPH', 'Shop', 'API', 'Maps', and 'Docs'. A blue banner on the right says 'Get \$100 in data credits' and a 'Log in' button is visible. The main content area is titled 'United States (USA)' and asks 'What data do you want to buy for your places?'. Below this, it lists '25 available datasets'. Two datasets are highlighted: 'Core Places' and 'Patterns'. Each dataset card includes a 'View preview' link and a '+ Add' button. The 'Core Places' dataset has 21 attributes, costs \$0.05/record, and was last refreshed on July 7, 2021. The 'Patterns' dataset has 29 attributes, costs \$0.05/record, and was also last refreshed on July 7, 2021. On the right side, there's a 'My dataset' section with a 'Checklist' button and a table showing 'No. of records' (5,960,273), 'Max cost per record' (\$0.00), and 'Dataset cost' (\$0.00). Below this is a 'Summary' section with a note: 'Attributes you add on the left will appear as columns in your dataset.'

A map of the United States with a light gray background. The map is covered with numerous small blue dots, representing data points. The dots are more densely clustered in certain areas, particularly in the Northeast, the Midwest, and the South. The text "Q&A" is centered on the map in a large, bold, blue font.

Q&A