

Investor Insights

Alternative data to drive your investment models

As a hedge fund or financial manager, you want to make investment decisions based on accurate, reliable data, but you need alternative data to model equity valuations before this information is reflected in market prices. At The Weather Company, an IBM Business, our location-based Investor Insights data index provides your fund with the ability to create such models.

From the 200 M downloads of our flagship weather apps and 90 percent location opt-in rate, we collect and anonymize an estimated 120 M “ping” location points daily. We’ve taken this unique, first-party location data source and broken it into footfall traffic counts at a variety of publicly traded retail, entertainment, hospitality, theme park, restaurant, and other companies where foot traffic is an indicator of business activity or results. This data index can provide the insight needed to make critical investment decisions by gauging a company’s financial health before it’s reflected in quarterly income statements.

With this alternative data set, you can create valuation models based on unique insight into market conditions and make investment decisions with increased confidence.



Using Footfall Patterns to Inform Investment Decisions

- ✓ We measure foot traffic at venue-based company locations.
- ✓ You compare this data to the company’s financial performance.
- ✓ You forecast its financial health before public disclosures.
- ✓ You make investment decisions with increased confidence.

Building the Models

We provide the historical foot traffic data indices you need to build a baseline footfall vs. revenue model. Then, we provide daily, weekly, or monthly normalized foot traffic data on any of IBM’s large and growing library of companies. Run your model to give you a unique edge to guide your investment decisions before the rest of the market reacts.

Market Differentiators

Our true differentiators come from the scale and first-party consistency of our location data, the transparent customer terms used in its collection and use, and IBM’s well-earned reputation for ethical data governance. Investor Insights provides you with the highest quality alternative data you need to run profitable investment models. The potential advantages are endless.

business.weather.com



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