



Greater Salt Lake Placer.ai Analysis



September 2024



Introduction

How Placer.ai Works

Observe. Analyze. Present.



For any location in the U.S., Placer.ai observes a portion of the visiting customers. Akin to a statistical survey, this observed data is aggregated and used to generate insights into any venue. Placer.ai then extrapolates a range of metrics that provide visibility into consumer behavior.

01 - Observe

Anonymized location data from tens of millions of mobile devices used as a core panel.

- Visitation Trends
- Trade Area Analysis
- Customer Demographics

02 - Analyze

Accurate and reliable estimations on activity across the entire U.S. population.

- Extrapolated Panel Data
- Normalized & Debiased
- “Ground Truth” Validated

03 - Present

A wealth of detailed reports containing critical insights into what is truly happening offline.

- 30M Active Devices
- 1.5B Monthly Retail Visits
- 500 Mobile Apps w/ SDK

Placer's Data

ACTIONABLE INSIGHTS FOR **ANY** LOCATION



Panel

25M+ devices representing ~9% of the U.S. population. Panel history begins on January 1, 2017.



Coverage

Every county in the U.S. running iOS (55%) and Android (45%) mobile operating systems.



Accuracy

Placer.ai benchmarks its data against any available "ground truth" sets, or public and validated data sources.



Quality

Validation checks include daily and weekly reviews of a set of statistical features to detect upstream errors.



Privacy

Placer data does not include any Personally Identifiable Information (PII) and is sourced from apps that require affirmative opt-in and disclose h.



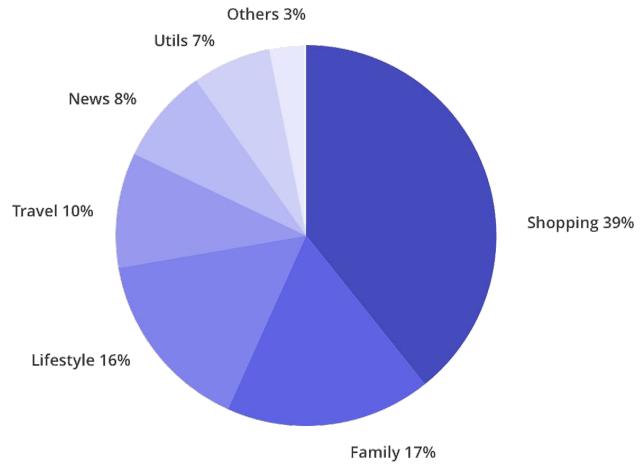
Compliance

Data partners required to represent and warrant that they are operating in compliance with all regulations.



Coverage

POWERED BY MOBILE LOCATION DATA

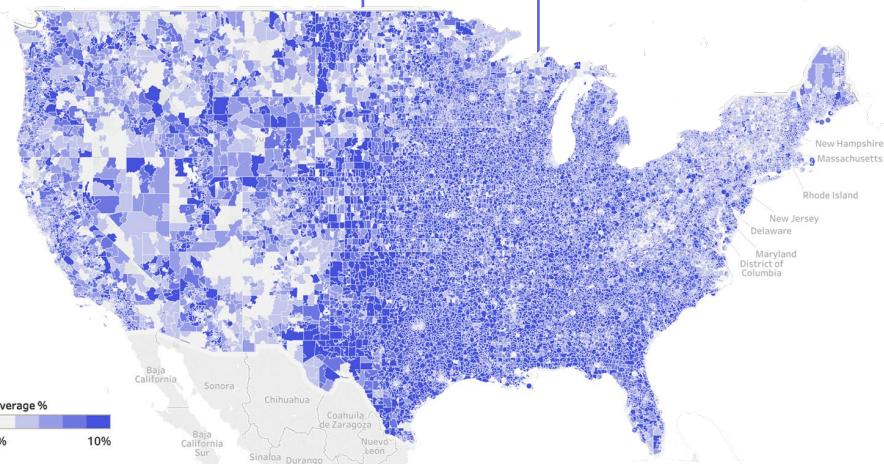


Large & Representative Panel

Location and visitor attribution data originate from hundreds of mobile apps that integrate the Placer.ai SDK. All data is representative of the larger U.S. population. Panel biases are modeled and normalized in visit extrapolations.

Dozens
of mobile app partners
that integrate the
Placer.ai SDK.

100%
Background
location events



Over 1,300 Civic Clients

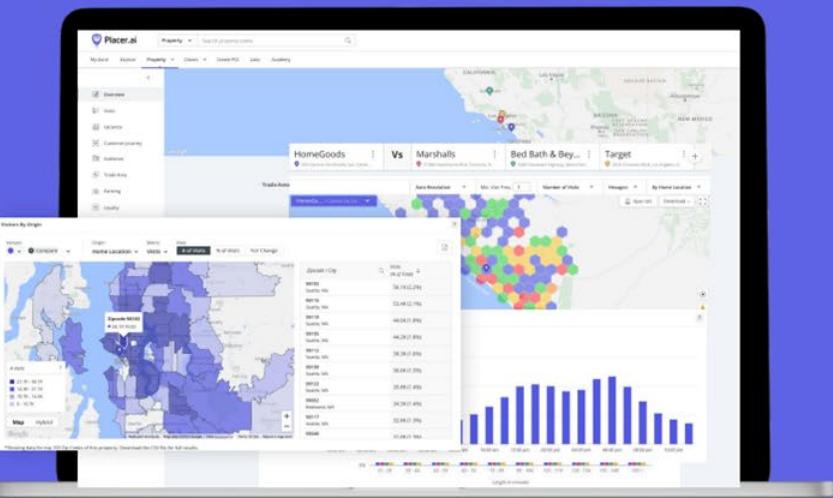
Cities, Counties, States, Districts, Downtowns,
Business Improvement Districts, Economic Development
Organizations, Destination Marketing Organizations,
Chambers of Commerce, Parks and Recreation,
Convention and Visitors Bureaus, Universities, etc.



4000+
CUSTOMERS



30+
INDUSTRIES



CIVIC



RETAIL



Placer Clients in Utah



CITIES:

COUNTIES:

- Perry
- Murray
- Tremonton
- Lindon
- Vineyard
- Riverdale
- Moab
- Springville
- Saratoga Springs
- Mapleton
- Washington
- Draper
- Orem

OTHER:

- Visit Ogden
- Explore Utah Valley
- University of Utah
- Park City Municipal Corporation
- Heber Valley Tourism
- Downtown Alliance Salt Lake City

- Iron
- Davis

Greater Salt Lake - Use Cases



01

Retail Recruitment

Identify gaps that exist in the area, and attract the best fit retailers into the area

02

Sales Tax Estimation

Correlate Visitation with Sales and reveal sales data for key sectors based on visitation history since 2017

03

Business Attraction & Workforce Analysis

Reveal workforce potential and discover changes to workforce trends

04

Event Analysis

Measure turnout, increase sponsors and vendors, and analyze economic impact

05

Parks & Open Spaces / Infrastructure

Reveal usage for any day and time and identify investment opportunities

06

Vehicle Traffic

Analyze the vehicular traffic patterns around the area to improve transportation ,

07

Travel and Tourism

Discover visitation to any destination, attraction, convention center. Understand origin market and visitor journey

08

Marketing & Reports

Prove the effectiveness of marketing efforts on financial return, driving increased sales tax revenue

09

Support Local Businesses

Identify gaps in retail offerings. Provide insights about customer journey, dwell time, and marketing effectiveness.

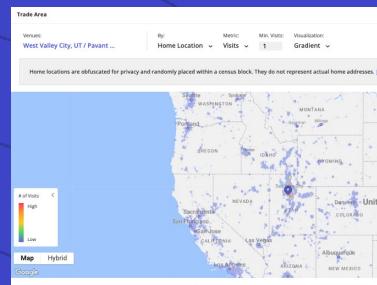
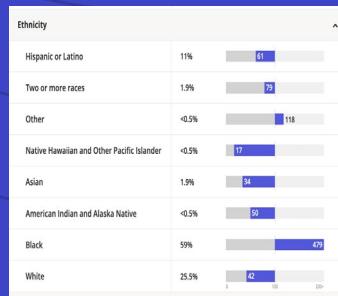
Key Placer.ai Reports for Economic Development Teams



PLATFORM
Reports



Leakage Reports



Visitor Demographics

Visitor Origins

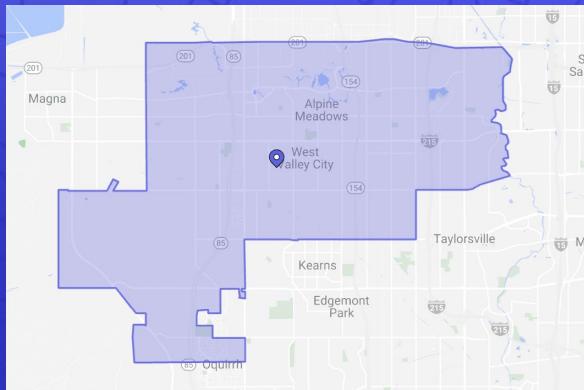
Visits By Hour/Day

Visits Trends



West Valley City, UT

-Placer.ai Analysis-



- Year Over Year Analysis
- Competitive Benchmarking
- Demographics & More

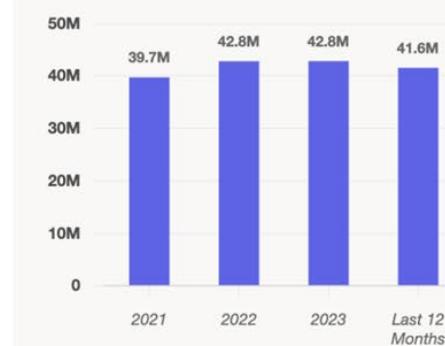
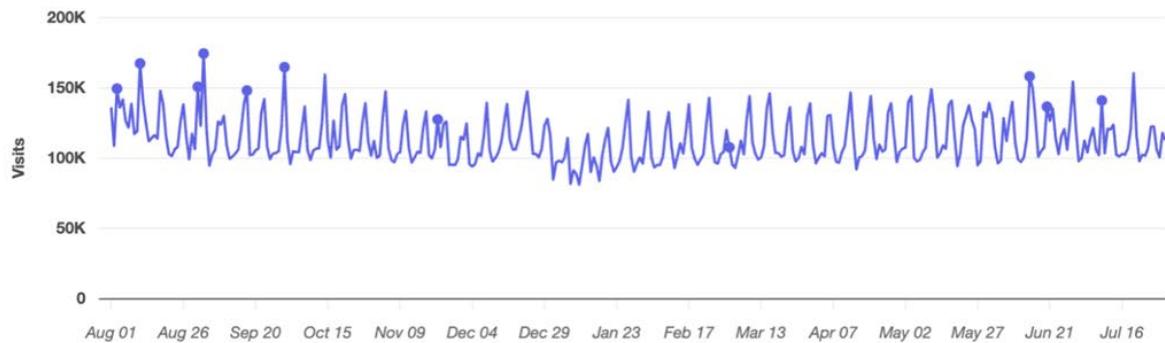
September 2024

West Valley City Visit Trends



Visits Trend

Property: Metric: Visits Aggregation: Daily Annual Summary: Outlier Indicators:



Visit Trends for Last 12 Months

Placer.ai Visitation Data

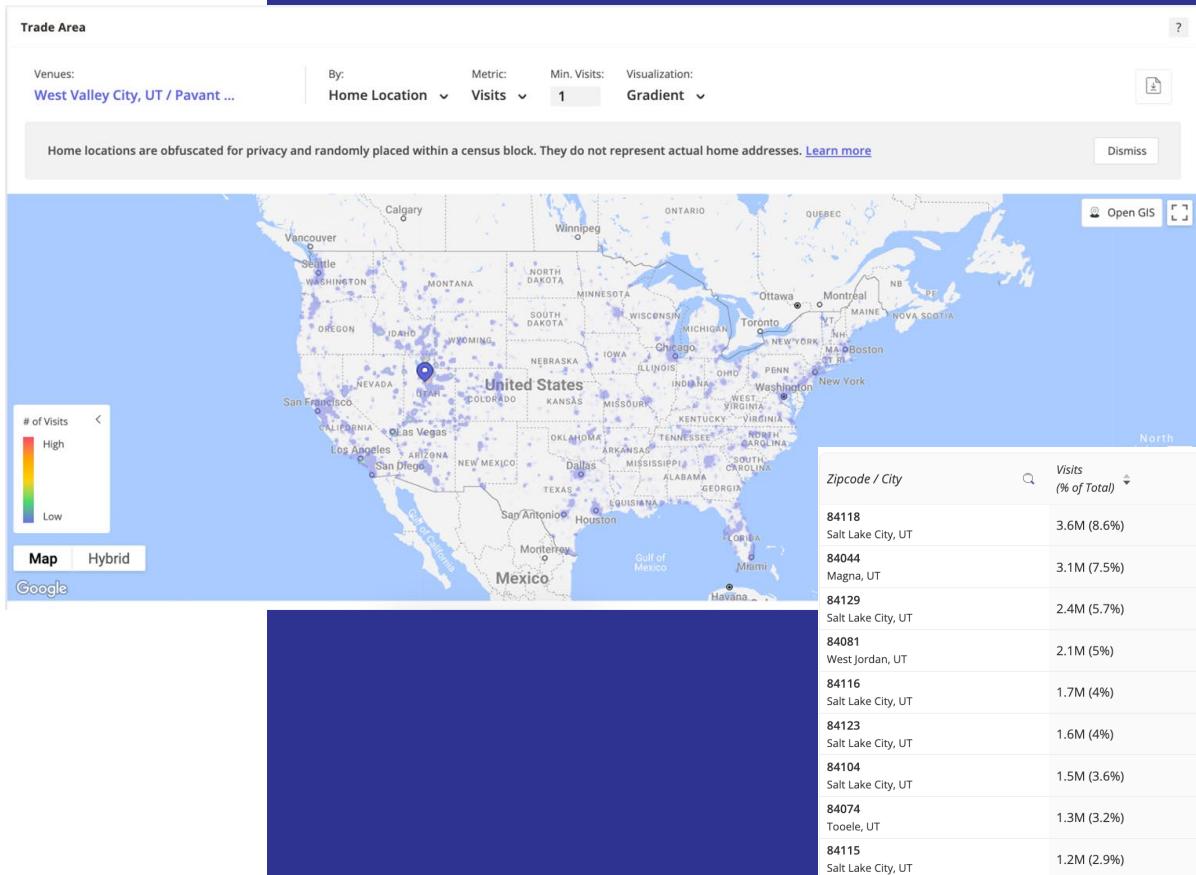
With the ability to customize date ranges you can see the impact of events, marketing campaigns, or other factors over time on a trend line.



West Valley Origins

Placer.ai Visitors By Origin Data

- Placer provides macro and micro heat map views of visitor origin to any point of interest
- Breakdown of visits by zip codes & the top Zip Codes by number of visits
- Placer provides Zip code data at the venue level but also at the region level (County, City, Downtown, etc.)
- **Fun Fact: Almost 15% of visitors to West Valley live 100+ miles away**



West Valley Demographics



Placer Demographics & Psychographics

- Placer provides a suite of demographic and psychographic information for visitors and tourists.
- You can use this data to better understand your visitor profiles, validate & showcase visitor diversity, secure grant funding, etc.
- Compare demographics of visitors to other cities/counties/etc

Audience Overview

Property: Dataset: STI: Popstats View: Potential Market Compare to: Utah, United States

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
West Valley City, UT Pavant Drive, West Valley City, UT	\$78.8K	32.0%	33.1	White (64.4%)	2.72
Utah	\$87.3K	36.2%	32.1	White (76.4%)	3.05
United States	\$76.1K	34.4%	38.9	White (58.1%)	2.55

Household Income

Income Bracket	West Valley City (%)	Utah (%)	United States (%)
<\$15K	7	6	8
\$15K - \$24.99K	7	6	8
\$25K - \$49.99K	18	15	18
\$50K - \$99.99K	32	30	29
\$100K - \$149.99K	20	21	18
>=\$150K	17	20	20

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: STI: Popstats



West Valley : Visitor Journey

Placer.ai Visitor Journey

- Placer provides *prior* and *post* data for any POI in the U.S.
- Reveal where West Valley visitors also went to eat, shop, etc
- Easily filter by category to understand which hotels, restaurants, attractions, shops, etc. visitors also went to
- Help identify the gaps that exist to support retail recruitment

Tourism Use Cases

- Reveal the economic impact of visitation
- Understand demand drivers of tourism
- Reveal top places tourists visit during their stay
- Share valuable visitation data with partners/sponsors

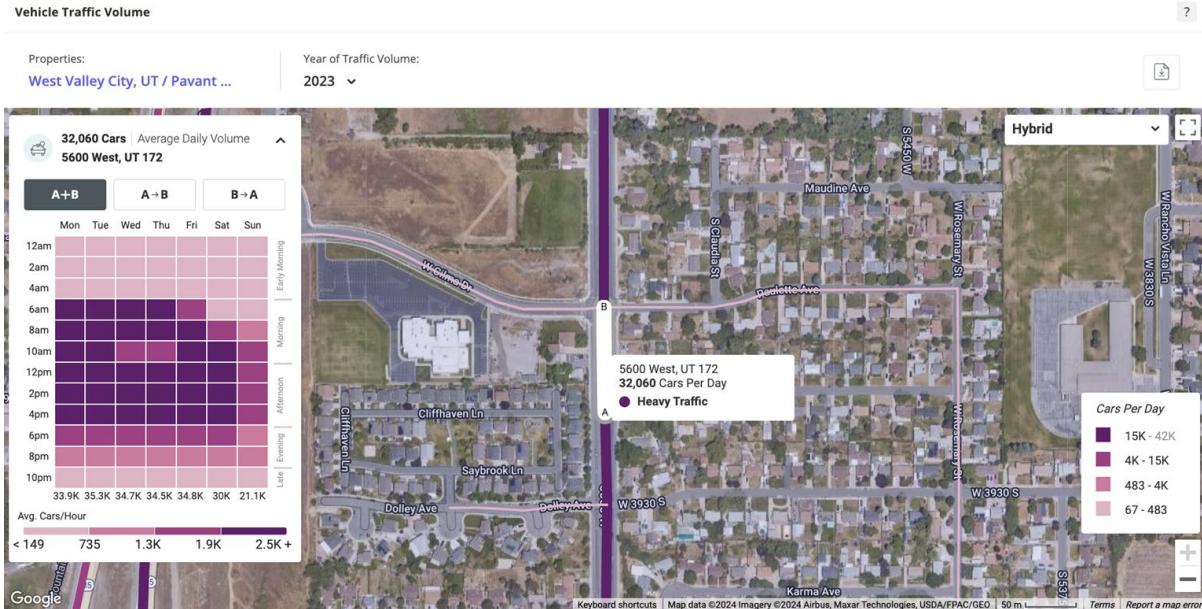
Favorite Places			
Category:	Min. Visits:		
Dining	1		
West Valley City, UT / Pavant Drive, West Valley City, UT			
Rank	Name	Distance	Visitors
1	In-N-Out Burger / 7206 S Union Park Ave, Midvale, UT 84047	9.4 mi	165.2K (5.5%)
2	In-N-Out Burger / 475 North 700 West, Centerville, UT 84014	17.4 mi	145.3K (4.8%)
3	The Cheesecake Factory / 6223 S State St, Murray, UT 84107	7.5 mi	142.1K (4.7%)
4	Raising Cane's Chicken Fingers / 2150 S State St, South Salt Lake, UT 84115	6.9 mi	134.1K (4.5%)
5	Teri-Yaki Grill / 1898 W 5400 S, Taylorsville, UT 84129	4.4 mi	132.8K (4.4%)
6	In-N-Out Burger / 350 E University Pkwy, Orem, UT 84058	33.4 mi	123.3K (4.1%)
7	In-N-Out Burger / 12191 State St, Draper, UT 84020	12.8 mi	122.5K (4.1%)
8	Burger King / 375 N Terminal Dr STE 1, Salt Lake City, UT 84116	6.3 mi	118K (3.9%)
9	Texas Roadhouse / 365 N. 500 West, West Bountiful, UT 84087	15.4 mi	116K (3.9%)
10	Texas Roadhouse / 200 W. 10600 South, Sandy, UT 84070	10.8 mi	115.5K (3.8%)

Vehicle Traffic Trends



Placer Vehicle Traffic

- Placer provides extensive vehicle traffic data for any road in the area
- Placer can also allow you to understand direction the cars are traveling in, time of day, and day of week
- Economic Developers use this data to better understand traffic patterns, plan for road improvements, or understand which retailers to bring in to specific areas





Year Over Year Analysis

Metrics

Properties:



● West Valley City, UT
3833 Pavant Drive, West Valley City, UT 84120

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Visits

41.4M

42.8M

39.7M

Visitors

3.1M

2.9M

2.6M

Visit Frequency

13.56

14.55

15.59



?



Fun Fact: Saturdays have become a much more popular day of the week for visitation the last 2 years compared to 2023

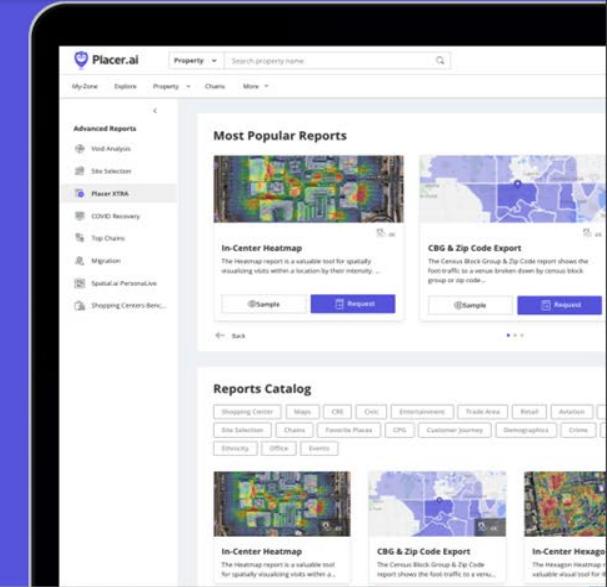




WHAT TO EXPECT FROM

Customer Success

A variety of resources to realize success with unparalleled privacy-first location data.



Simplified Data

Our data is made to be easily consumable. Any additional questions can be answered with your CSM.



Personal Consultation

Use your CSM to facilitate custom reports and help prepare data for upcoming presentations.



Ongoing Support

Your CSM will meet with you on a regular basis to discuss your needs, product launches and ever-evolving use cases.



Knowledge Sharing

Sharing is caring. Your CSM will share methods and best practices from their experiences with other customers to help you get the most efficient use out of Placer.



Success Oriented

CSMs are named, dedicated professionals that provide personalized attention focused on your needs.



Above and Beyond

Rely on your CSM to learn how to leverage Placer.ai in your unique workflows, and turn our data into insights that move your organization forward.

Placer.ai Proposal - 3 year term



\$34,000 Year 1
\$35,700 Year 2
\$37,485 Year 3

PLATFORM SUBSCRIPTION

Unlimited queries
XTRA Report Access
No implementation costs

- Unlimited Users within Economic Development
- Full access to all venues and POIs in Utah
- Unlimited venue lookups/queries, and no additional cost to index Trails, POIs, Regions, or add traffic pins to the platform
- Access to the listed demographic, psychographic, and segmentation data sets

- Census 2017 & 2019
- STI: Popstats
- STI: Spending Patterns
- STI: Market Outlook
- STI: Workplace
- Experian Mosaic



Thank You!

August 2024