



# An innovative industry first for traffic volume counts, now available for over 2.6 million miles of road

## INRIX Volume Profile Key Benefits

- Accurate and recent dayparted, directional vehicle count data for informed decision making
- Smarter urban infrastructure and road network planning
- Affordable solution to replace traditionally inefficient methods

INRIX Volume Profile is the industry’s newest and only dayparted vehicle traffic count. This high-quality dataset has nationwide coverage across over 2.6 million miles of road. INRIX Volume Profile offers the most comprehensive dataset, including vehicle volume by street direction, time of day and day of week.

Retailers and government agencies spend millions of dollars making real estate and infrastructure investments. INRIX and its site selection technology partners take the guesswork out of these decisions by better understanding the traffic patterns around various retail locations. Governments leverage this data to inform economic cost of delay decisions.

## Volume at a glance

**Dayparted.** INRIX Volume Profile is the only vehicle count database that provides the number of typical vehicles by time of day and day of week in 15-minute bins by road segment on over 2.6 million miles of US roads

**Directional.** Right hand turns are easier than left hand turns for drivers. Thus, retailers prefer to be on the right side and understanding the vehicle count by direction is important to ensure the highest ROI of a site

**Current.** The Vehicle count database is from 2018, unlike government sources which can be several years out of date, which again helps eliminate investment risk

“INRIX Volume Profile really helped us better understand which of three candidate sites would have the hinges return on our investment, before we laid out our money.”

**Pat Augustine**  
Planet Fitness Franchisee



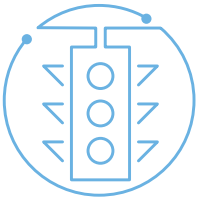
## Retail Site Selection

Retailers have real estate experts who are making material decisions every week and need access to real trusted data quickly to both make better decisions and avoid wrong decisions. Traditionally, retail site selection has been a costly and time-consuming process, requiring extensive research and business travel. INRIX Volume Profile reduces the amount of time and money required to identify the best locations. INRIX Volume Profile provides dayparted vehicle counts by side-or-road, a game-changer for this industry. Now, real estate professionals can speed up the process by narrowing down the viable list of sites quickly; making more informed decisions; and getting to market more quickly.



## Commercial Real Estate

Brokers are in the business of helping their tenant and landlord/developer clients make better and faster decisions. INRIX Volume Profile reduces the guesswork and legwork of helping their clients by bringing real data to bear. In addition, commercial real estate software developers who provide the tools to make their broker and real estate clients more efficient can benefit from INRIX data, which improves the quality and accuracy of their platforms.



## 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 people to count or installing automated counters or road sensors. Unfortunately, agencies are significantly limited on accuracy and coverage of their road network 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 efficient planning decisions using INRIX Volume Profile.



## 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 lack the true data to make the exercise meaningful. INRIX Volume Profile solves this problem by proving true vehicle volume counts giving the billboard industry robust measurement supported by true impression data.

**A global leader of connected car services and mobility analytics**, INRIX is transforming mobility worldwide. INRIX delivers innovative products for the automotive and transportation industries such as real-time parking and traffic information and solutions that facilitates the safe testing and deployment of autonomous vehicles. We also provide new insights for a variety of other industries that can make better business decisions by understanding how people move throughout the day.

Our partners are automakers, governments, developers, insurance agencies, retailers, advertisers and other enterprises large and small. With over 500 customers and live coverage in almost 90 countries, we are helping move people, cities and businesses forward.

Learn more about INRIX Roadway Analytics:  
[INRIX.com/products/analytics/volume-profile](https://www.inrix.com/products/analytics/volume-profile)

