



How Data Can Ramp Up Your CRE Game Plan



Near is a Full-Stack Provider of Data Intelligence

SaaS-based solutions address needs for organizations across the data maturity spectrum



Operational Intelligence

- Data enrichment: Collect, organize, aggregate and update places data from variety of sources
- Data analytics: Enable operational decision-making related to site selection, understanding trade area dynamics, supply chain optimization etc. basis location data



Marketing Intelligence

- Data enrichment: Aggregate & expand digital 1st party audience data via a unified ID
- Data analytics: Audience curation across geographies, sectors basis the offline and online behavior of consumers, brand affinity to perform target advertising

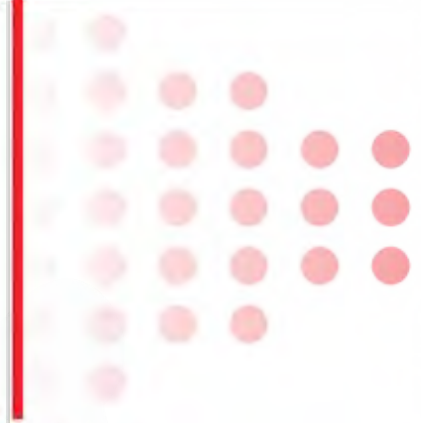
What Is Human Movement Data?

Powerful data on people and places to understand visitation patterns, visitor origin, consumer profiles and more

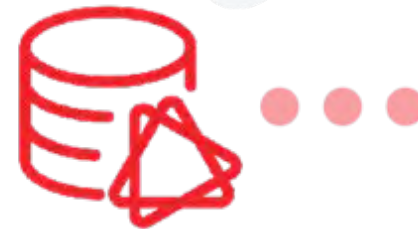
Multiple Sources of Raw Mobile Data



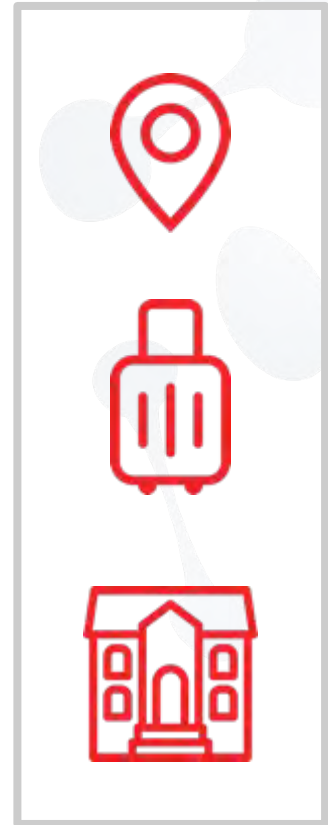
Processing and Contextualization



Refined Mobile Data Supply



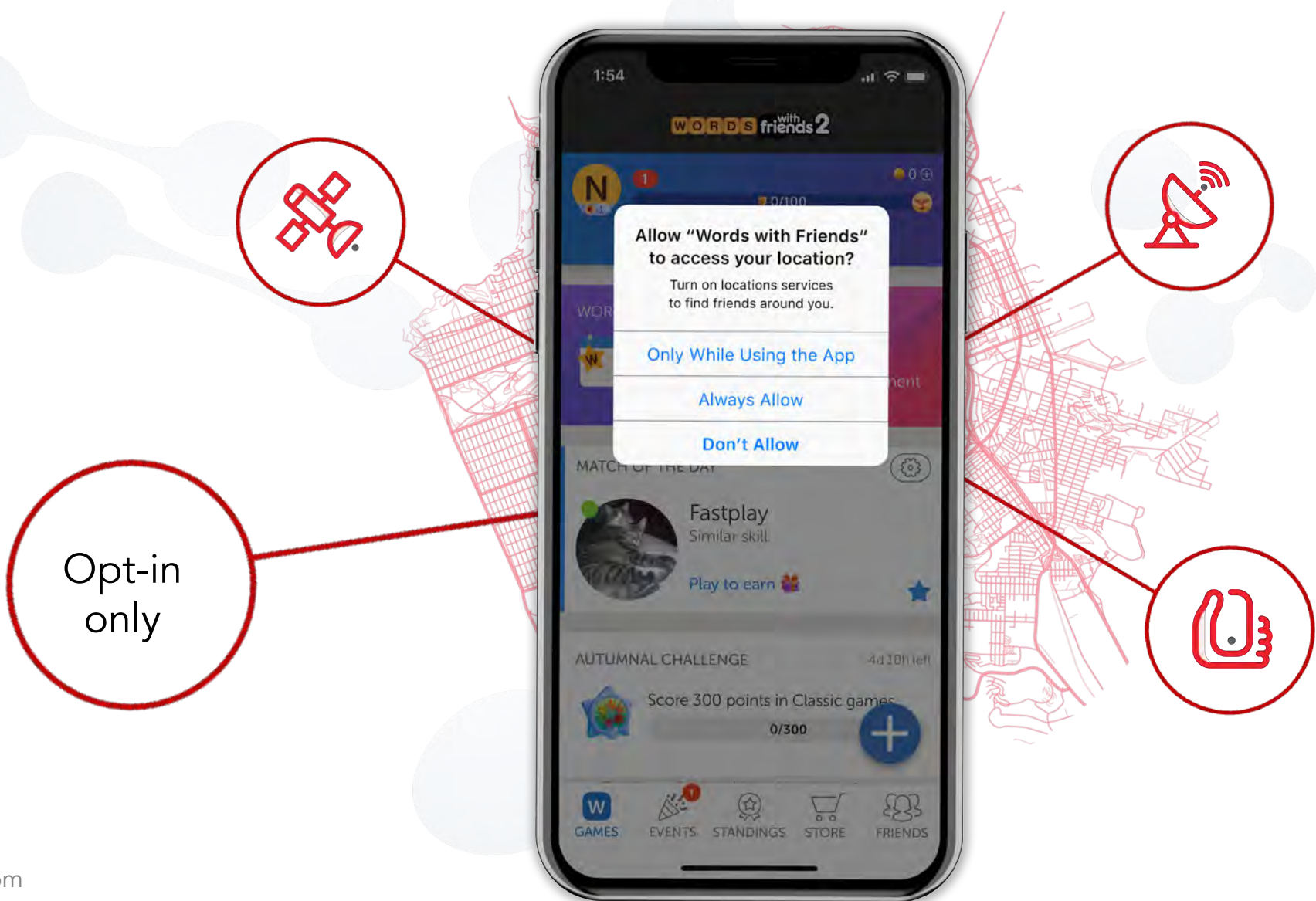
Location Intelligence



Ruthless Focus on Quality
Near discards as much as 75% of the data entering our doors



How Human Movement Data Is Gathered





How Human Movement Data Can Be Used

Use Cases for Location Data According to Executives Worldwide, by Vertical, Oct 2020

% of respondents

	Financial services	Retail and ecommerce	Transport and logistics	Real estate	Travel and tourism
Digital customer experience enhancement	69%	65%	43%	59%	73%
Geomarketing and targeted communications	63%	78%	53%	68%	69%
Network and supply chain optimization	49%	60%	56%	35%	24%
Workforce coverage optimization	41%	34%	31%	30%	24%
Support function optimization	41%	0%	0%	0%	0%
On-premises customer experience enhancement	36%	38%	0%	48%	60%
Route planning and optimization	30%	53%	74%	33%	10%
Zone-based pricing	0%	37%	28%	28%	19%

Note: n=520

Source: Boston Consulting Group (BCG) "Unlocking Value with Location Intelligence" commissioned by Google, Feb 8, 2021

Key data points you can get from Human Movement Data





How does human movement data meet CRE strategy?





Use Case #1: Multiple Site Comparisons

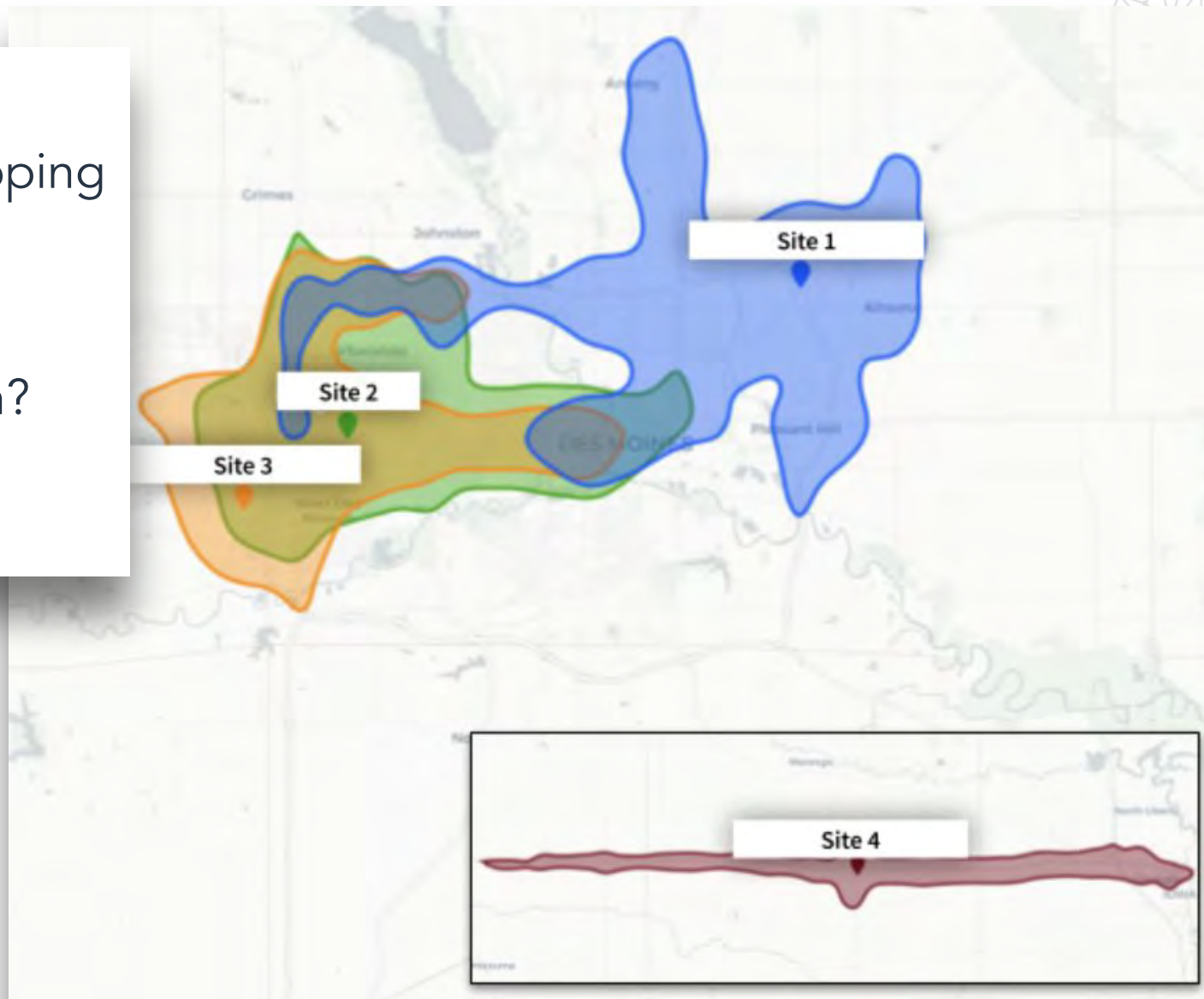




Comparing Trade Areas of Multiple Centers

A CRE firm turned to Near to understand and evaluate 4 shopping centers in the Des Moines area:

- Who is going to the sites?
- Where are they coming from?
- Where else do they go?



Comparing Demos of Different Sites

DEMOGRAPHICS

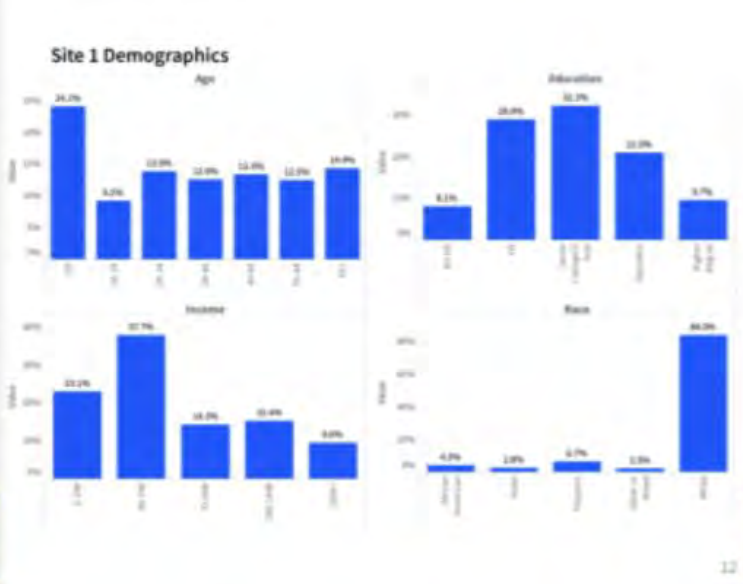
What are the demographics of customers?

Median Household Income \$64,001

Median Home Value \$164,605

Sample Size 26,565 devices

Site 1



DEMOGRAPHICS

What are the demographics of customers?

Median Household Income \$66,684

Median Home Value \$176,157

Sample Size 41,212 devices

Site 2



DEMOGRAPHICS

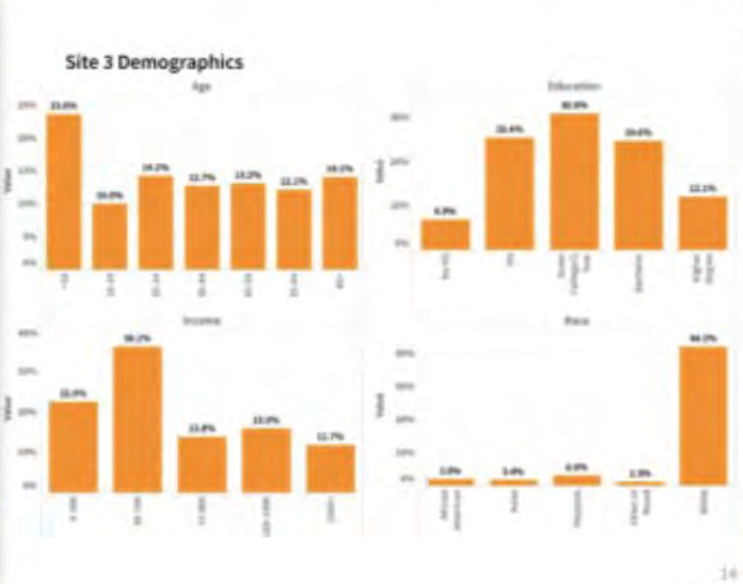
What are the demographics of customers?

Median Household Income \$67,690

Median Home Value \$181,943

Sample Size 89,465 devices

Site 3



DEMOGRAPHICS

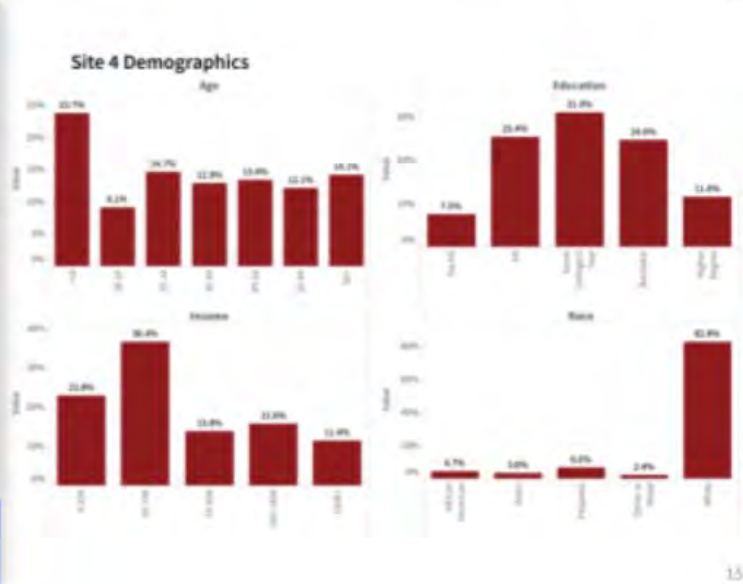
What are the demographics of customers?

Median Household Income \$63,521

Median Home Value \$172,945

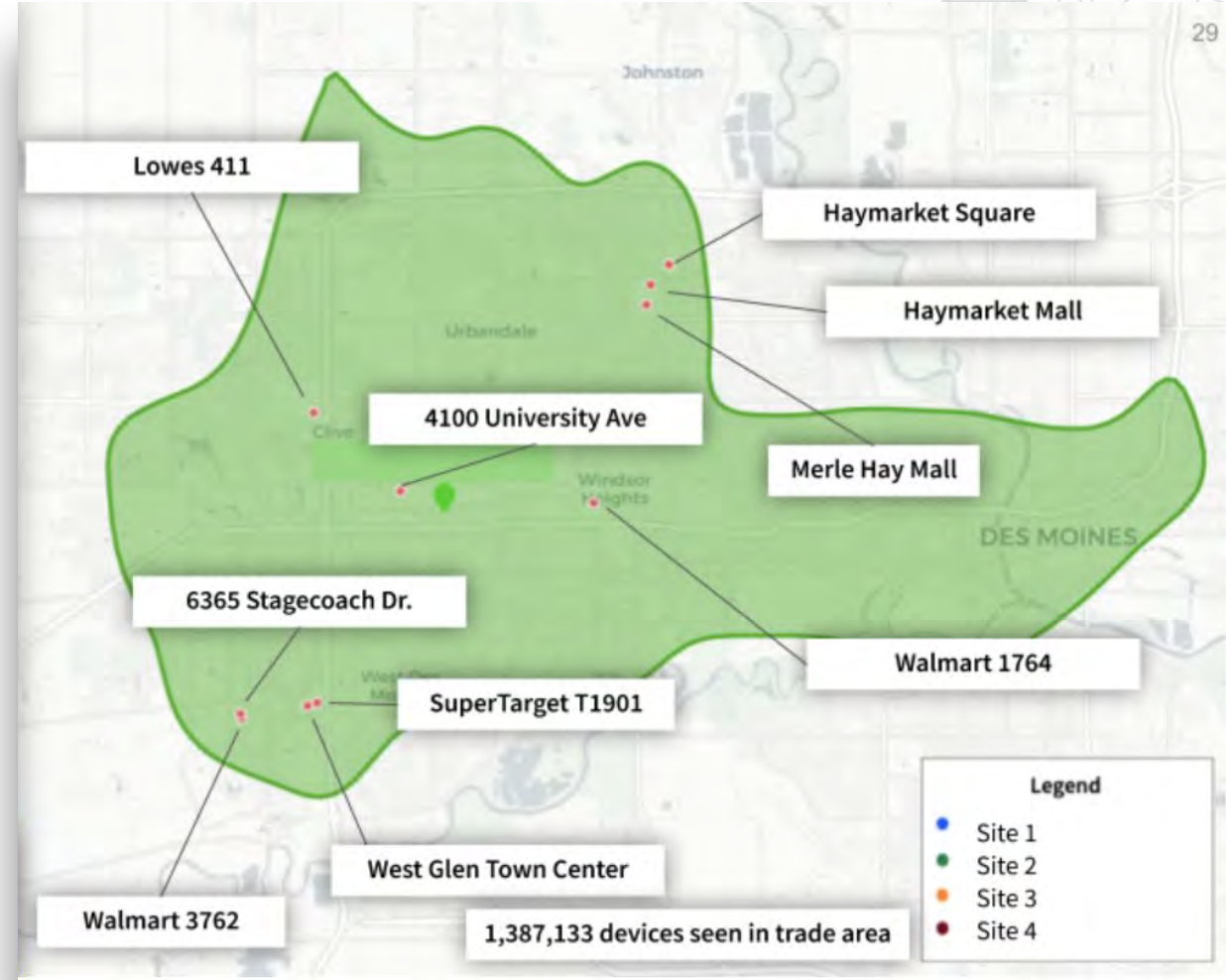
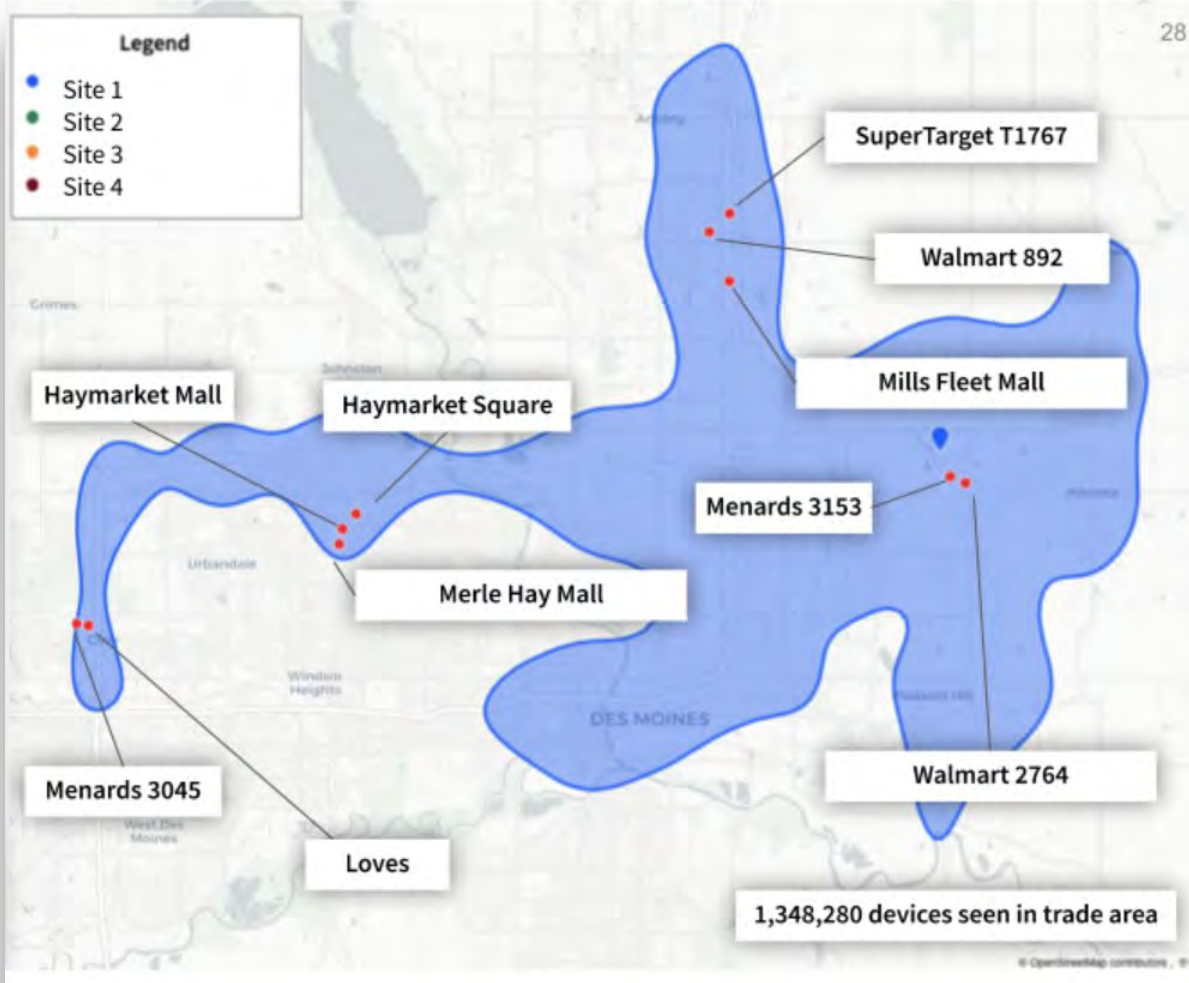
Sample Size 22,242 devices

Site 4





Where else do visitors go?





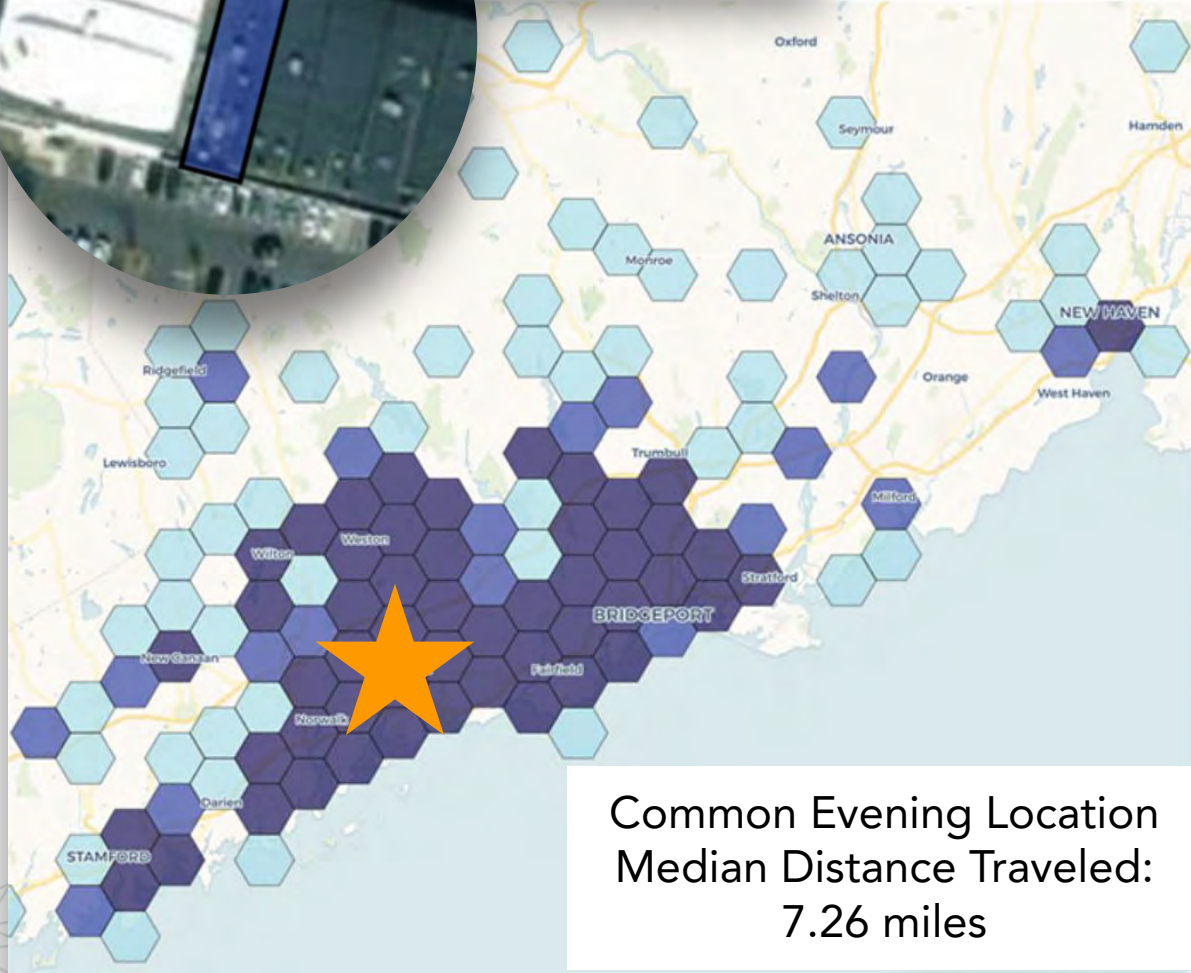
Use Case #1: Site Selection



Where do site visitors live and work?



QSR Location in Westport, CT



Common Evening Location
Median Distance Traveled:
7.26 miles

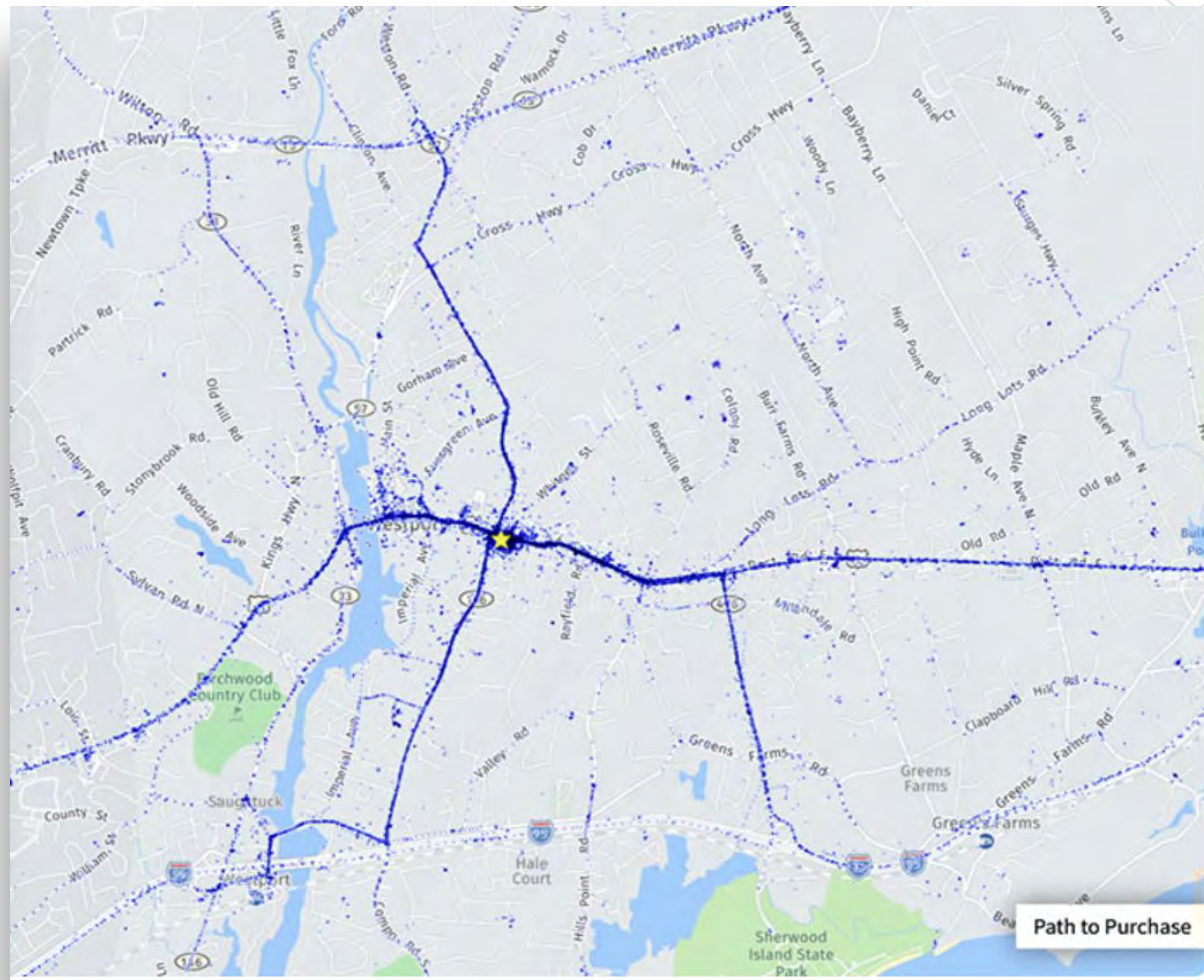
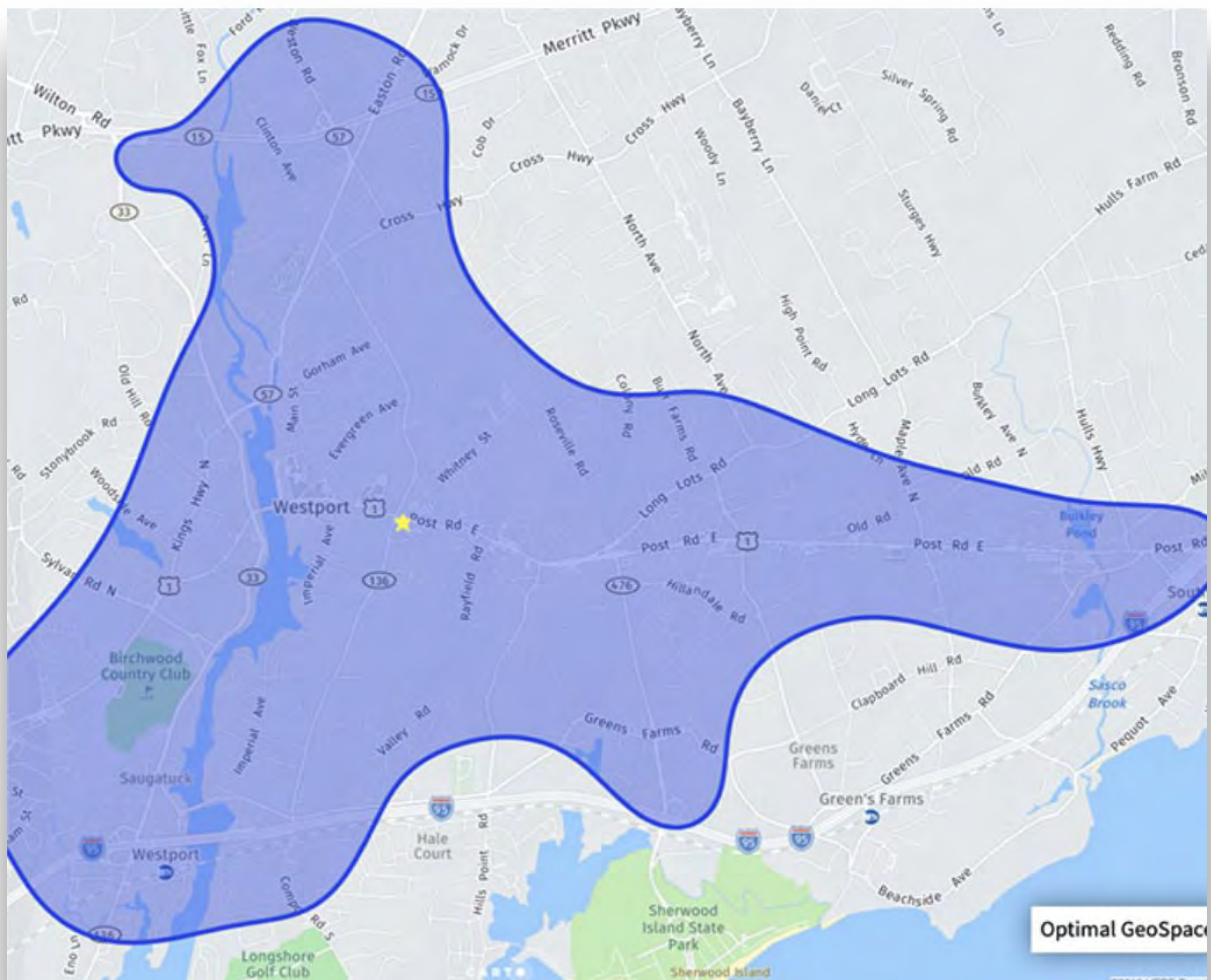
- A QSR turned to Near to evaluate a prospective location:
- How far do visitors travel to this location from work and home?
 - What is the trade area and pathing of the location?
 - What are the demos and brand affinities of the visitors?



Common Daytime Location
Median Distance Traveled:
6.92 miles



What is the trade area and path to purchase?



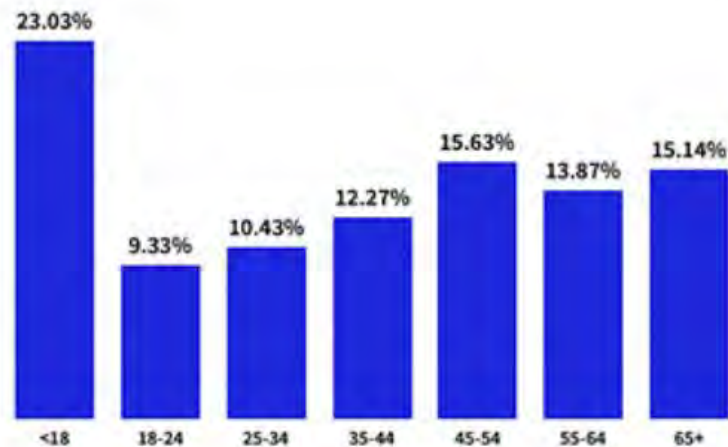


What are the customer's demographics?

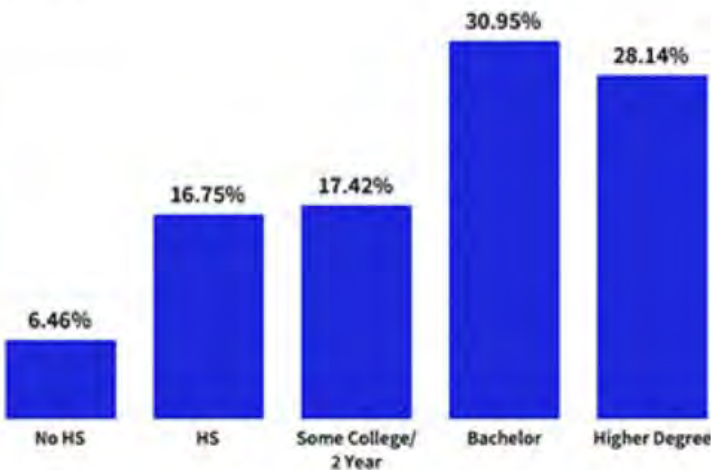
Median HHI: \$127K
Median Home Value: \$700K

Brand Affinities:
Soul Cycle (9x)
Bow Tie Cinemas (4x)
Trader Joe's (2x)
Whole Foods (2x)

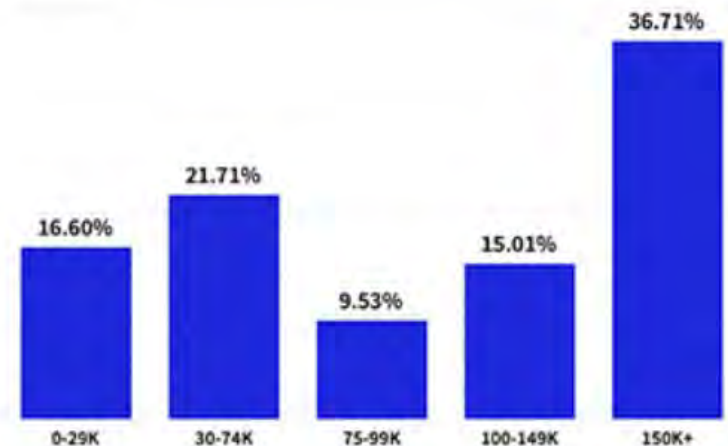
Age



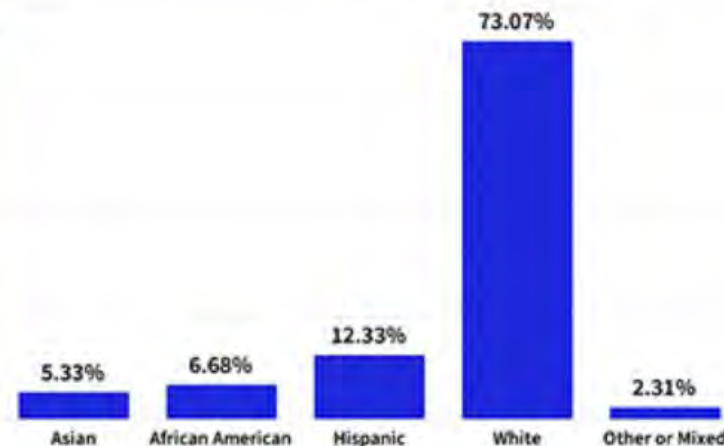
Education



Income



Race





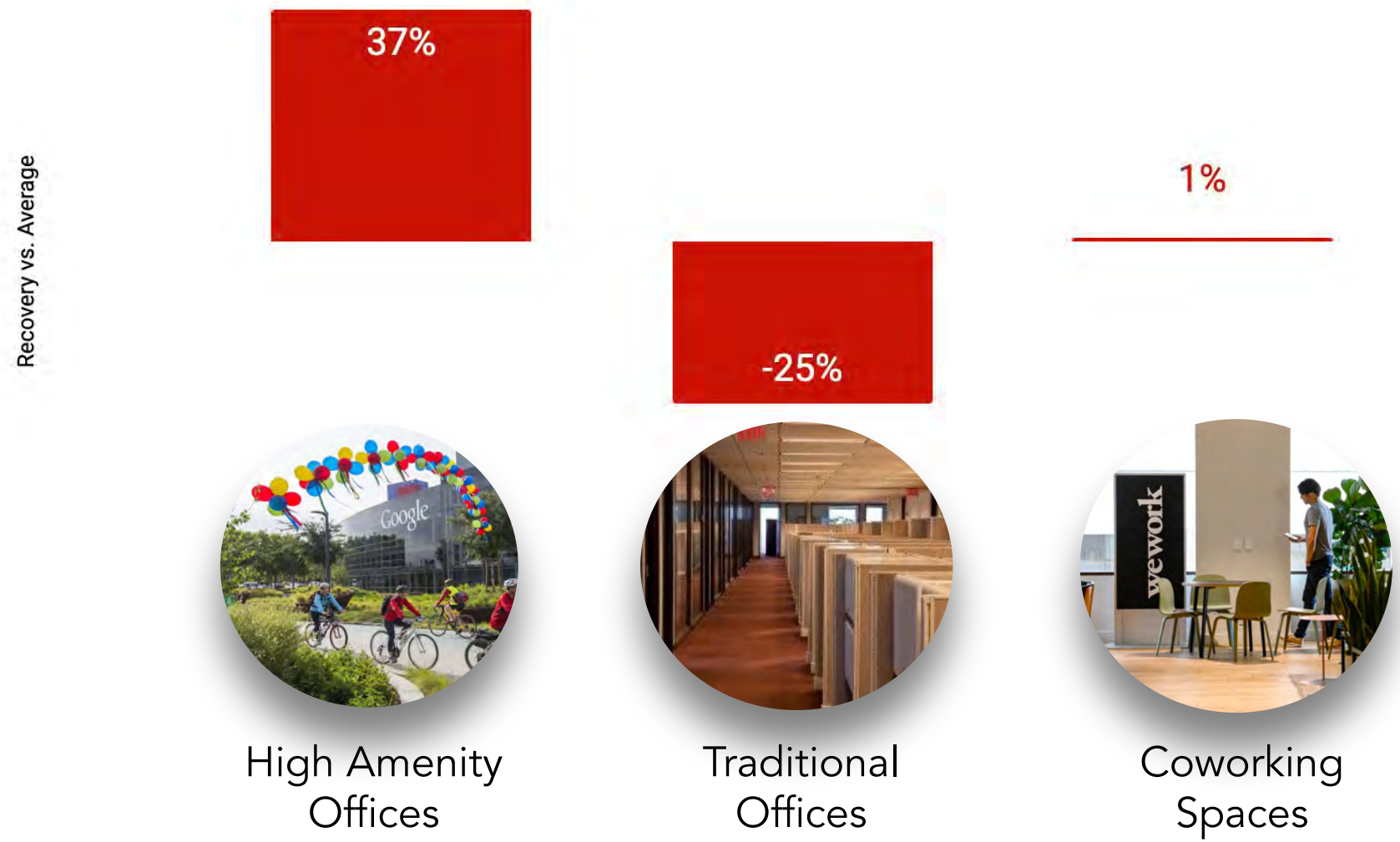
Identifying Trends in Offices





Office visitors are still down, but offices known for their amenities are doing best

Recovery vs. Average (Jan 2022 vs 2020)



High Amenity
Offices

Traditional
Offices

Coworking
Spaces



Use Human Movement Data to Adapt Offices to the New Normal

- Identify convenient hubs for satellite offices in more suburban areas
- Understand changes in demographics and behaviors of the workforce
- Attract tenants to your space with bespoke targets using demos, brand affinities, and location data



Identifying Trends in Retail / Multi-Use Anchors





The evolution of the mall

Malls have evolved to feature a variety of non-traditional anchors including:



GROCERY

Example stores:
Wegman's, Stuart
Leonard's, Trader Joe's,
Whole Foods



BIG BOX

Example stores:
Target, Walmart



HEALTHCARE

Examples:
Urgent care and other
healthcare facilities



EXPERIENCES

Examples:
Art exhibits, interactive
shopping experiences,
large entertainment centers
(bowling, karaoke, etc.)



How have malls with traditional vs. non-traditional anchors performed?

For each type of mall anchor, we asked:

- How has footfall recovered by type pre-pandemic vs. now?
- Where are people coming from to visit anchors vs. the mall overall (trade areas)?
- Who is visiting and what are their interests?

We studied multiple malls with each type of anchor (Grocery, Big Box, Healthcare, Experiences, Department Stores), and explored footfall for Q3 2019 vs Q3 2021, visitor demographics and interest, and trade areas.



Malls considered

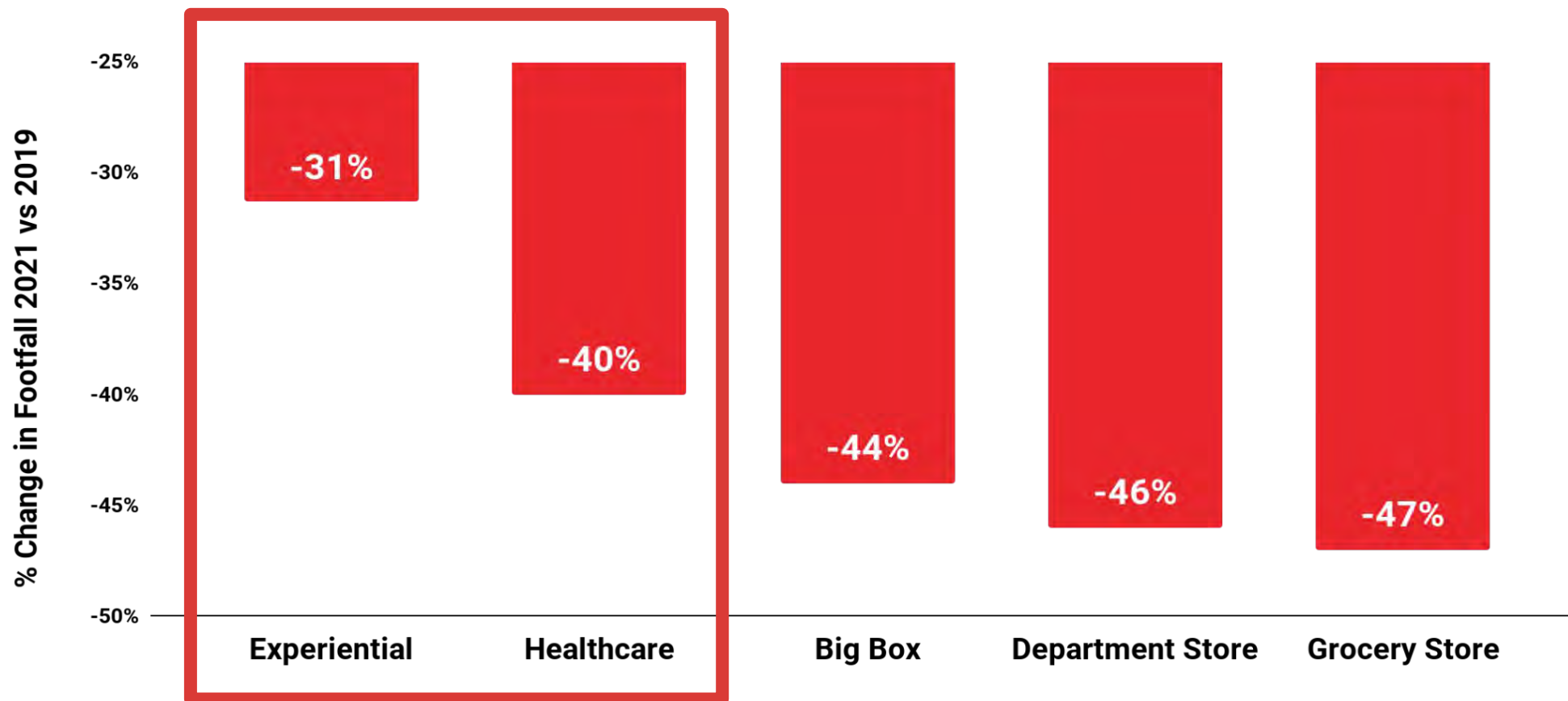
Malls with Big Box Retailers	Anchor Store
Sawgrass Mills	Target
Palisades Center	Target
Malls with Department Stores	Anchor Store
Aventura Mall	Nordstrom
Del Amo Fashion Center	Macy's
The Galleria	Macy's
Malls with Experiential Locations	Anchor Store
The Shops at Columbus Circle	Camp (Interactive experience for Family)
Village at west oaks	Seismique Interactive Art Museum
Park City Center	Round1
Malls with Grocery Stores	Anchor Store
Paramus Park Mall	Stuart Leonard
Natick Mall	Wegmans
Malls with Healthcare Centres	Anchor Store
Patriot Place in Foxborough	Brigham General Health Care Center
One Hundred Oaks	Vanderbilt Health Center





Malls haven't fully recovered, but some are doing better than others

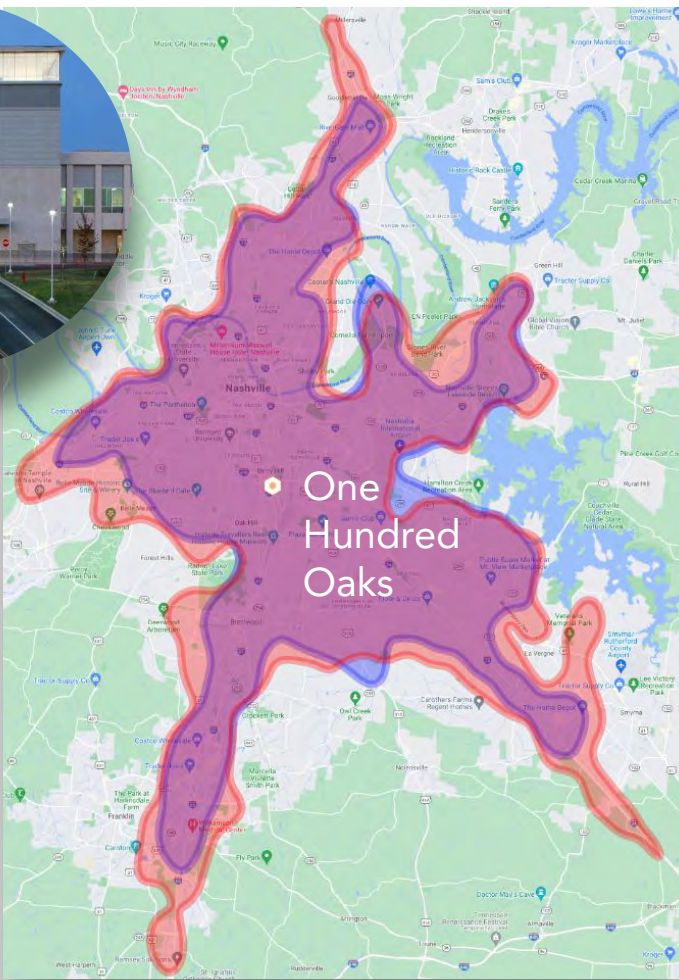
Change in Footfall from Q3 2019 to Q3 2021 by mall anchor type



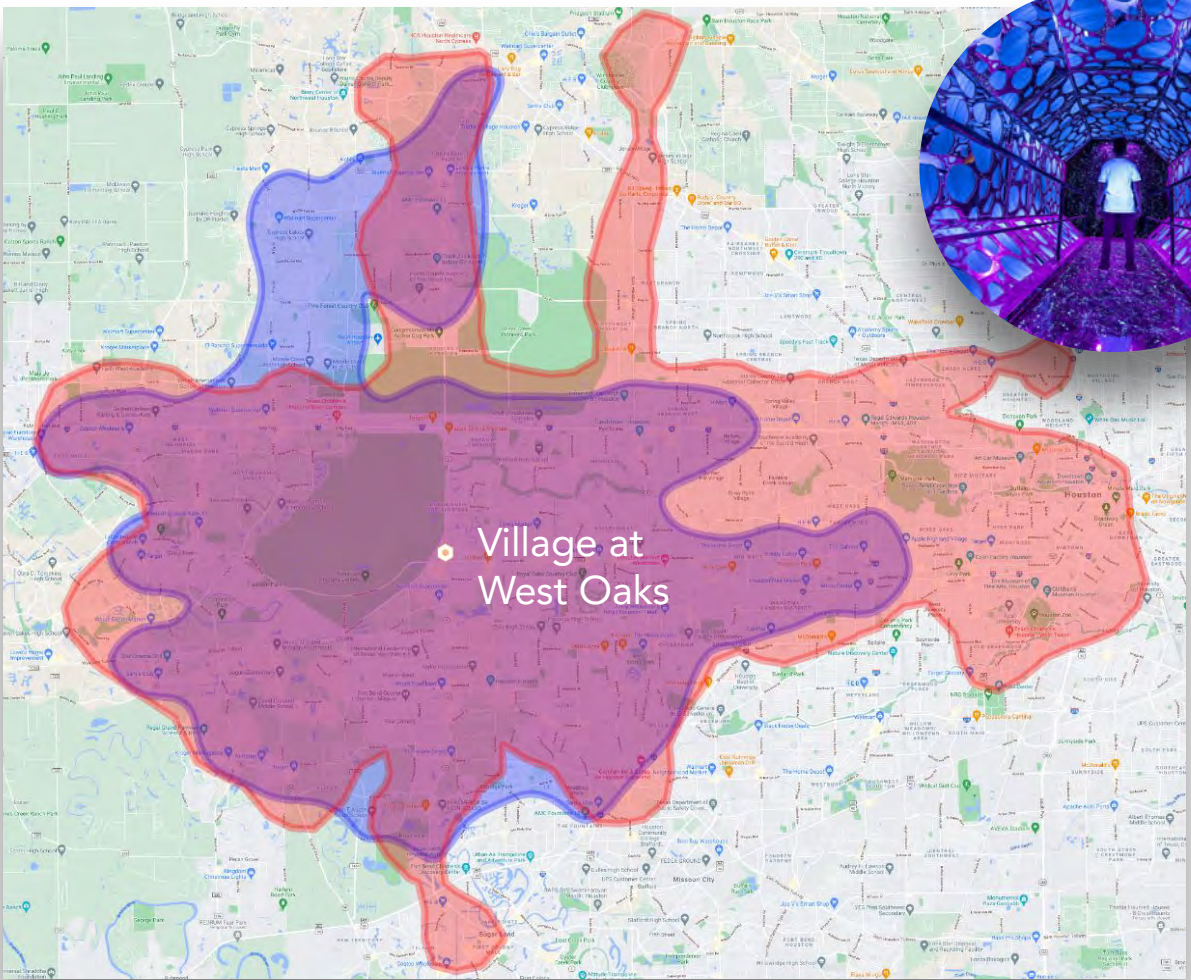
Malls anchored by Experiential & Healthcare have recovered best



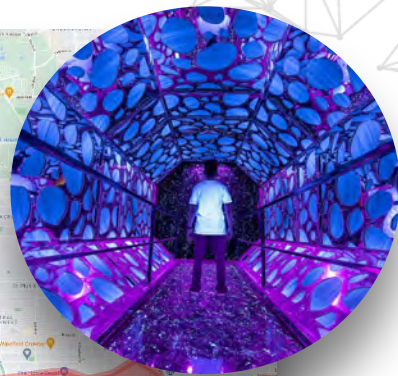
Trade Area Comparison: Healthcare & Experiential anchors have a larger trade area than the rest of the mall



- Health Center Trade Area
- Mall Trade Area (excluding anchor)

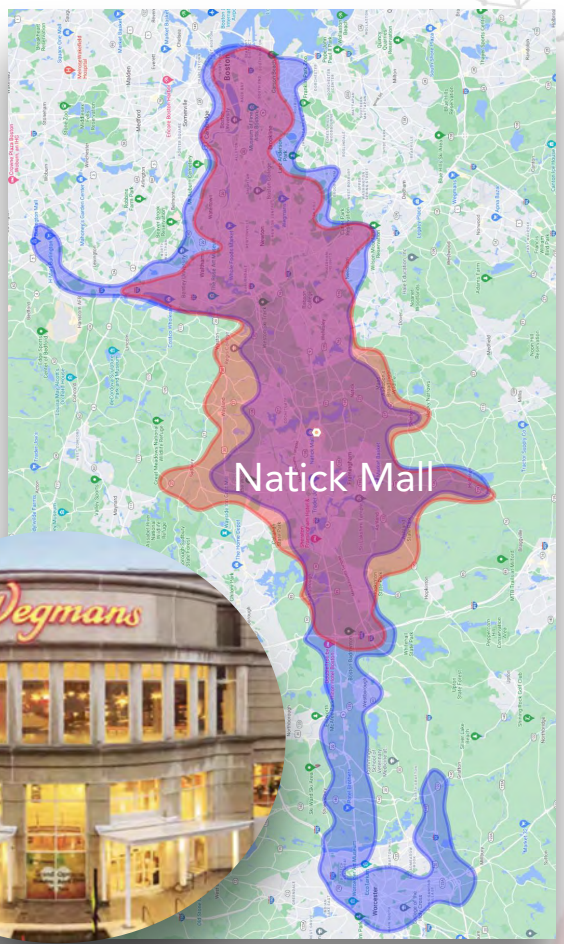
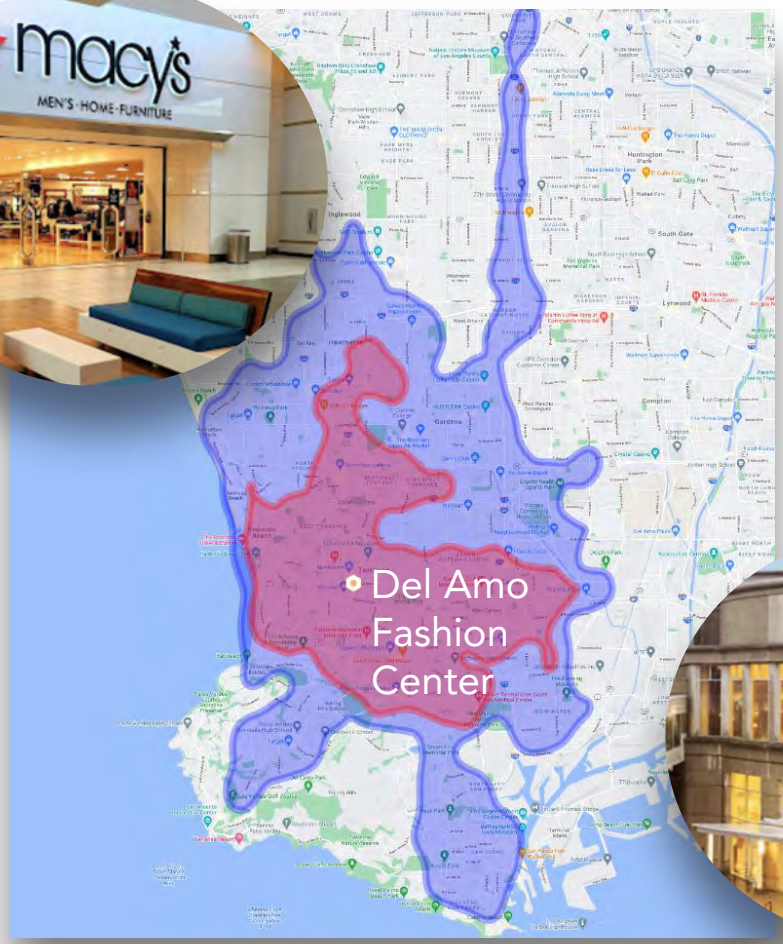
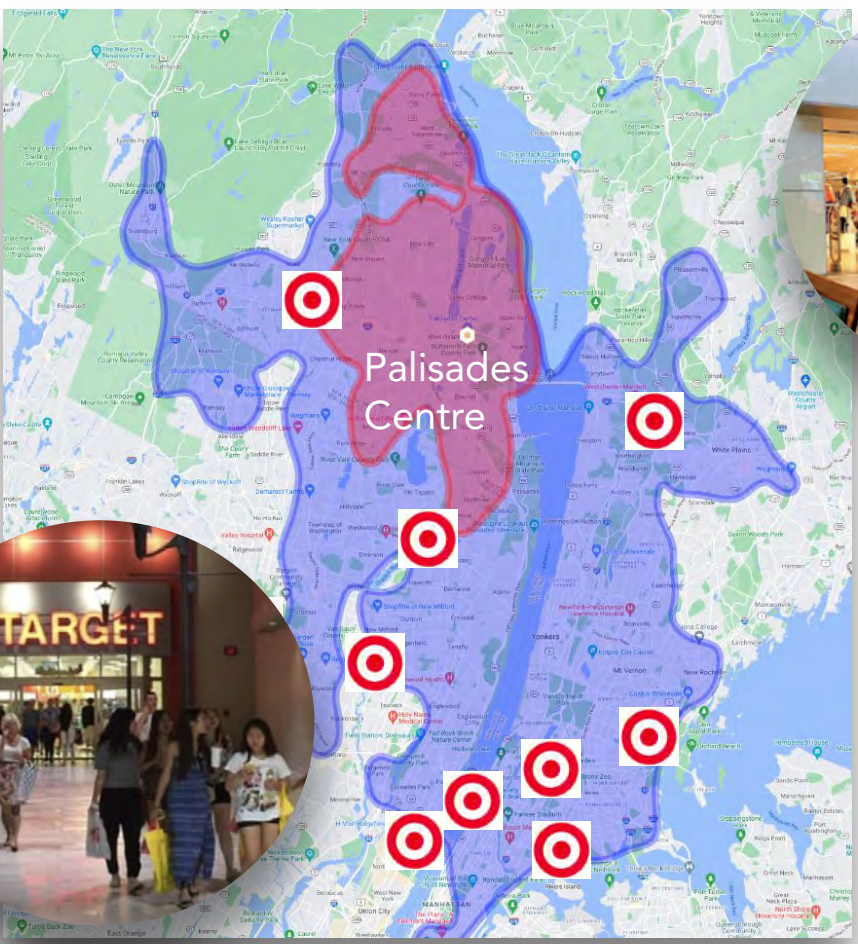


- Seismique Trade Area
- Mall Trade Area (excluding anchor)





Trade Area Comparison: Traditional, Big Box and Grocery anchors had a smaller trade area than the rest of the mall



■ Target's Trade Area
■ Mall Trade Area (excluding anchor)

■ Macy's Trade Area
■ Mall Trade Area (excluding anchor)

■ Wegman's Trade Area
■ Mall Trade Area (excl anchor)



Some interests are universal across all mall goers

Mall goer interests across all mall types (index vs. general population)

1



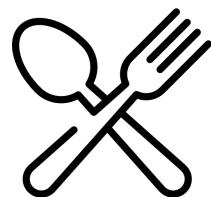
Fast Foodies: 8.9x

2



Coffee Lovers: 8.1x

3



Casual Diners: 8.0x



Different mall anchors saw some interest groups pop more than others

Mall goer interests for different mall types (index vs. general population)

GROCERY



Organic Shoppers: 7.4x



Parents: 4.9x

EXPERIENCES



Fashionistas: 5.9x



Bargain Hunters: 5.6x

HEALTHCARE



Pet Owners: 8.7x



Business Travelers: 7.8x

BIG BOX

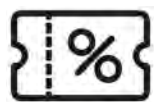


Fitness Minded: 4.8x



Do-it-Yourselfers: 4.7x

DEPARTMENT STORE



Bargain Hunters: 5.1x



Sports Junkies: 4.8x



Summary: Using Human Movement Data in Your CRE Strategy

- Improve customer engagement with real-time property insights such as places of interest and neighborhood demographics.
- Identify your next store location and re-evaluate your current store locations by understanding in-store footfalls.
- Use people and places insights to attract the right merchants to consider your property.



Thank You

Connect with us at near.com

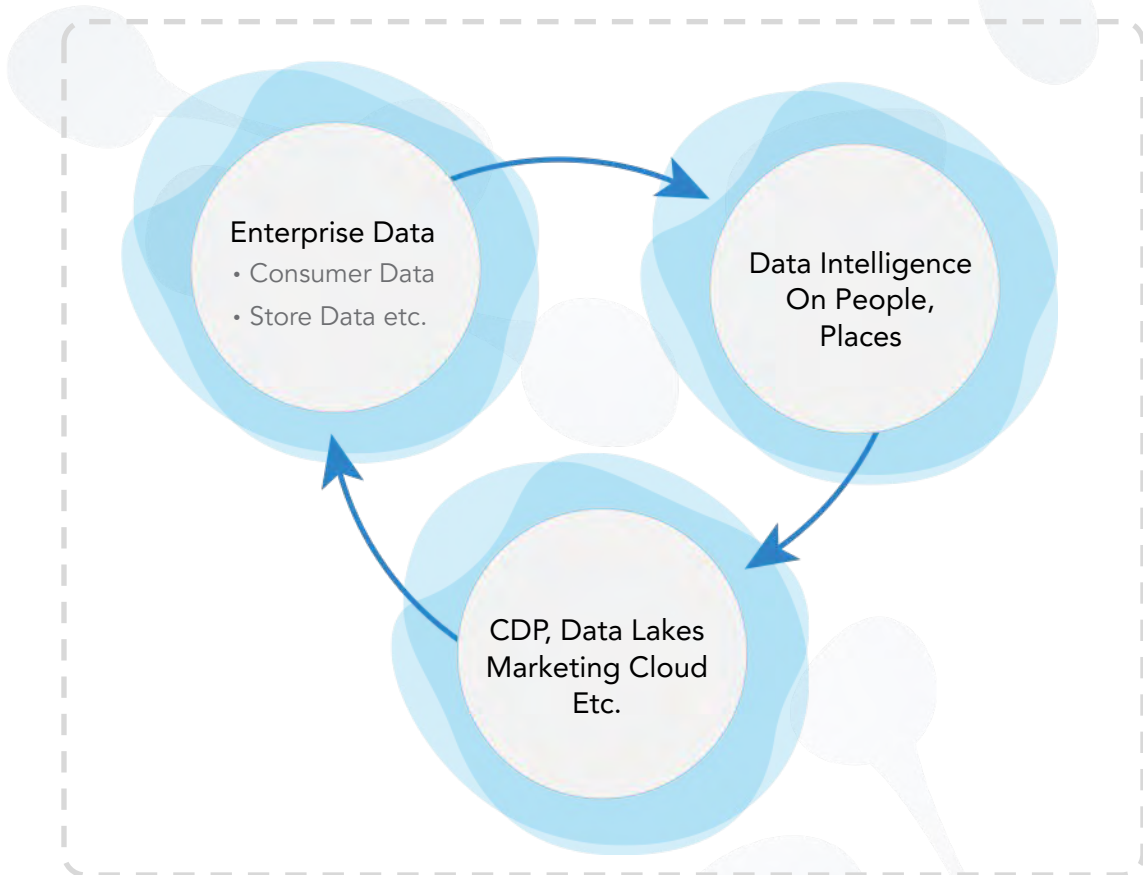


Appendix





How does Near ensure privacy?



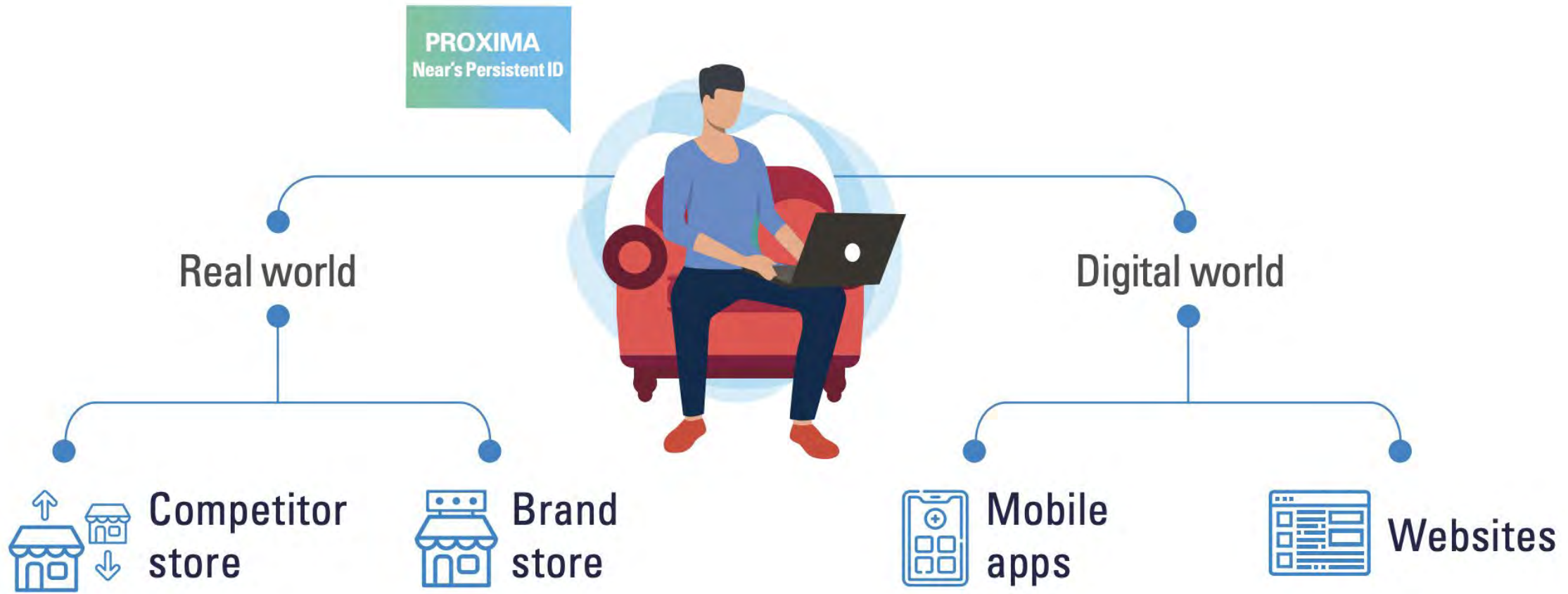
Privacy compliant platform-to-platform connections





How does Near's Identity Resolution work?

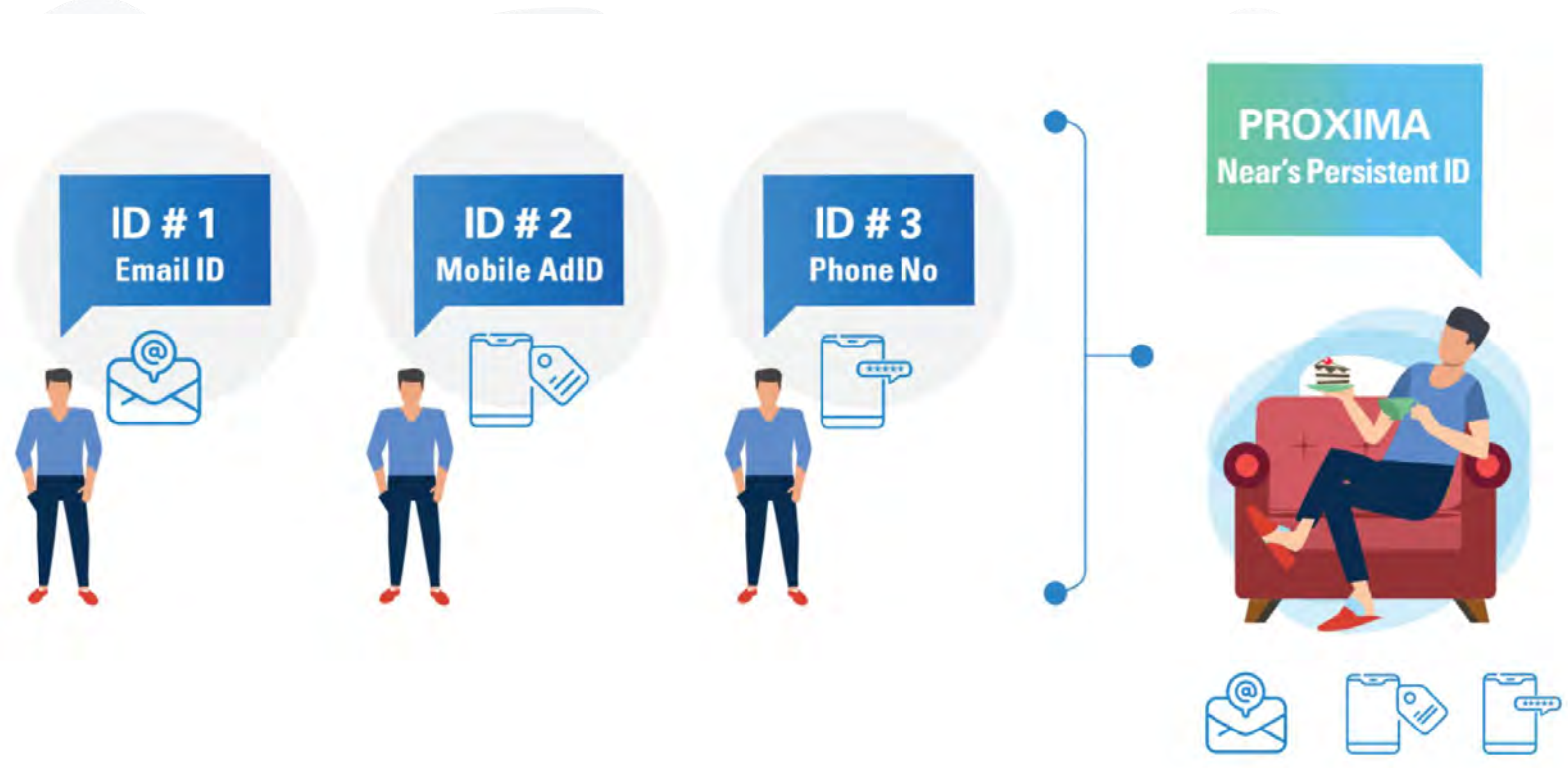
Problem: Multiple consumer identities across the real and digital worlds





How does Near's Identity Resolution work?

Near's Proxima unifies disparate data and brings together consumer identities across email, phone number, and mobile ad IDs in a privacy-led way



Creating value from identity resolution

- Obtain a single view of customer
- Remove the redundancy in the data collected
- Unlock the value of other third-party data sets



How does Near ensure data quality?

All incoming data is subjected to multiple levels of screening through every stage of data processing - ingestion, pre-processing, analysis, post-processing, and reporting. Some of the models we have in place to ensure data quality -

01	Basic Screening	<ul style="list-style-type: none">• (Lat = lon) points• Points with fewer than 5 digits after decimal point• Geographical centres of countries & more
02	Power Law Screening	<ul style="list-style-type: none">• Devices per location (1 sqmt)• Distribution of devices by requests
03	Bad Apps/Publishers	<ul style="list-style-type: none">• Over time, we blacklist the apps/publishers sending inaccurate or fraudulent data
04	Velocity Screening	<ul style="list-style-type: none">• Excludes points that indicates velocities above a threshold indicating improbable speeds for a user
05	Proximity Screening	<ul style="list-style-type: none">• Reduces the influence of hotspots• At one unit of time & at one precise point on ground, only one device is allowed