LIVEABLE CITIES

Enabling Local Government To Make

Data-driven Decisions

with Inquiro

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One Platform, Multiple Insights

The **largest and broadest collection of data** in the Philippines, utilizing data across various industries **across the Globe and 917 Ventures** group of companies
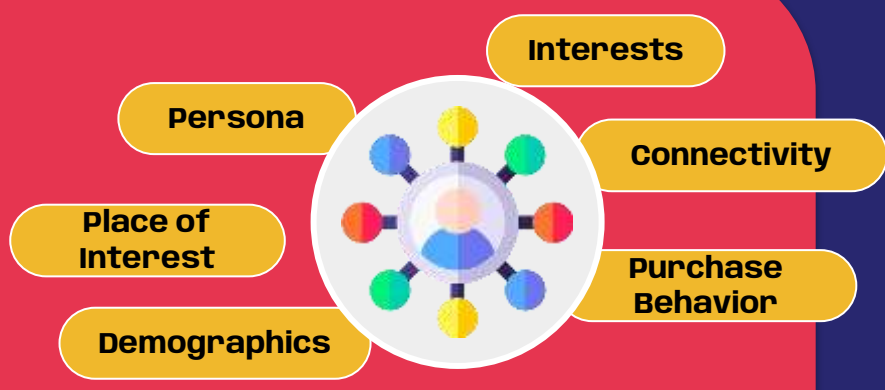
Interests

Persona

Connectivity

Place of Interest

Purchase Behavior

Demographics

Explore **millions of unique customer** profiles

Activate across **86M Mobile Ad IDs** and **56M Hyper-Targeted SMS**

Access **600+** attributes and data points

Machine Learning is fundamental to the core of what we do

One of the most **effective ways to interpret large and complex data**, ML enables us to derive actionable insights from our vast pool of data points

Artificial Intelligence

Machine Learning

Deep Learning
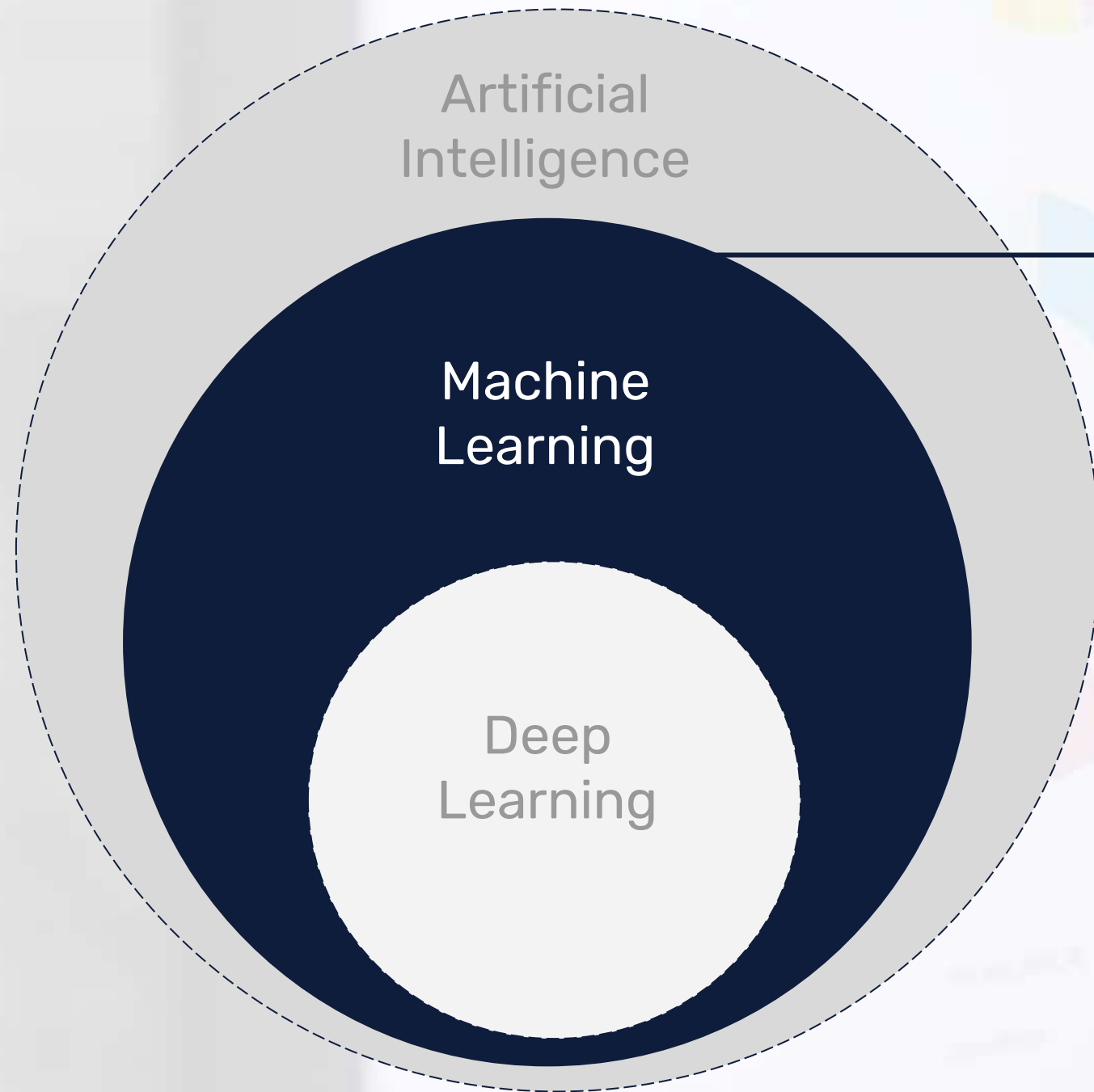
Pattern Recognition

ML algorithms can **identify patterns and relationships** within large data sets

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Alternative Scores

Impute Missing Data

MSISDN	CIVIL STATUS	GENDER
0917xxxxxxx	M	M
0915xxxxxxx	NULL	F
0918xxxxxxx	NULL	F
0919xxxxxxx	S	NULL

Replace **missing data with a substitute value** based on other available information

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Holistic View of Profiles

Identify Trends

Categorize data into distinct groups based on similarity or attributes
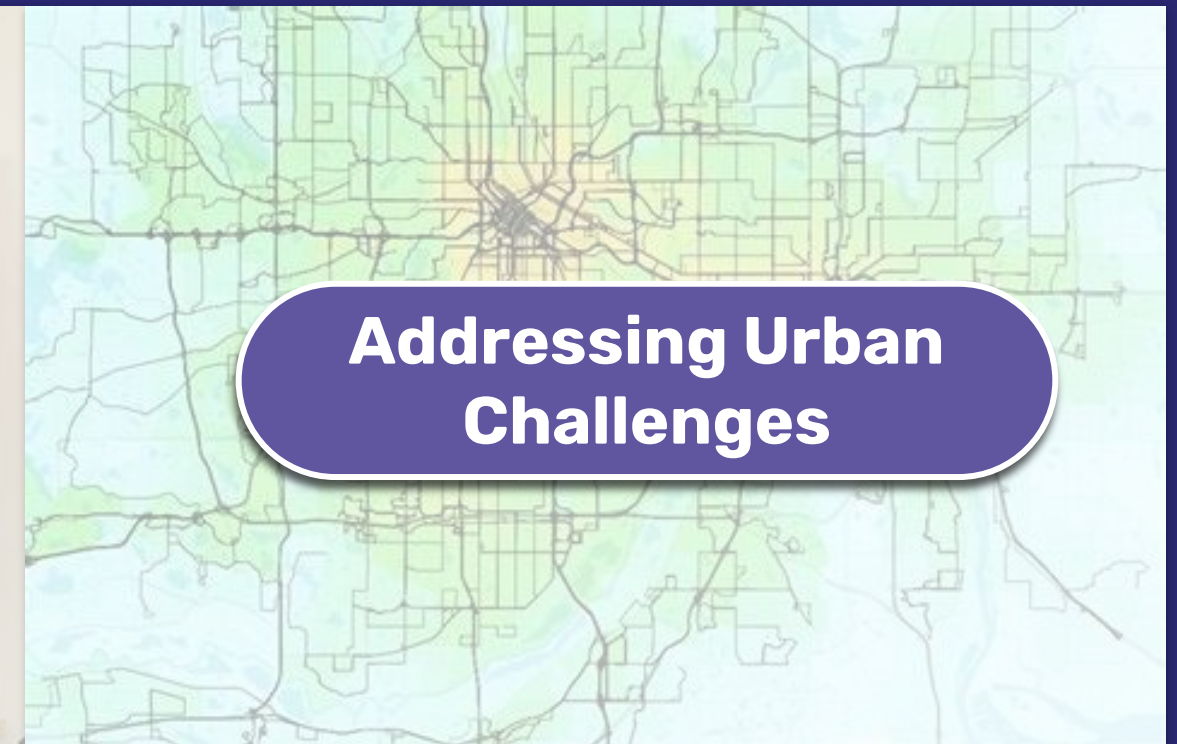
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Lookalike Models

Enabling local governments to better serve communities with data

Promoting Local Businesses

Driving Local Investments

Addressing Urban Challenges

Growing Domestic Tourism

Building Intelligent and Resilient Cities

Promoting Local Businesses

Drive customers smarter and more efficiently to local business

When and where do businesses switch to cashless?

Should we adopt our business to online shopping?

What's the interest of the majority of our customers?

How can we cater to our mostly older customers?

BRAND A

Our circle is growing! Seda Edge Premier members are now eligible to be part of Ayala Rewards Circle and get access to a suite of member exclusive benefits and privileges across the Ayala companies and its key partners.

Join us today!

Lives in Baguio City

Age 30 – 45 yo

Online Gamer

Tech Savvy

Emerging (SEC C)

Access custom reports on growing market trends to help inform business decisions

Gain audience insights to develop targeted and personalized offers that stand out

Expand customer base by finding similar profiles within Inquiro's database

Driving Local Investments

Access digital and physical trend reports for investment decisions

Population Demogs

Spending Power

Workforce Density

Business Districts

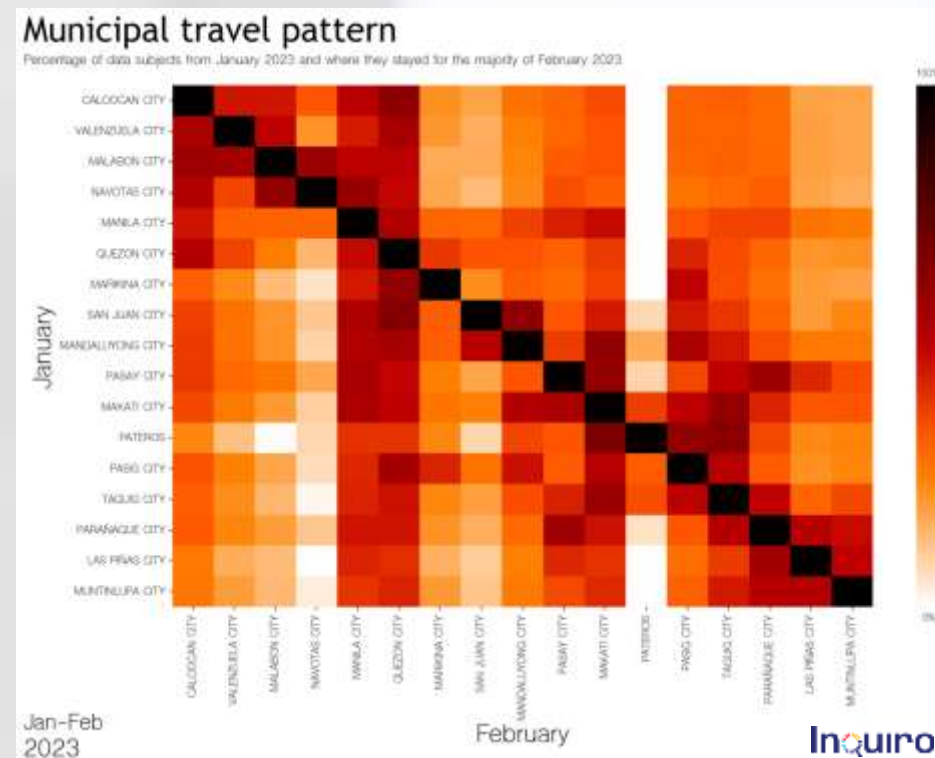**Identify business opportunities** based on people turn-out or workforce availability

Map out areas in the city with the **highest economic potential**

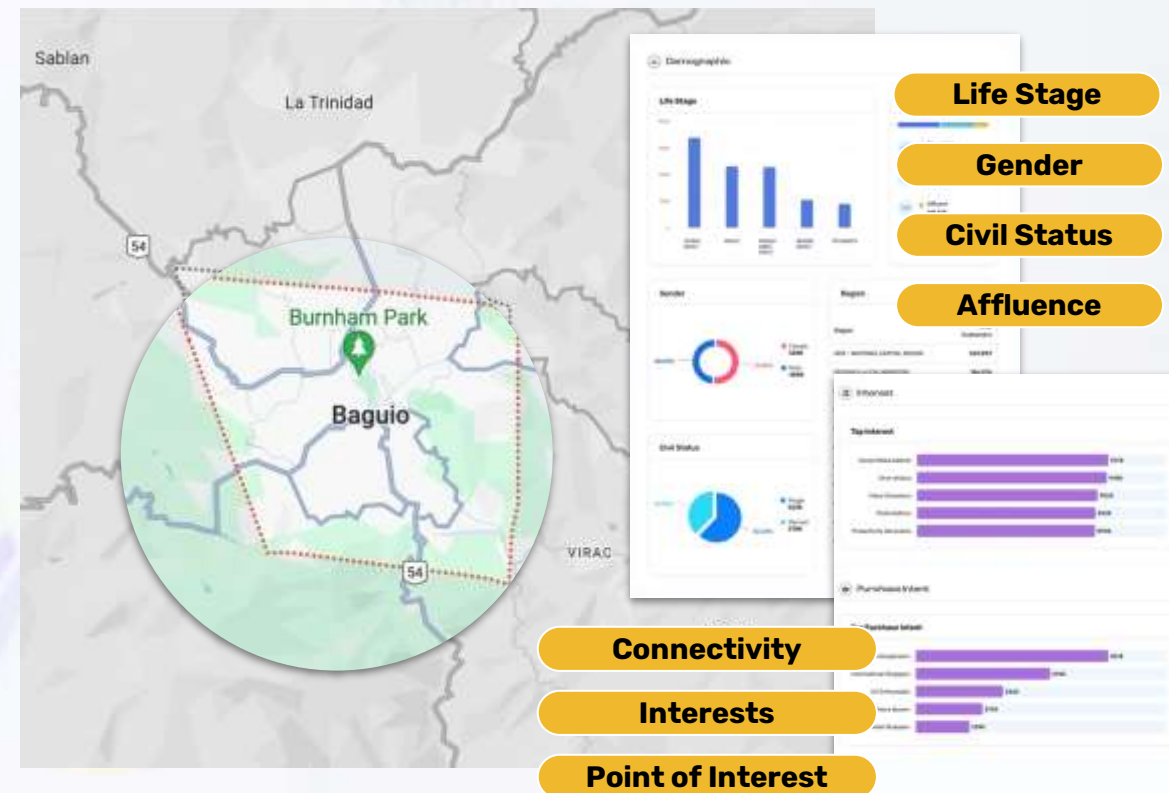**Assess financial capability** by profiling the credibility and trustworthiness of profiles in an area

Apply data insights to better inform local projects and initiatives
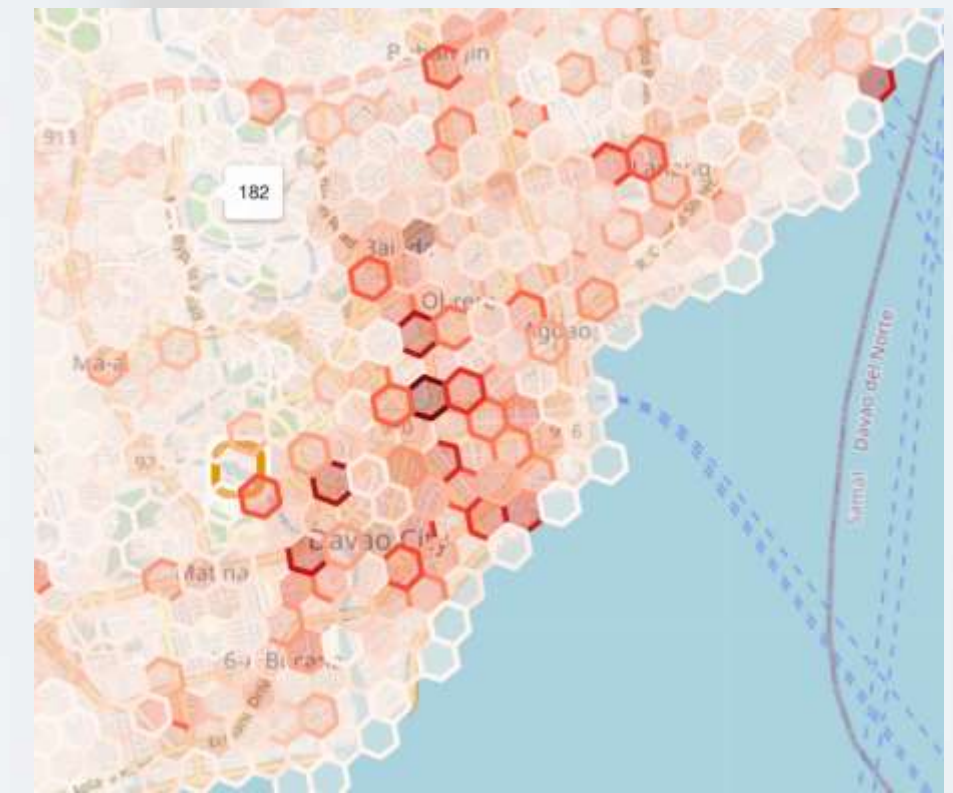

Images used are for visualization purposes

Utilize Origin-Destination data to analyze travel patterns

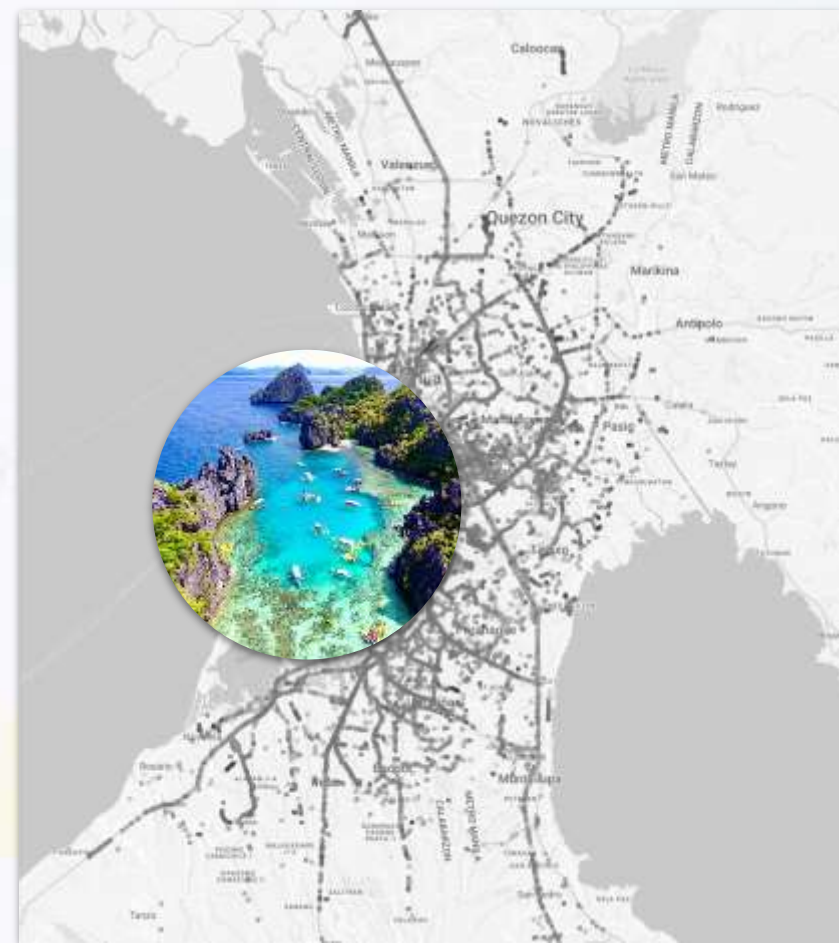Leverage **dynamic demographic and behavioral data** to get a holistic view of a city's population

Access up-to-date **traffic information** to optimize travel flow

Growing Domestic Tourism

Attract tourists more effectively using location data

Identify tourism distribution to promote underrated tourist areas using location data

Analyze origin-destinations to determine where your visitors are travelling from
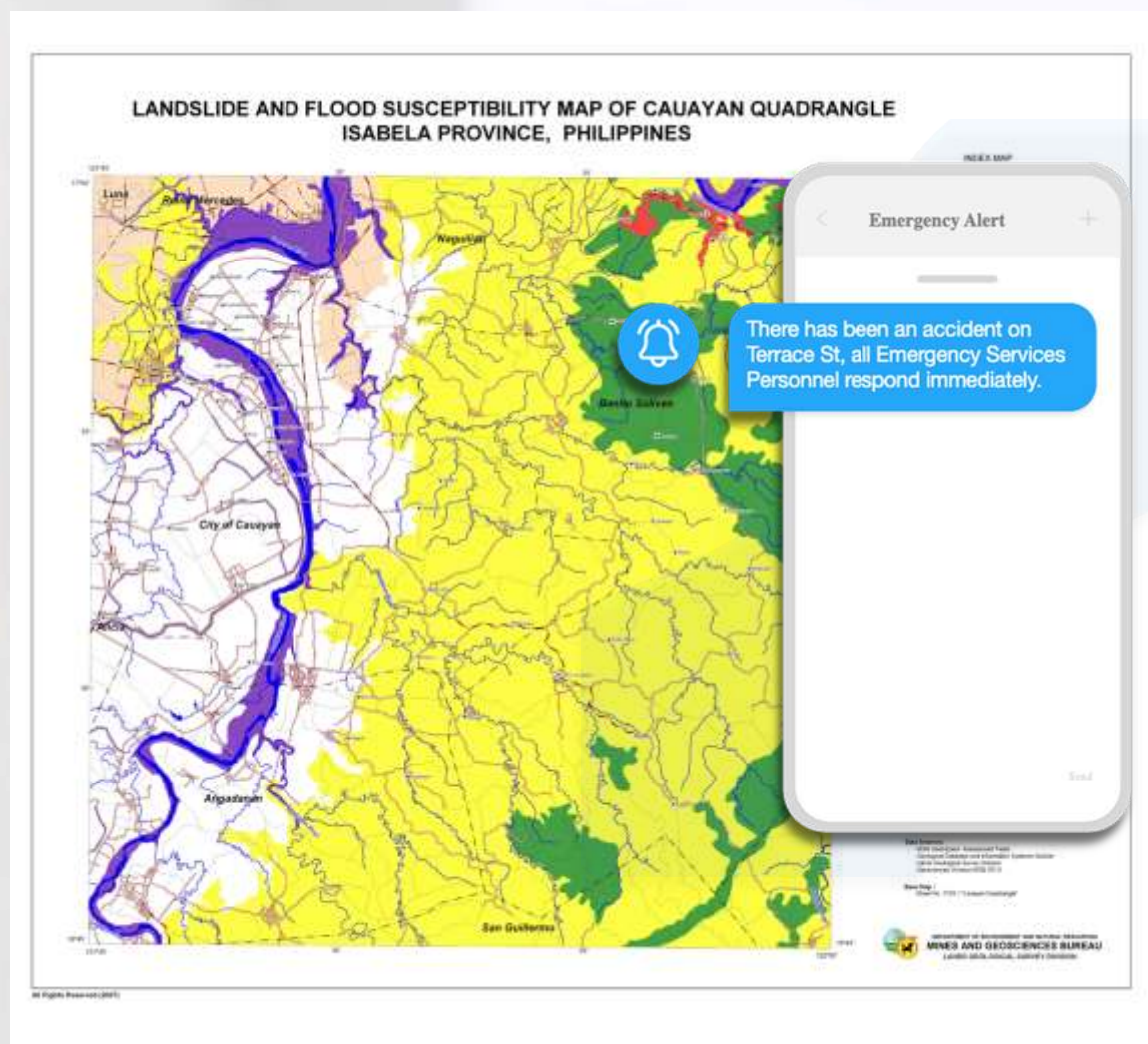
Access **patterns of seasonality and customer profiles** to sharpen marketing efforts and promos
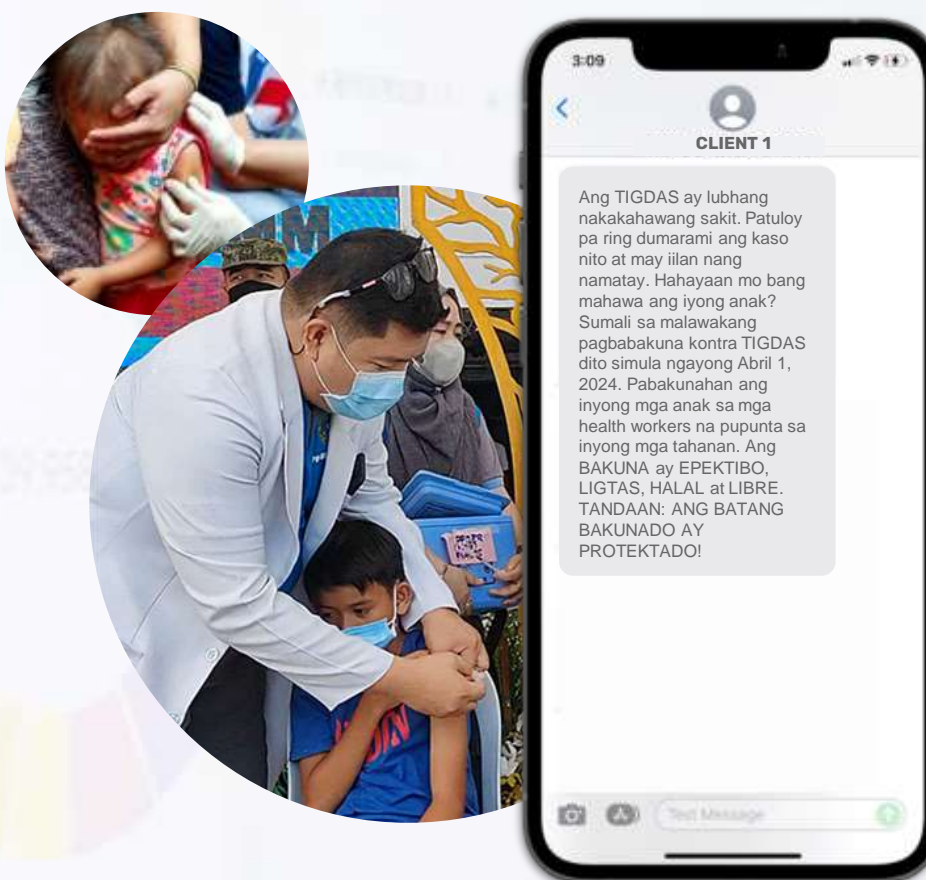
Building intelligent and resilient cities

Facilitate timely and personalized interactions with your community

Communicate with profiles seen close to or are visiting **disaster-prone areas**

Generate more awareness in pandemic response

Send road advisories to mitigate road congestion and help commuters plan their routes

Building solutions that create meaningful impact, providing you access to the right insights

Inquiro is venture-backed with the latest **customer analytics solutions technology**
that maps out **actionable insights** to help improve your community programs.

Enrich your Citizens Data

Gain insights on your current citizens

Acquire New Investors

Tap potential investors via ads across channels

Scan the Market

Gain insights on the total market

Analyze Footfall Traffic

Understand citizen movement

Measure Creditworthiness

Assess the overall trustworthiness of a citizen from a behavioral perspective
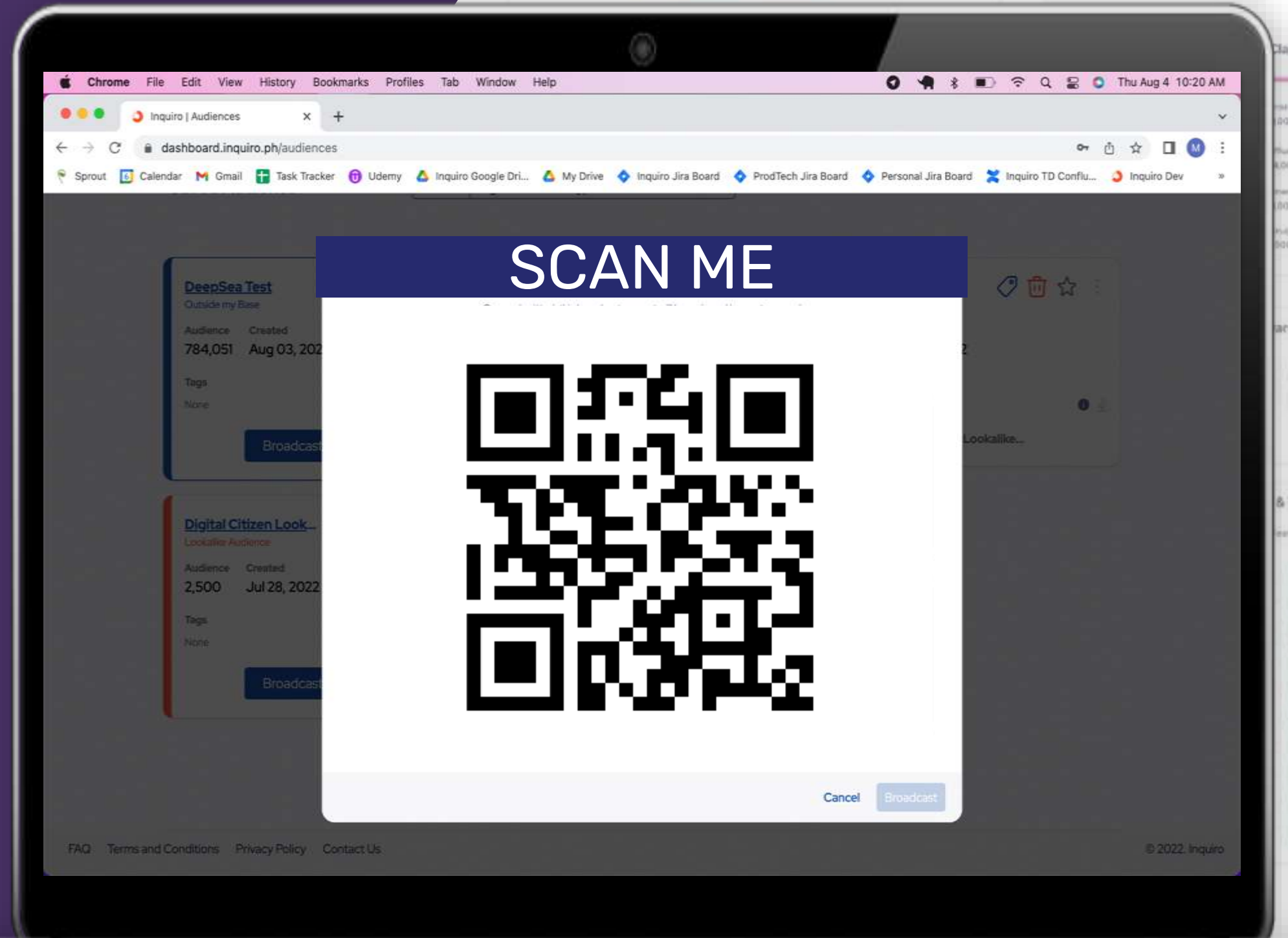
Want to get started?

Scan the QR code so Globe Business Account Manager can reach out to you.

Special Offer!

Get FREE 50K Hyper Targeted SMS if you sign up now!

First 5 only.

SCAN ME

Inquiro

One Platform, Multiple Insights

ENRICH your Data | **KNOW** your Customers | **EXTRACT** your Insights.

Thank You!

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