



Economic Development Solutions

Best-in-class location analytics to drive visit growth, empower economic growth, optimize business attraction, and strengthen community development



Placer.ai is the Leader in 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.

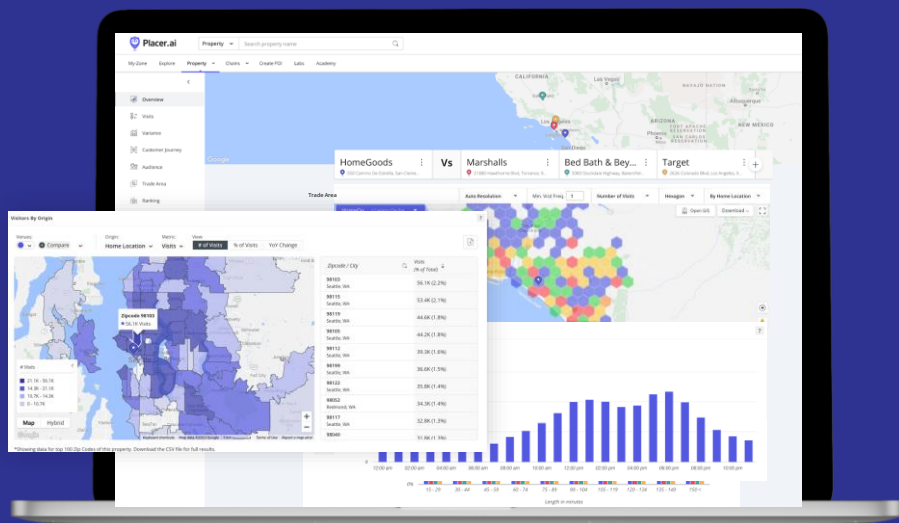
Placer is loved and trusted by:



4500+
CUSTOMERS



30+
INDUSTRIES



CIVIC



RETAIL



COMMERCIAL REAL ESTATE



TISHMAN SPEYER



FINANCE



LEISURE



MEDIA



Loved and trusted by 1,700+ Civic Organizations

Cities



Economic Development Organizations



Tourism Authorities



States & Counties



Parks Districts



Tribes



Universities



Consulting & Other





How Placer.ai Works

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

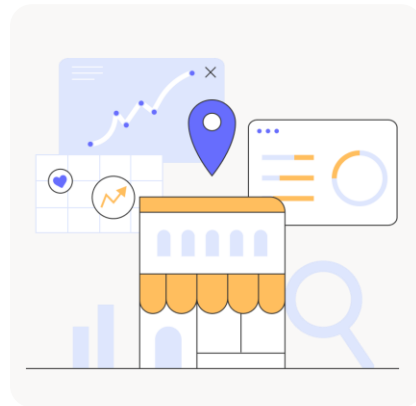
01 Observe Foot Traffic Data

Privacy-safe¹ foot traffic data from tens of millions of mobile devices to develop a detailed and comprehensive overview of US commercial activity.



02 Analyze Every Location

Using machine learning, Placer accurately predicts foot traffic data throughout the U.S., from specific POIs to chains, markets, and regions.



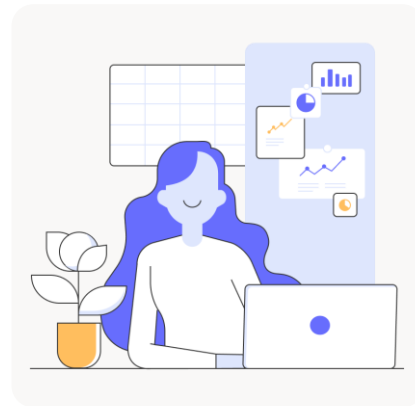
03 Enhance with 360° Data

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



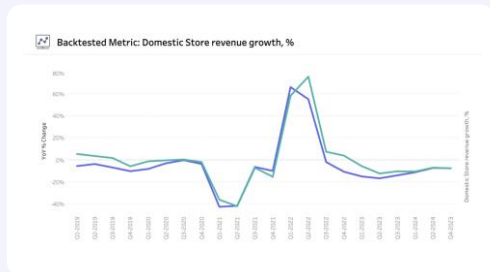
04 Generate Actionable Insights

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

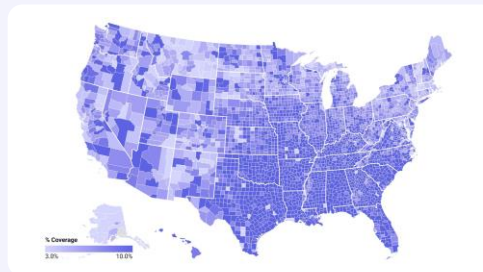
Placer's best-in-class data delivers actionable insights for any location.



01

Unparalleled Accuracy

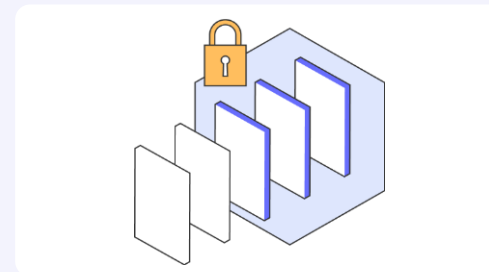
Placer's data accuracy is continually validated against 1st party and authoritative data sources including credit card transactions, store revenue, vehicle and people counters, and other objective measurements — with correlations consistently exceeding 90%.



02

Breadth of Coverage

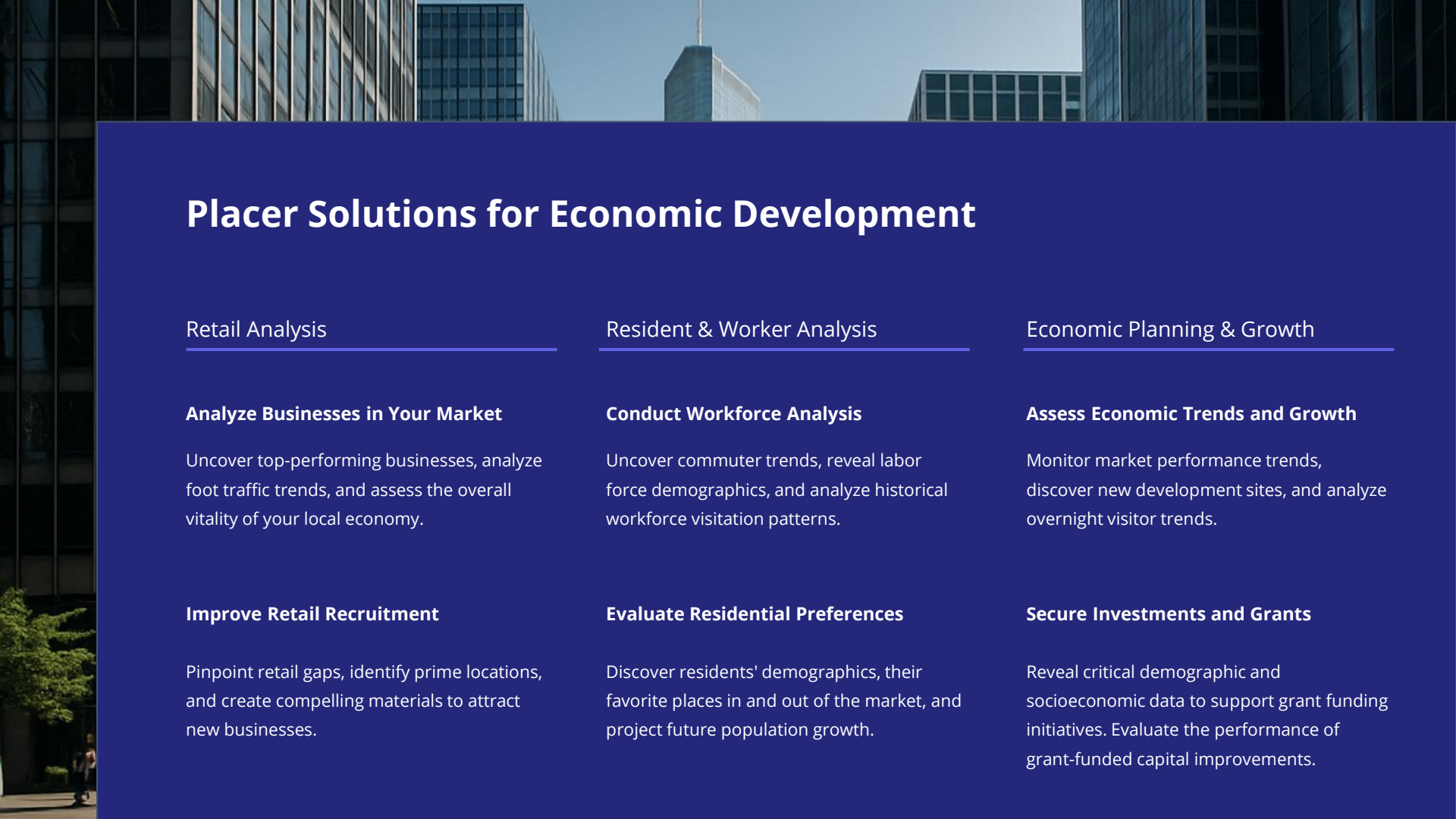
Placer's panel covers every county in the U.S. and contains seven years of data history. We leverage a panel of tens of millions of devices and utilize machine learning to make accurate estimations for foot traffic across the country.



03

Privacy By Design

Placer requires its data partners to obtain opt-in/opt-out consent in accordance with applicable law. Our partners strip data identifiers, such as mobile advertising identifiers ("MAIDs"), names, other persistent device IDs, and contact information before we receive it.



Placer Solutions for Economic Development

Retail Analysis

Analyze Businesses in Your Market

Uncover top-performing businesses, analyze foot traffic trends, and assess the overall vitality of your local economy.

Improve Retail Recruitment

Pinpoint retail gaps, identify prime locations, and create compelling materials to attract new businesses.

Resident & Worker Analysis

Conduct Workforce Analysis

Uncover commuter trends, reveal labor force demographics, and analyze historical workforce visitation patterns.

Evaluate Residential Preferences

Discover residents' demographics, their favorite places in and out of the market, and project future population growth.

Economic Planning & Growth

Assess Economic Trends and Growth

Monitor market performance trends, discover new development sites, and analyze overnight visitor trends.

Secure Investments and Grants

Reveal critical demographic and socioeconomic data to support grant funding initiatives. Evaluate the performance of grant-funded capital improvements.

Retail Analysis



- Analyze Businesses in Your Market -
- Improve Retail Recruitment -

Analyze Businesses in Your Market



The Problem

Assessing the health of the local economy and identifying growth opportunities is challenging without accurate business performance and market data.

Placer's Solution

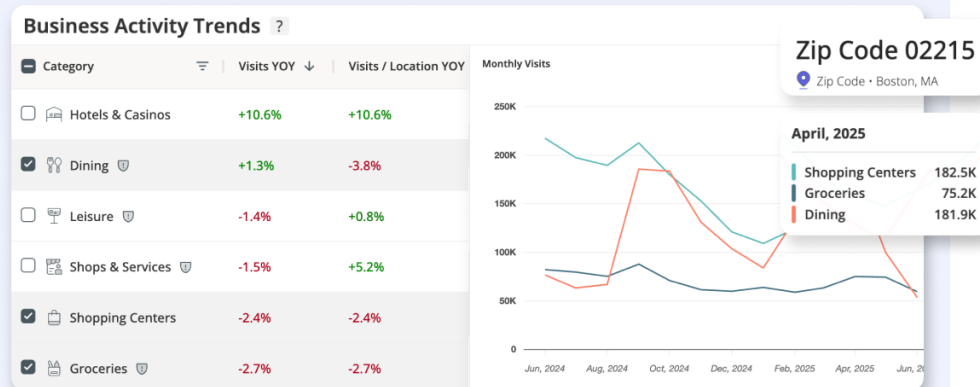
Placer provides detailed insights into business and category performance within your market, allowing you to identify top visitor places and understand business foot traffic trends. This comprehensive view enables economic development professionals to monitor the health of their local economy with precision.

ANSWER QUESTIONS LIKE:

Q: How are different business categories performing in my market?

Q: How can I map economic 'hot spots' in my market?

Q: How do I analyze performance trends of individual stores?



Note: Business Activity Trends widget in Beta..

Improve Retail Recruitment

The Problem

Without clear data on market gaps, consumer demand, and optimal location opportunities, economic development organizations struggle to attract and close on new businesses.

Placer's Solution

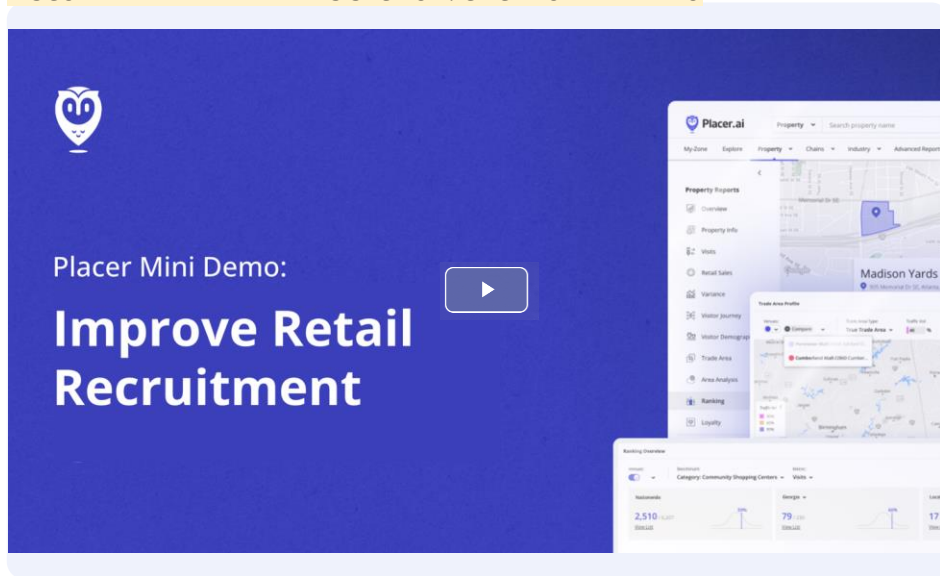
Placer provides insights on retail gaps and supply and demand per market to help you identify what's needed. Void analysis insights show you the best-fit businesses and optimal locations per center. Map Studio helps you put together compelling marketing materials to sell the retailer in presentations.

ANSWER QUESTIONS LIKE:

Q: Where are the retail gaps and unmet demands in your market?

Q: What kind of marketing materials can I create to recruit retailers?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO



*Garden City, KS
Rightsizes
Economic
Incentive, Lands
National Coffee
Retailer*

[READ THE CASE STUDY](#)

*"With Placer, we make
more informed decisions
and realize economic
impact faster"*
-City Commissioner at
Garden City, KS

Resident & Worker Analysis

- Conduct Workforce Analysis -
- Evaluate Residential Preferences and Trends -

Conduct Workforce Analysis



The Problem

Without detailed insights into commuter trends, labor force demographics, and workforce visitation patterns, effective workforce development and business attraction initiatives are difficult to implement.

Placer's Solution

Placer reports can analyze inbound commuter trends, uncover detailed demographics of your market's labor force for any specific location, and track historic overall workforce visitation trends.

ANSWER QUESTIONS LIKE:

Q: What are the key inbound commuter trends affecting our market?

Q: How have overall workforce visitation trends changed over time?

Q: What are the demographic characteristics of our local labor force?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO

Placer Mini Demo:

Conduct Workforce Analysis

Ranking Overview

Category	Community Shopping Centers	Market Overview
Ranking	2,510	79
Market Overview	2,510	79

Evaluate Residential Preferences and Trends



The Problem

EDOs often lack clear insights into their resident base, preferences and future population trends. This makes it difficult to make informed decisions for community planning or retail attraction.

Placer's Solution

Placer provides powerful insights into residents' favorite places both within and outside a market, using the Top Visited Places report. Leverage Census data to understand resident demographics and project future population growth using Placer's Map Studio.

ANSWER QUESTIONS LIKE:

Q: Where do our residents prefer to shop and spend their time, both locally and outside our market?

Q: What are the key demographic characteristics of our residential population?

Q: How can a retail leakage study inform our community development and retail recruitment strategies?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO

Placer Mini Demo:

Evaluate Residential Preferences & Trends

Economic Planning & Growth

- Assess Economic Trends and Growth -
- Secure Investments and Grants -

Assess Economic Trends and Growth



The Problem

It is important for EDOs to get a holistic view of economic growth in the market, otherwise, strategic planning and resource allocation can be misinformed.



Placer's Solution

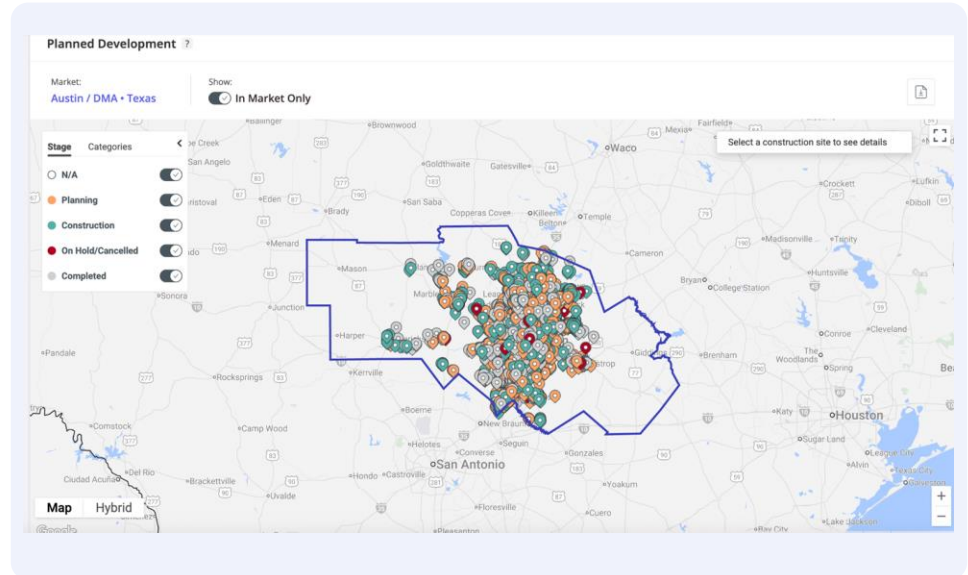
Placer provides the critical data needed to assess economic trends and growth. You can monitor market retail performance, easily discover which residential or office development are underway with the Planned Development widget, or leverage the Travel and Tourism Dashboard to reveal overnight visitor trends.

ANSWER QUESTIONS LIKE:

Q: Where are planned residential or office developments underway, and what is their potential impact on growth?

Q: What are the key overnight visitor trends, and how do they contribute to our local economy?

Q: How can I monitor the retail performance trends within my market?



Note: Business Activity Trends widget in Beta; full release August.

Secure Investments and Grants

The Problem

Without precise demographic, socioeconomic, and performance data, it's challenging to justify funding needs or demonstrate the potential return on investment for capital improvements.

Placer's Solution

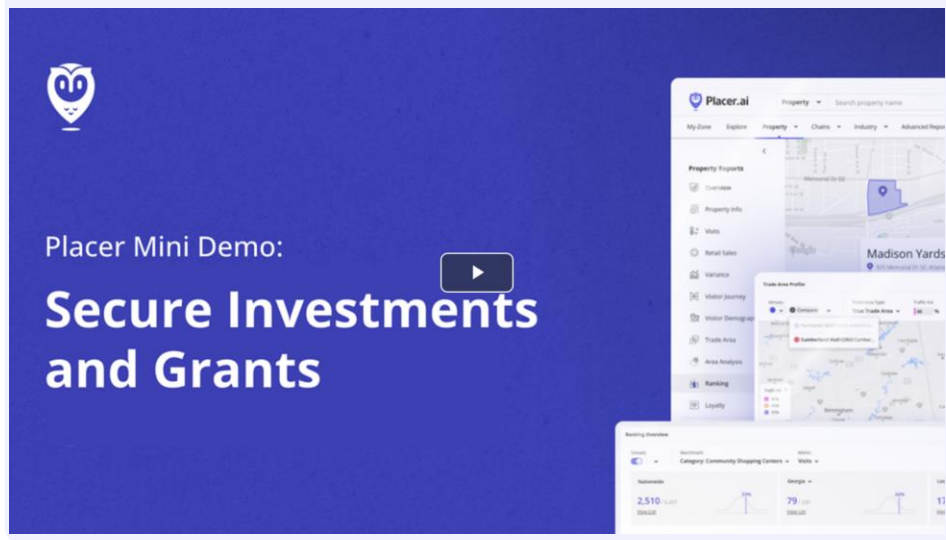
Placer provides comprehensive data for reporting, essential for grant funding initiatives. Also, Placer can leverage its foot traffic analytics to demonstrate heavily trafficked roads or areas in need of further development.

ANSWER QUESTIONS LIKE:

Q: What kind of detailed reporting can I provide to support investment proposals and grant initiatives?

Q: How can I demonstrate the need for funding by highlighting high-traffic areas requiring development?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO



*Placer Helps
Grand Forks, ND
Secure \$100K
Grant To
Revitalize Town
Square*

[READ THE CASE STUDY](#)

*"There's just no way we
could have understood
our visitors as deeply as
with Placer."*

*- CEO, Grand Forks Downtown
Development Association*

Sports Tourism Investment Case Study



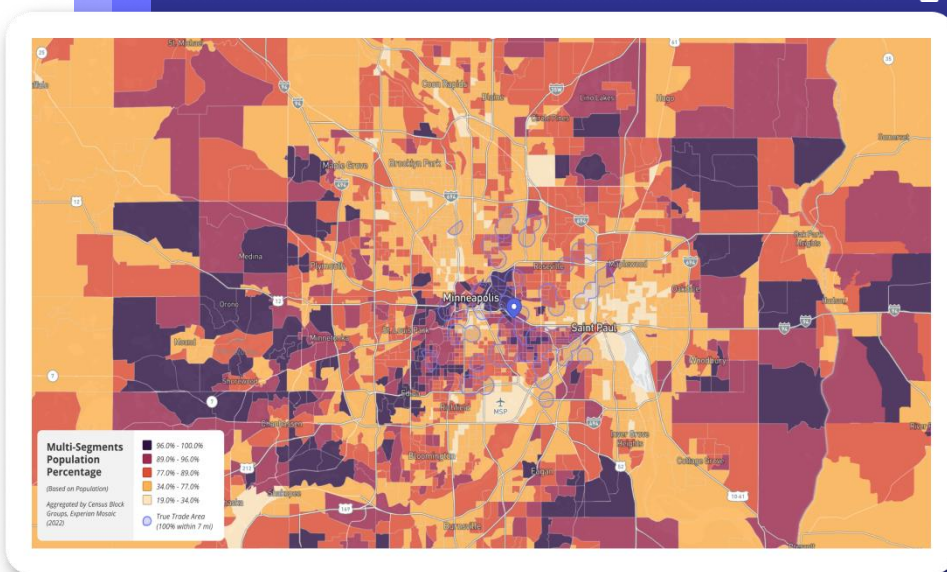
Kalamazoo Wins 82% Hotelier Approval, Projected to Double Tourism Impact with \$45M Sports Facility

The Challenge

To fund a new indoor sports complex, Discover Kalamazoo proposed a 4% accommodations assessment across county hotels. How could Placer help Discover Kalamazoo demonstrate economic impact — and build the stakeholder support needed to pass a countywide referendum?

Placer's Outcome

Placer insights helped Kalamazoo demonstrate that sporting events drove hotel stays across the entire county — not just near the venue. The new indoor sports facility is now underway, projected to generate 36,000 new hotel room nights annually, create 628 jobs, and deliver \$48.6 million in economic impact.



“

We were able to show that every hotel in the county would benefit — not just the ones near the site. Placer has strengthened our credibility as a data-driven organization, earned us a seat at the table in broader economic development discussions, and helped us build the public support we needed to move the referendum forward.”

Jane Ghosh

President & CEO
Discover Kalamazoo

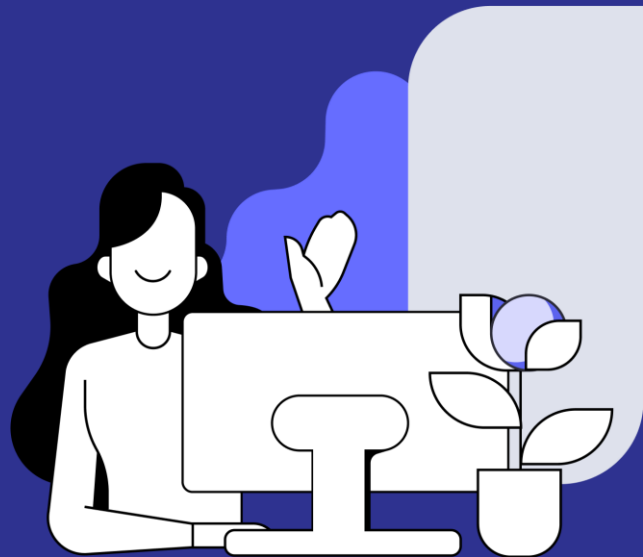
[Explore the deck](#)

[See the full case study](#)

Insights Made Easy: Flexible Data, Support Guaranteed



Placer offers flexible data exploration and delivery options to best fit your existing workflow – and a team of dedicated service professionals to **support you every step of the way.**



24/7 Platform Access

Explore and analyze on-demand with self-service access to the world's leading location analytics platform



Automated Data Feeds & API

Employ automated data delivery via Placer's customizable data feeds and API. Also available via marketplace partnerships, including Snowflake and AWS.



White-Glove Service

Enjoy expert strategic guidance from your team of dedicated support professionals, or engage our analytical research team for bespoke analysis and insights.



Ready to Learn More?

NEXT STEPS



Placer.ai
Platform Demo



Cross-Functional
Intros & Demos



Data Validation



Sign the
Contract!



Onboarding &
Training



Long-term
Partnership



Thank You

www.placer.ai





Appendix



Background slides

Unparalleled Accuracy

Highest-Quality Data

Placer.ai derives its insights from the largest, high-quality mobile device panel available, and benchmarks against authoritative data sources.

Verified Truth Set

Placer.ai data is constantly validated by top retailers against credit card transactions, store revenue, vehicle and people counters, and other objective measurements.

96.7%
correlation to
domestic store
revenue growth

Best Buy



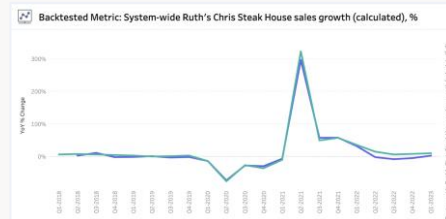
96%
correlation to
sales of alcoholic
beverages

TX Alcoholic Beverage Commission



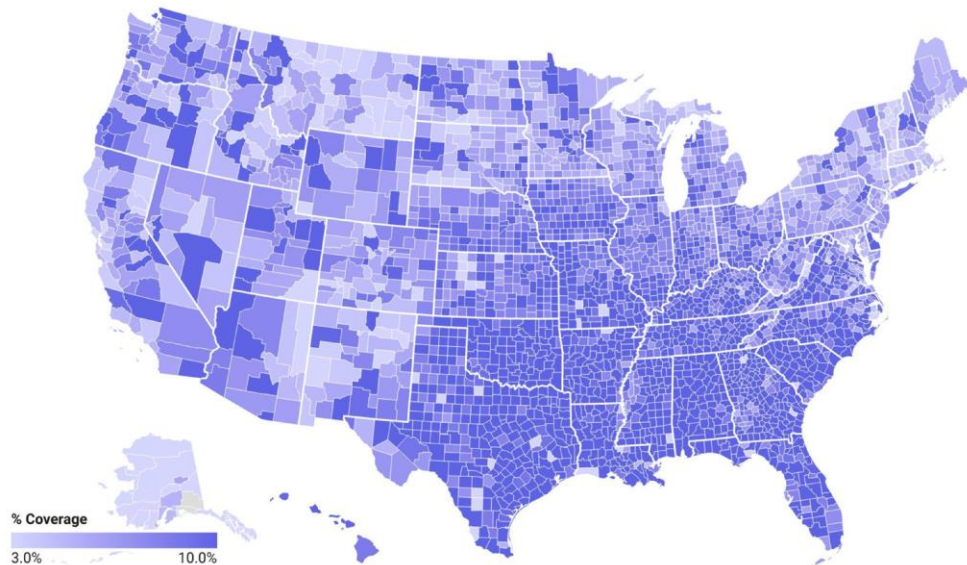
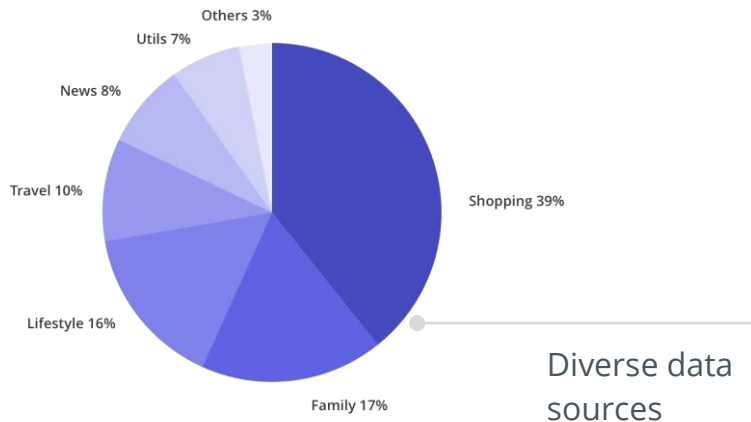
99.6%
correlation to
Ruth's Chris sales
numbers

Ruth's Chris Steakhouse



Broad, High-Quality Coverage

Placer's broad, diverse, and high-quality data partnerships provide visibility into tens of millions of mobile devices, forming a **statistically significant panel** which accurately reflects the real-world movement of the entire U.S. population.



Privacy By Design

Placer's unique and unwavering commitment enables **exclusive partnerships** and **future-proofs our business**.



We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.



We Invest Heavily in Data Security

We use end-to-end encryption to protect data in transit and at rest, using a centralized key management system and rotating keys. We also employ the ISMS from ISO 27001, including a risk management program based on the ISO 31000. All data is collected, stored, and processed only on US servers.



We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.



The Placer Marketplace

Dozens of Third Party Data Sets

The Placer Marketplace provides streamlined access to 20+ third party demographic, psychographic, and behavioral data from industry leaders like Experian, Mosaic, and STI.

360° Consumer Understanding

The powerful combination of Placer's True Trade Area and industry-leading external data sets allows for robust and nuanced analysis of consumers and markets.

