

1010DATA

TickerView™ Visits

The most actionable visits index for investment managers that provides daily signals on shopping duration, day-part and share. With the broadest coverage that seamlessly integrates with existing 1010data datasets, TickerView™ Visits keeps you more informed than the market.



Expand
Data Coverage

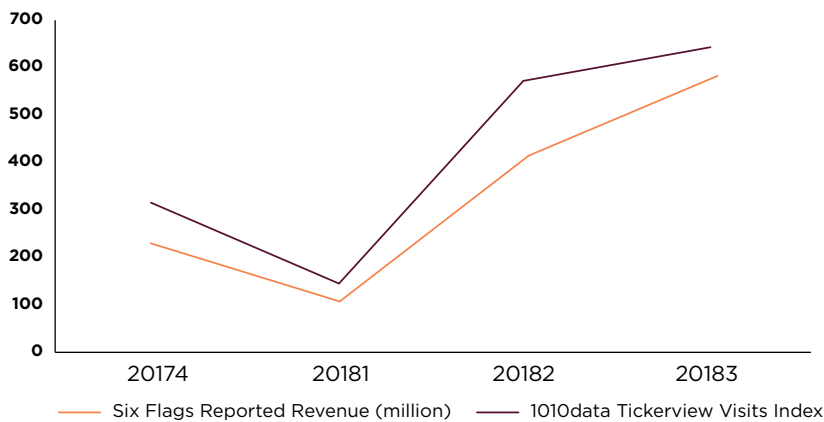


Deepen Company
Knowledge



Improve
Trading Signal Accuracy

Six Flags Revenue



SIX: Attendance & Revenue Correlation

Six Flags [SIX] has bolstered its season pass and membership options, but that has made the timing between when a visitor pays for their pass and visits the park more disjointed. Leveraging TickerView Visits, you can track Six Flag's attendance and revenue with a 98% correlation giving you the confidence needed to monitor visitation in real time.

Metrics Tracked

Visits Index

Devices Index

6 Duration Buckets

5 Day-Part Buckets

High-Level
Facts

2+

Years of History

Daily

Update Frequency

8-Day

Lag Time

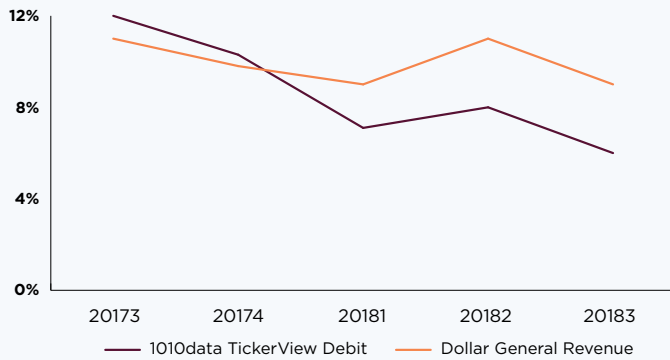
25MM

Panel Size

DG: Improve Forecasting of High-Cash Businesses

Transaction datasets traditionally only capture card-based purchases, but several companies have a high share of cash transactions, such as restaurants or dollar stores. Card datasets have a harder time predicting revenue for these businesses when used on their own. When you combine TickerView Visits and TickerView Card signals together, you can improve accuracy in forecasting revenue for cash-driven businesses.

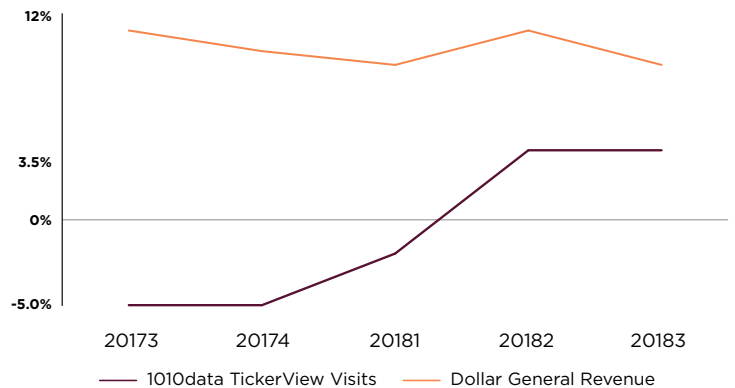
DG Debit Backtest



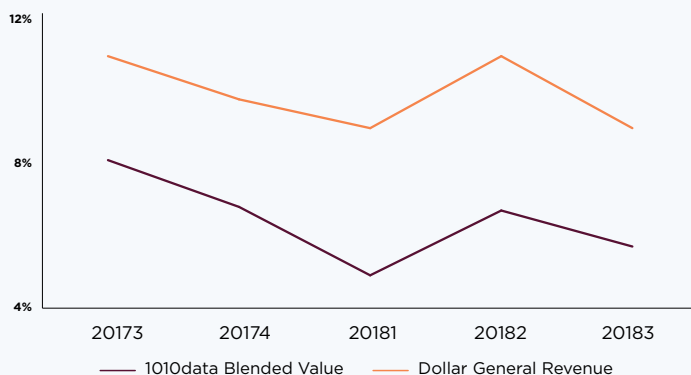
TickerView Debit trends well with Dollar General [DG]'s reported revenue, but it could be improved.

TickerView Visits is a new signal that works as a proxy for cash spend, but could also trend better with DG's reported revenue.

DG Visits Backtest



DG Blended Backtest



When TickerView Visits and Debit are combined, the signal is significantly improved with an 80% correlation to DG's reported revenue.

1010data enables equity investors to adjust their strategy intra-quarter by leveraging accurate signals ahead of the market. We use multiple datasets that monitor consumer spending and shopping visits in-store and online to deliver daily insights on hundreds of private and public companies. With daily updates across most of our datasets and extensive historical coverage, 1010data ensures our clients have access to granular trends before anyone else.