

# otonomo



## Otonomo Retail Solutions

Turning car data into marketing insights

# Deepen Your Understanding of Traffic Patterns Using Big Data from Cars

As connected vehicles dominate the roads, new data will become available to change the driving experience and create new value streams in a variety of industries. Connected vehicles are able to capture and share many types of data, including geolocation and trip patterns. Otonomo offers the first neutral automotive data services platform that transforms car data to match the needs of diverse online services. The Otonomo Platform securely ingests car data, then reshapes and enriches it to increase its value to retailers, while meeting drivers' privacy expectations and regulatory compliance requirements. Aggregate, anonymized car data serves as valuable market research input for commercial centers that are reachable by car.



## LOCATION & POTENTIAL

- Location profile
- Potential shopper traffic



## CUSTOMER TRAFFIC

- Shopper traffic by day/time
- Traffic as measure of campaign lift



## CUSTOMER CHARACTERISTICS

- Location of origin
- Distance traveled
- Duration in commercial area (time parked)
- Vehicle make/model/year

# Partner with Otonomo to gain powerful, actionable insights

## Examine your locations' traffic potential

See how much traffic passes by your locations and how long those vehicles stay.

## Get to know your shoppers better

Learn where your consumers are coming from, at which hours on what days they shop, how much time they spend in your commercial area, and more.

## Improve your promotional activities

Determine where to invest in promotions, what shopper locations you should target, and where you should locate out-of-home (OOH) advertising.

## Measure campaign effectiveness

Monitor the impact of your marketing activities on customer traffic, as well as how your campaigns are affecting your competitors.

## Deepen your competitive intelligence

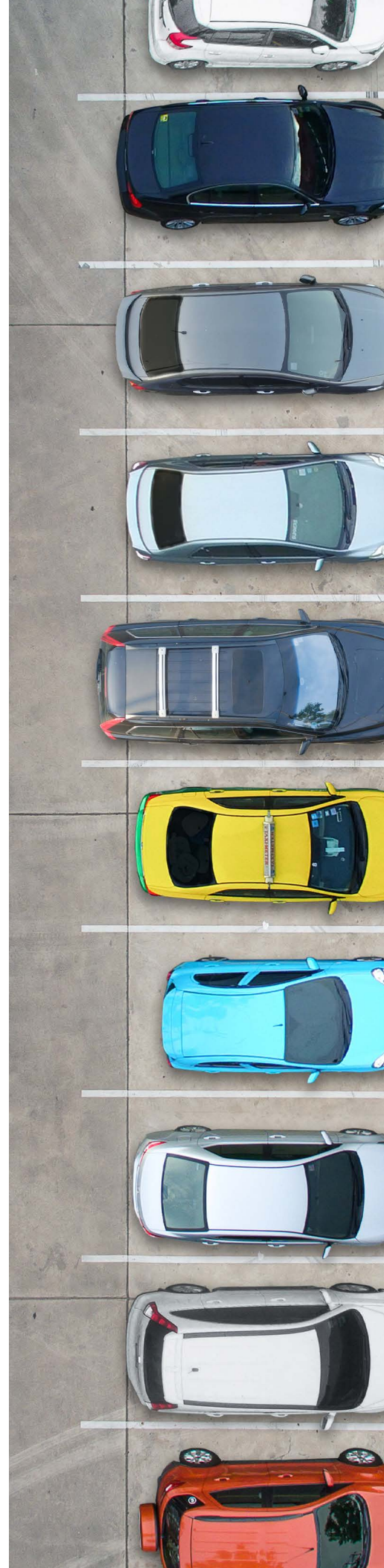
Analyze the traffic potential of your competitors' locations and if they are attracting more shoppers. Uncover their "hot" days and hours as well as if they attract shoppers from specific areas.

## Optimize operations by location

Plan staffing and promotions more efficiently based on traffic analysis of your commercial area.

## Evaluate new store locations

Understand traffic performance models in order to inform revenue projections for possible new store locations.





## ABOUT OTONOMO

The Otonomo Automotive Data Services Platform fuels a network of 15 OEMs and more than 100 service providers. Our neutral platform securely ingests more than 2 billion data points per day from over 18 million global connected vehicles, then reshapes and enriches it, to accelerate time to market for new services that delight drivers. Privacy by design is at the core of our platform, which enables GDPR and other privacy-regulation-compliant solutions using both personal and aggregate data. Use cases include emergency services, mapping, EV management, subscription-based fueling, parking, predictive maintenance, usage-based insurance, media measurement, in-vehicle package delivery, and dozens of smart city services. With an R&D center in, Israel, and a presence in the United States, Europe, and Japan, Otonomo's investors include Bessemer Venture Partners, Aptiv, Dell Capital, Hearst Ventures, StageOne Ventures, and Maniv Mobility.

### Deepen your understanding today

Contact us to explore the datasets we have available to optimize your operations.