



**INTUITION** - /ɪNTJʊ'ɪΣ(ə)N/ - (NOUN) :-  
**THE ABILITY TO UNDERSTAND BY INSTINCT, WITHOUT THE NEED FOR CONSCIOUS REASONING.**  
**"WE SHALL ALLOW OUR INTUITION TO GUIDE US".**

**The Problem**

Businesses and brands drown in a sea of disparate data.

Do you struggle to connect analytics with insight, insight to strategy, strategy to growth? If only there were a platform that enabled you to -

- Discover insight about your customers/business, using real-time and historical data
- Learn how your competition and their customers differ/overlap with yours
- Market to cohorts of devices based on characteristics that *you* have defined
  - Click to have specific audience cohorts exported to your platform of choice

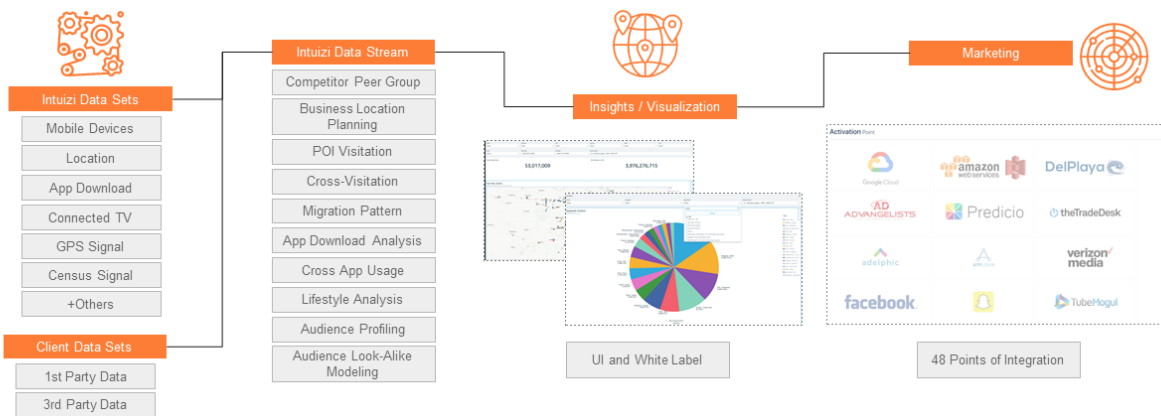
**The Solution**

Intuizi enables you to find, understand and act on data - at scale

Whether you visualise the data, analytics and reporting on our platform, or have us push into yours, we super-charge your analytics and ad targeting.

Highlights of our offering include;

- Unique insight and analytics synthesized from real-time analysis of billions of mobile device, connected tv and census data signals (+ your own data, if available)
- Pre-built analytic visualisations and reports such as point of interest visitation and migration, app download history, competitor group analysis, CTV household analysis
- Insight generation from combining and/or comparing previously disparate datasets in real-time and with total privacy-law compliance
- Cookie-free, privacy-first, 1st party consented audience data which links in to your existing ad-stack and workflow



Examples of questions answered by the Intuizi platform;

- How far do my customers travel to visit my location - does this vary from one location to another? How does it compare to my competitor?
- How many high-category usage customers do I have within my specific trading area and where should I open my next location?
- What is my share of store traffic compared to my competitors in my area and nationally?

**Future proof - designed for Continuous compliance with GDPR and CCPA**

GDPR and CCPA place stringent requirements and restrictions on companies that gather, process or otherwise handle Personally Identifiable Information. The laws generally exempt anonymized data handling. "Anonymised Data" is data that cannot be used for tracking, targeting, or otherwise determining who a specific user is.

Intuizi does not buy, receive or sell PErsonal Information (CCPA) or collect Personal Data (GDPR)

Intuizi does not allow personally identifiable information onto the platform

Intuizi only handles anonymised data, and any identifying data is De-identified (CCPA) or Pseudonymized (GDPR) in accordance with the requiements of each law, before platform ingestion

# Example Reports

## Controls

Provider: [ALL] | Category: [ALL] | POI: [ALL] | Country: [ALL] | State: [ALL] | City: [ALL]

DMA: DALLAS-FORT WORTH | Start Date: 2020-10-01 00:00 | End Date: 2021-12-31 00:00 | Device Cohort: [ALL] | Review (Beta): Normal

Total Unique Visits

212,023,456

Total Signals in a POI

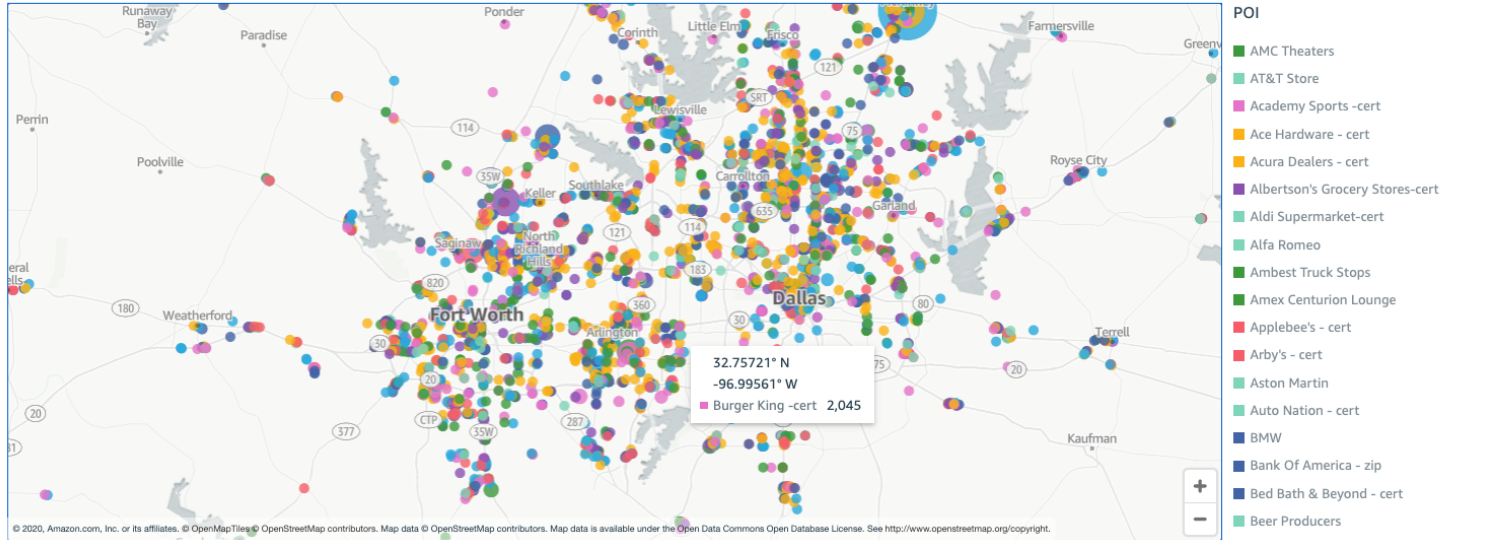
947,471,675

Tracked Points Of Interest

11,973

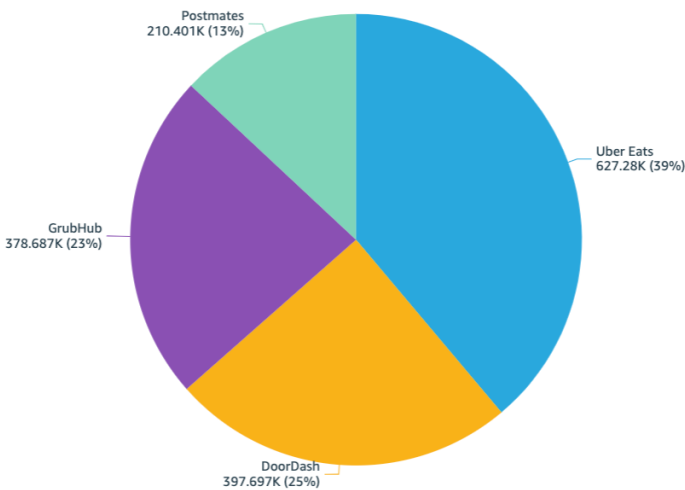
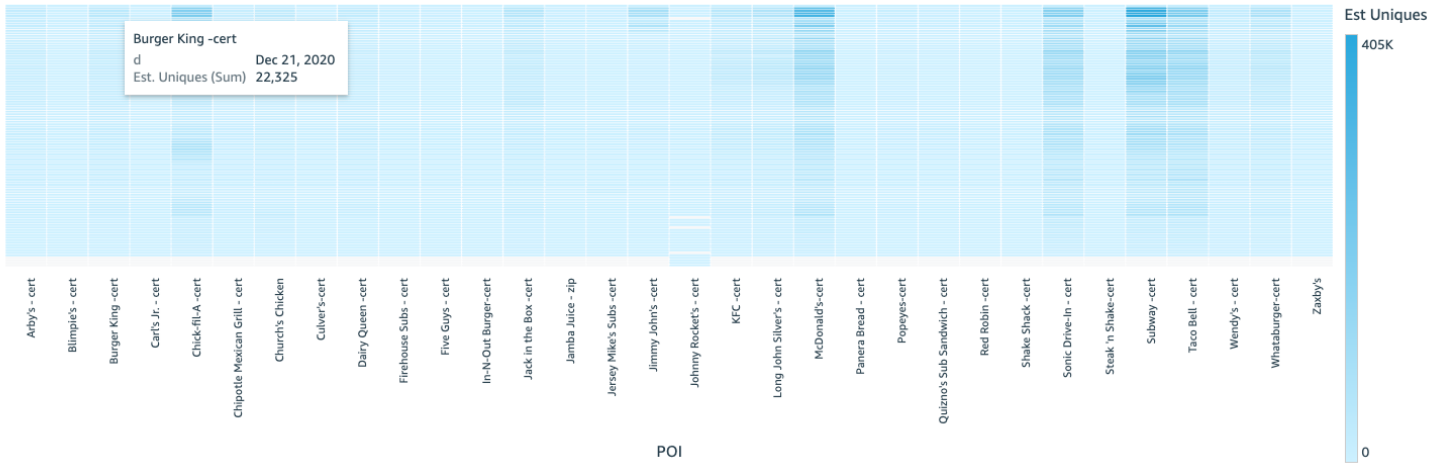
## Geo Map: Signals

SHOWING TOP 5000 IN LAT, LON AND TOP 198 IN POI



## Heat Map of Sum Signals by Day

SHOWING BOTTOM 32 IN POI AND TOP 100 IN D



## Top Store Counts

SHOWING TOP 1 IN DMA AND TOP 10 IN POI

