



Volume

Make *smarter*, more informed decisions about the movement of people with innovative *location-based analytics*

An Innovative Industry First for Traffic Volume Counts

It's common knowledge that global populations are not only growing rapidly but urbanizing as well. By 2024, the World Health Organization estimates that the world's population will reach 8 billion, more than four times what it was in 1924. It's also estimated that by 2050, 70% of us will live in a city. Just over half of the world's population lives in urban centers today, compared to 20% 100 years ago. The stakes are high for government agencies and businesses alike to understand population growth and movement – and the need is immediate. Today, gathering this data and deriving decisions is costly and time consuming.

INRIX Insights Volume provides the first global population movement data and analytics platform to help government agencies and businesses incorporate population intelligence, giving users day-parted vehicle count by side-of-road. This platform extends the benefits of probe data based traffic into vehicle counts, an industry first, helping answer questions such as "how many vehicles pass this location?"

Volume at a glance

- Smarter urban infrastructure and road network planning
- Accurate and current day-parted, side of road data for informed decision making
- Affordable solution to replace traditionally inefficient methods
- Competitive insights for more strategic decision making

"INRIX Insights Volume and Trips really helped us better understand which of three candidate sites would have the highest return on our investment, before we laid out our money. No longer do retailers need to guess about the volume and origins of their prospective customers by a specific retail location."

Pat Augustine

Planet Fitness Franchise Owner



Transportation Operations and Planning

In order to provide accurate, annual, monthly or daily average traffic volumes, personnel organizations have a number of different methods, such as hiring counter or installing automated counters or road sensors. Unfortunately, agencies are significantly limited on the accuracy and coverage of their road networks costs by using these methods alone, not to mention the considerable and unscalable investment to measure volume with these methods. With side of road, day of week and time of day traffic counts, agencies can now make faster, more cost-friendly planning decisions using INRIX Insights Volume.



Retail Site Selection

Traditionally, retail site selection has been a costly and time-consuming process, requiring extensive research and business travel. INRIX Insights Volume takes the guesswork out of retail site selection reducing the amount of time and money required to identify the best location for new businesses. INRIX Insights Volume provides day-parted vehicle count by side-of -road, a game-changer for this industry. Now, site selectors can speed up the process by narrowing down the viable list of sites quickly, make more informed decisions and open up their stores faster.



Out-of-Home Advertising

Measuring the effectiveness of Out Of Home (OOH) advertising placement has always been a moving target, and often incorporates some guesswork. OOH metrics typically include counting the number of people that are exposed to a billboard message, but today's methods for calculating this measurement are dated and lacking the true data to make the exercise meaningful. INRIX Insights Volume solves this problem by proving true vehicle volume counts, giving the billboard industry robust measurement, supported by true impression data.

INRIX is collaborating with 100's of world class companies and public agencies to transform how people and commerce move across the world's transportation networks. As Big Data and the Internet of Things changes everything from where people go and what they do to how they get from place to place, INRIX is at the forefront of connecting cars to smarter cities and understanding the science of traffic.

Today, we operate the most robust driver network in the world that includes 250 million vehicles, smartphones, cameras, incidents and other sensors with the ability to cover nearly 5 million miles of road, ramp and interchange in more than 40 countries. The beautiful simplicity of our approach is as more vehicles and devices connect with us, our data intelligence broadens – providing a cycle of increasing accuracy. And INRIX alone can provide it!

Learn more about how INRIX Insights can help you: busdev@inrix.com | inrix.com/products/