INRIX Trips Plus is an all-in-one, easy to use, and tickerized geolocation alternative dataset that helps investors analyze the companies they care about and produce alpha for their portfolio.

Geolocation is one of the hottest and most interesting alternative data verticals in the market today. However, complexity associated with sourcing and managing the data as well as the amount of manual work that’s often required can make leveraging disparate datasets challenging for investment managers.

Trips Plus is a first-to-market, all-in-one geolocation dataset solution that helps investment managers better predict earnings for both public and privately owned companies, identify trading opportunities, and generate alpha for their portfolio.

Trips Plus combines connected vehicle data (passenger car and trucking data) from INRIX Trip Analytics with US POI data to provide a seamless experience that leaves more time for analysis. No more drawing polygons, acquiring an additional dataset, managing separate contracts, or marrying disparate datasets together.

Imagine getting easy access to car and/or truck traffic data to and from locations for the tickers you care about and without all the data gymnastics that most alt datasets require! With Trips Plus, you can gain insights into consumer trends to locations such as theme parks, casinos, restaurants, hotels, retail, and more ahead of earnings. You can also analyze fleet/truck activity around places like manufacturing facilities, warehouses, distribution centers and seaports, and get that “edge” you have been seeking.

Key Benefits at a Glance

- First to market, all-in-one mobility dataset that’s easy to ingest
- Generate unique investment insights to optimize your strategies
- Customize your reports and further refine your analysis
- Leverage one of the most dense and precise geolocation datasets on the market with 14% of all US vehicle miles traveled (VMT) covered

Use Cases

- Generating mobility insights based on vehicle traffic to help find economic signals
- Leverage tickers across Industry sector portfolios for leading indicators
- Track both passenger and truck movement across locations that matter most to you
- Private equity due diligence for evaluation sprint: fast turnaround and data delivery for ad-hoc requests
- Identify trends by time of day, day of week, month, season, and year
- Take proactive actions based on deep analysis and reliable mobility trends
All-in-One Connected Vehicle and POI Dataset for Better and Faster Earnings Predictions

Key Features

• Trips Plus covers 450+ stock symbols, 7,400+ brands, and 12M+ US POIs. Other POI attributes allow you to further segment your analysis by location name, brand, and NAICs categories

• Connected vehicle data, vehicle classes (passenger and fleet), and footfall data from mobile devices

• Accurate, precise, and fresh POI data that has been cleaned, de-duped, and ready to use

• Each trip visit to each location associated with a publicly traded company is associated with a stock symbol, along with Committee on Uniform Securities Identification Procedures (CUSIPs) and International Securities Identification Number (ISINs), which makes it easy to merge the data with your existing datasets

• Reports available either at aggregated trip counts level, or granular individual trips mapped to POIs for greater transparency

• Easily access streamlined reports for specific stock symbols across all US locations with an easy plug into AWS S3

• Flexible subscription model to only access and pay for the vehicle movements that are relevant to your portfolio: subscribe to just specific tickers, industry segments, or locations

• Analyze privately-owned businesses to identify new PE investments, track current holdings, or even analyze possible fixed income ideas

Learn more at inrix.com/trips-plus or email us at FinServ@inrix.com

Theme parks feature large parking lots to accommodate visitors, delivery trucks, and employees’ vehicles. As such, connected vehicle data can provide valuable insights into the activity level of theme parks and help investors better predict earnings.

Analyzing the correlation between vehicle movement at industrial sites and reported revenue with Trips Plus shows that activity level can be a strong predictor of future earnings.