

Inquiro

One Platform, Multiple Insights

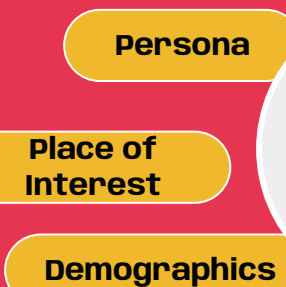
The **largest and broadest collection of data** in the Philippines, utilizing data across various industries **across the Globe and 917 Ventures** group of companies



Explore **millions of unique customer** profiles



Activate across **29M Mobile Ad IDs** and **54M Hyper-Targeted SMS**



Access **600+** attributes and data points

Interests

Connectivity

Purchase Behavior

Persona

Place of Interest

Demographics



EQUIPPING GOVERNMENTS WITH DATA-POWERED INSIGHTS FOR DISASTER PREPAREDNESS AND RECOVERY



Drive **impactful disaster preparedness and recovery strategies** with data insights

Identify vulnerabilities

Predict potential impacts

Tailor response strategies

Precise and Effective Risk Assessment and Planning

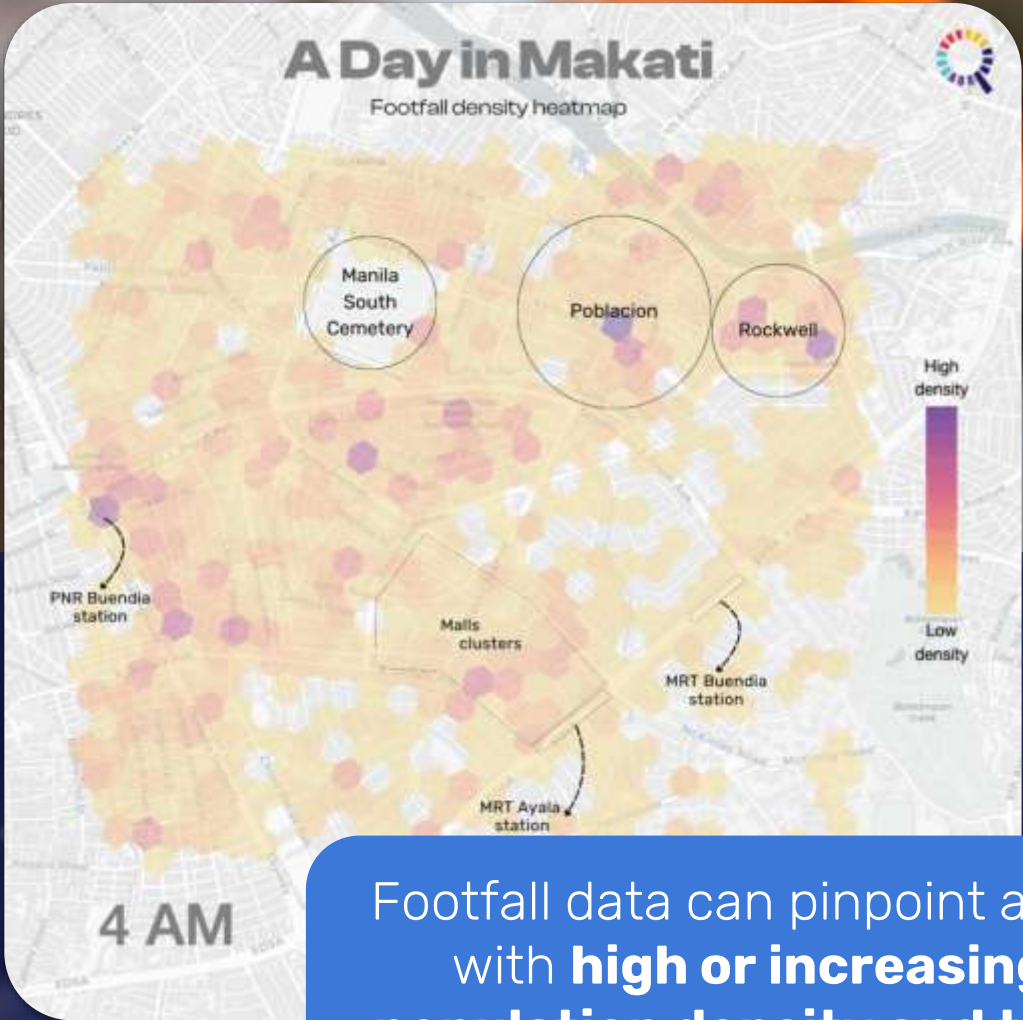
- Leverage Inquiro's **dynamic, non-sensitive demographic and behavioral data** to gain a comprehensive view of communities. This enables accurate risk assessments and more effective disaster preparedness strategies.

Localized and Personalized Awareness Campaigns

- Inquiro's insights, help **design targeted public awareness campaigns** tailored to local populations. These campaigns educate residents on potential hazards, preparedness measures, and clear response actions.



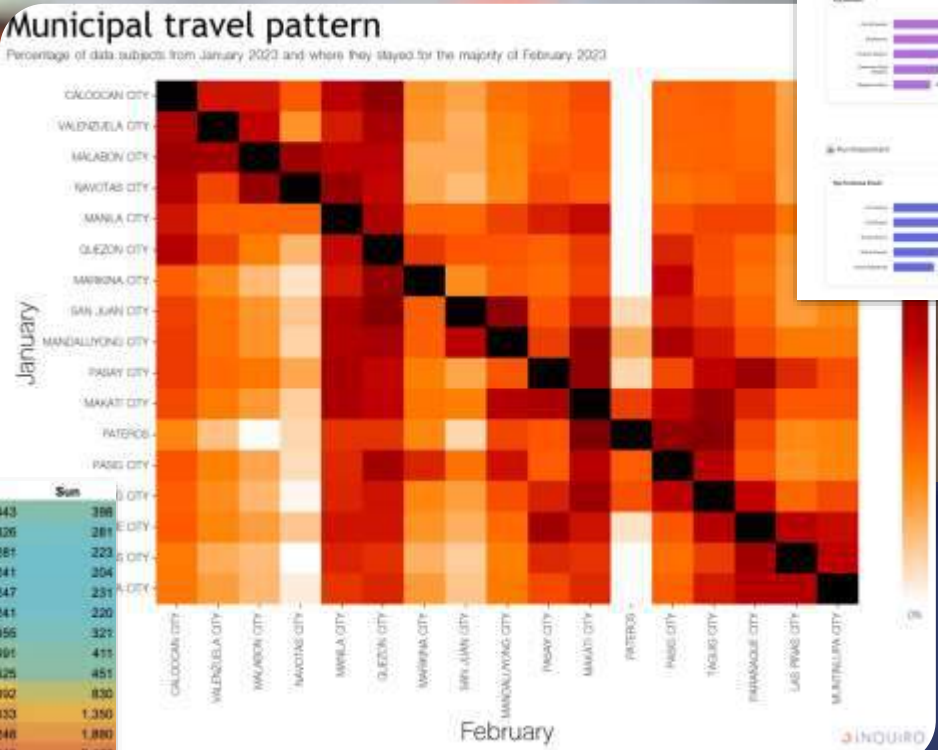
Identify areas for prioritization with location data



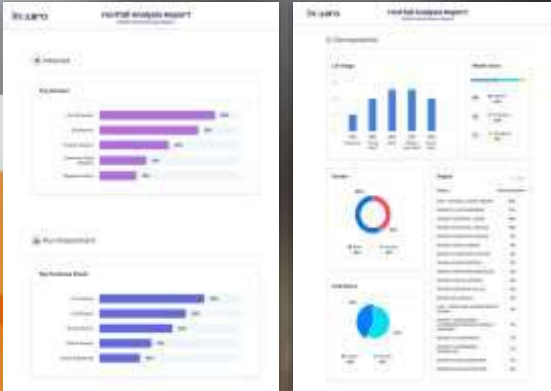
Footfall data can pinpoint areas with **high or increasing population density and their dwell times**

Signal mapping using gps to identify priority areas

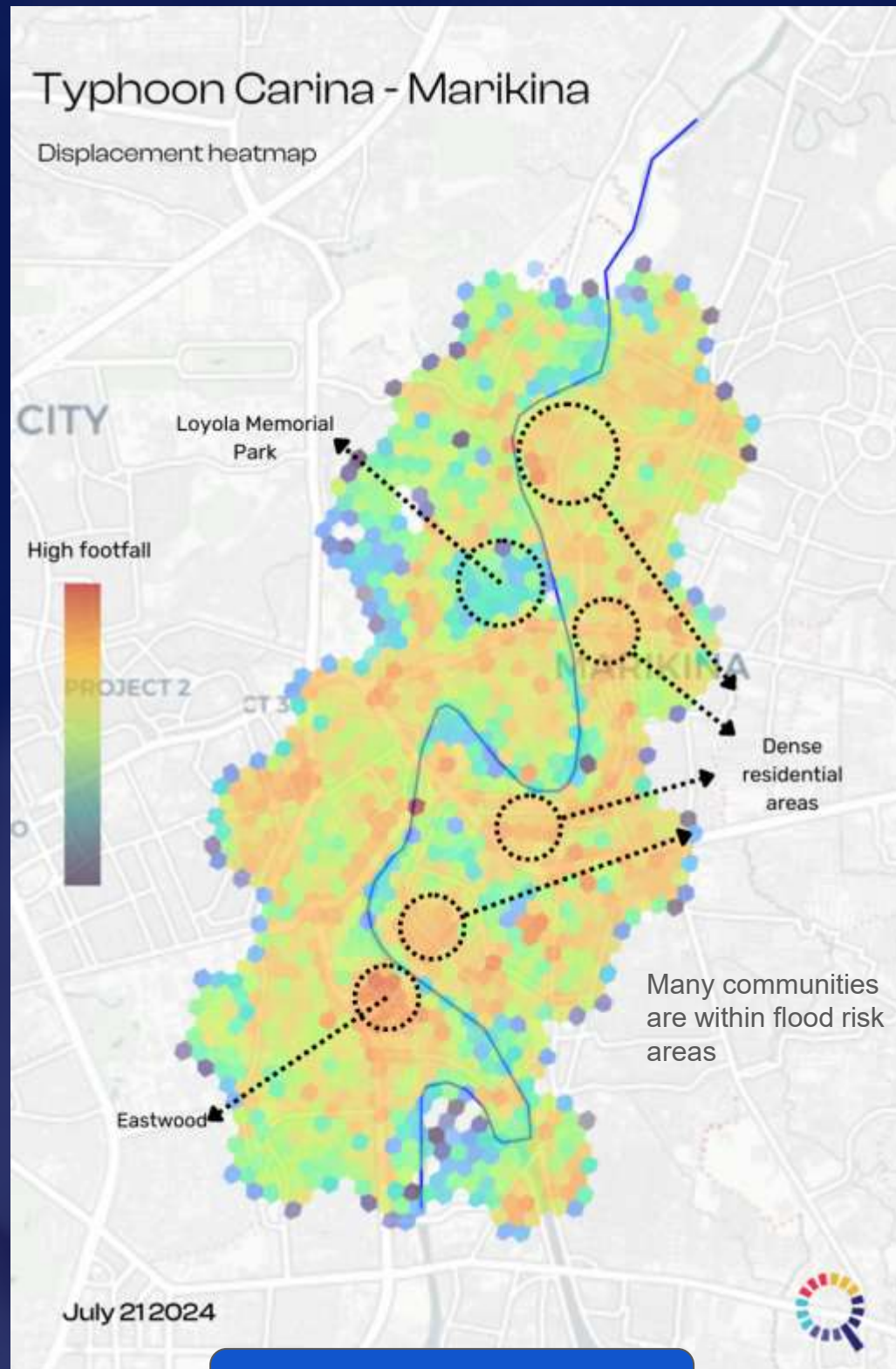
ENTRY_HOUR	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0	327	396	422	462	330	443	398
1	283	257	269	325	273	326	281
2	243	217	262	264	203	281	223
3	205	224	210	210	229	241	204
4	182	225	191	238	191	247	231
5	193	189	245	260	207	241	220
6	372	287	408	422	391	395	321
7	400	474	533	490	488	491	411
8	502	695	589	584	639	525	451
9	1,063	1,394	1,202	1,230	1,318	1,092	830
10	1,636	2,022	1,892	1,706	1,875	1,833	1,350
11	1,808	2,572	2,522	2,750	2,649	2,246	1,890
12	2,586	3,106	3,201	3,097	3,080	2,546	2,477
13	2,611	3,481	3,481	3,437	3,498	3,020	2,644
14	2,908	3,509	3,853	3,634	3,783	3,373	3,071
15	3,201	3,403	3,898	3,979	3,883	3,657	3,171
16	2,704	3,529	3,903	3,848	3,667	3,848	3,171
17	2,500	3,185	3,663	3,599	3,618	3,696	3,171
18	2,660	2,826	3,363	3,095	3,159	3,553	3,171
19	2,124	2,164	2,345	2,351	2,536	2,705	2,171
20	1,509	1,527	1,718	1,504	1,810	2,140	1,171
21	941	1,117	1,096	960	1,221	1,191	1,171
22	667	780	785	653	820	684	1,171
23	492	502	582	448	533	626	1,171



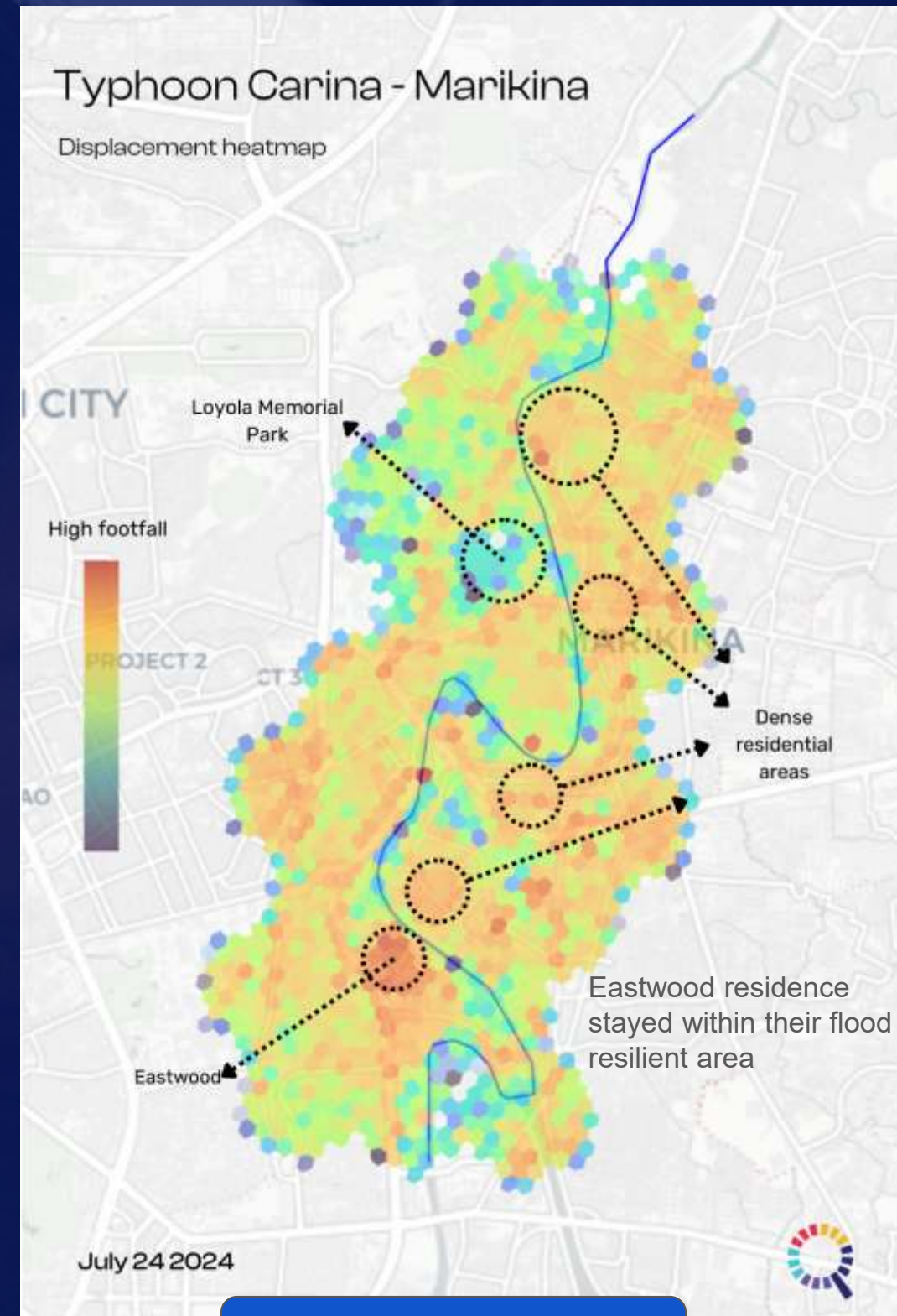
Utilize Origin-Destination data to analyze travel patterns



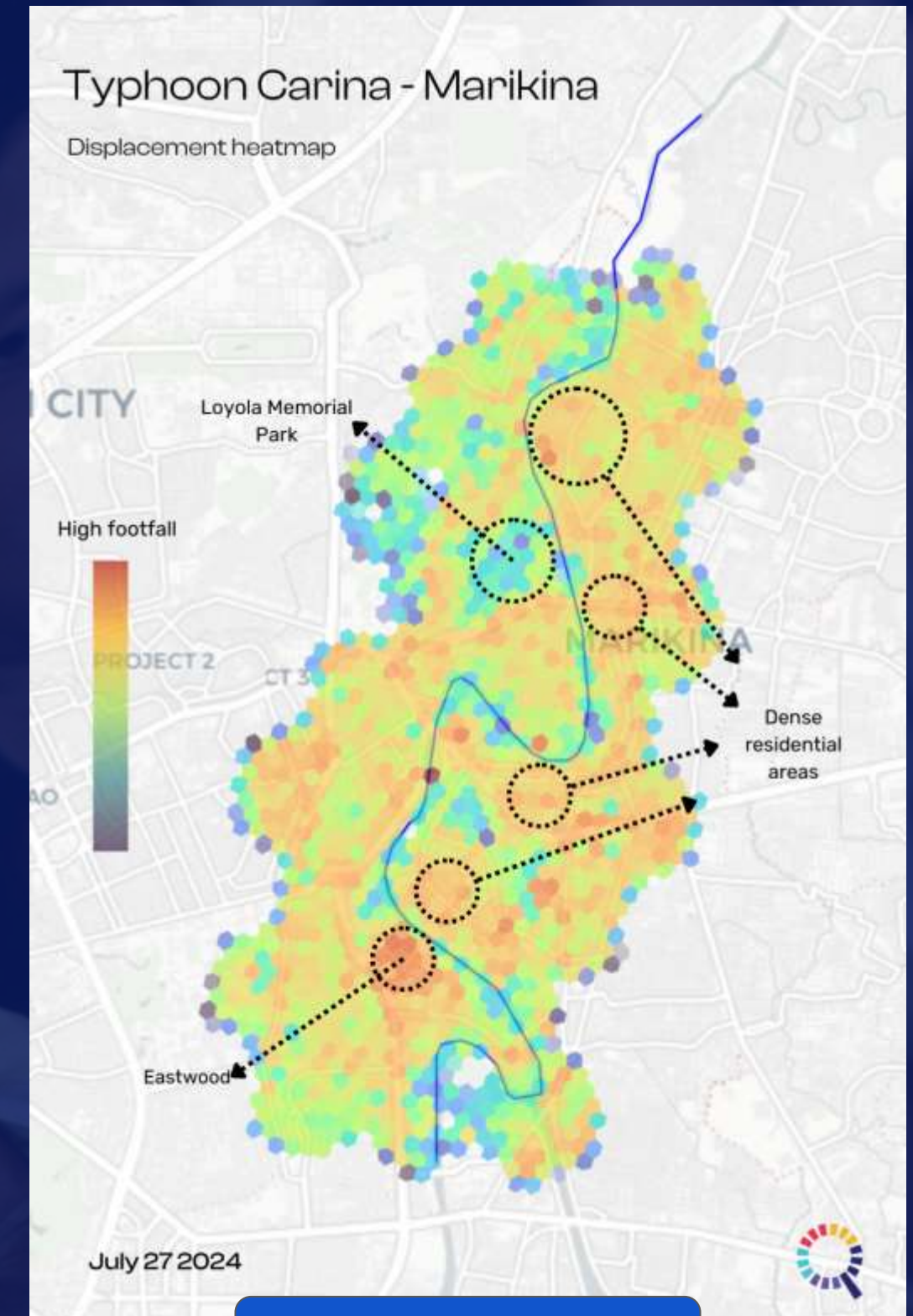
Sample Case Study : Typhoon Carina on Marikina River



Before



During



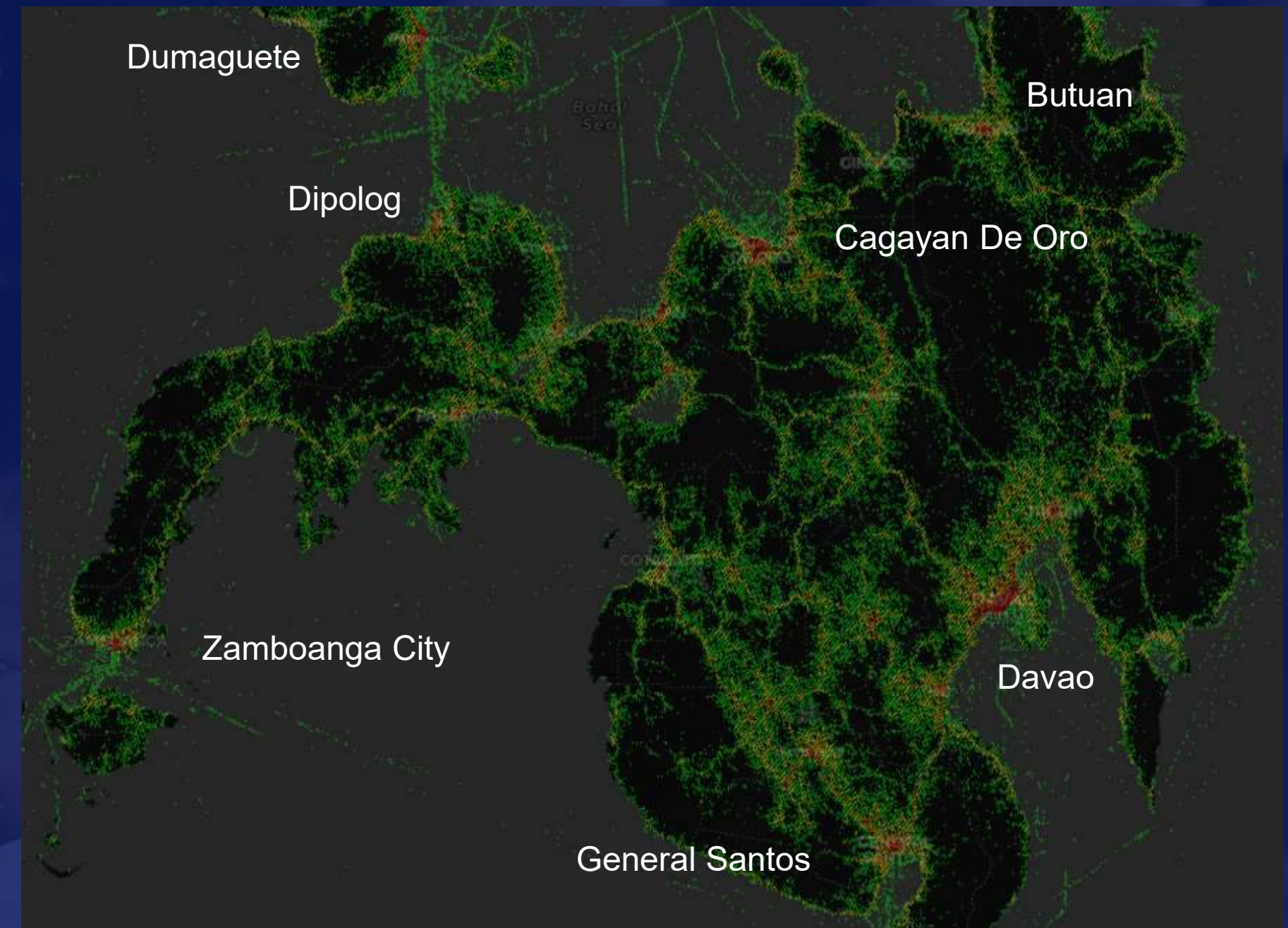
After

Utilize real and high quality data for **post disaster planning** and **assessment**

Sample Case Study : Typhoon Kabayan in Mindanao



Typhoon Kabayan Trajectory



Population distribution before landfall

Go beyond census by augmenting it with our up-to-date data

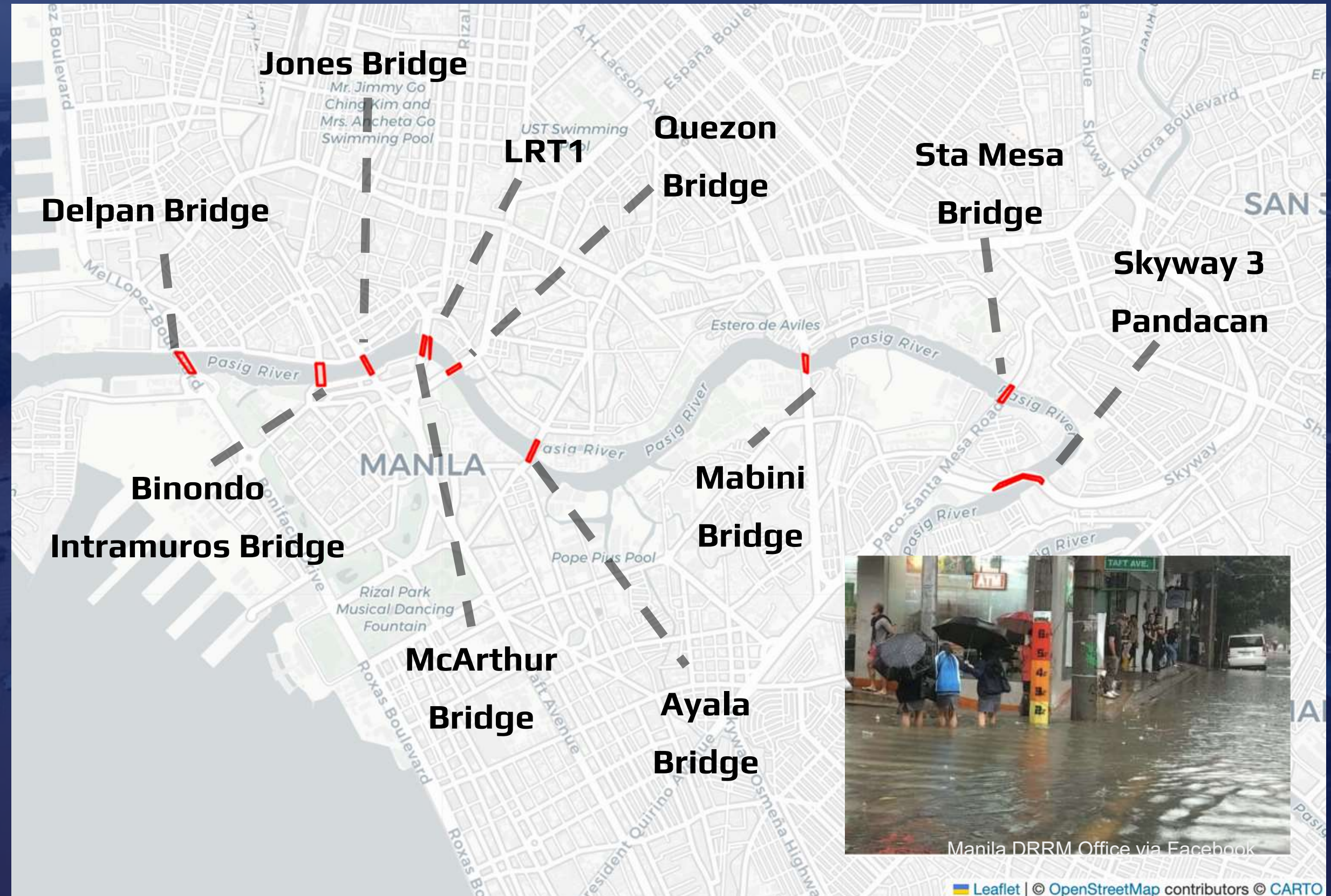
Sample Case Study : Bridge

We focused on July 22 2025, when

- habagat induced rain flooded Manila.
- flooding started early in the **morning**
- We will compare typical Tuesday travel with the July 22 travel across bridges.

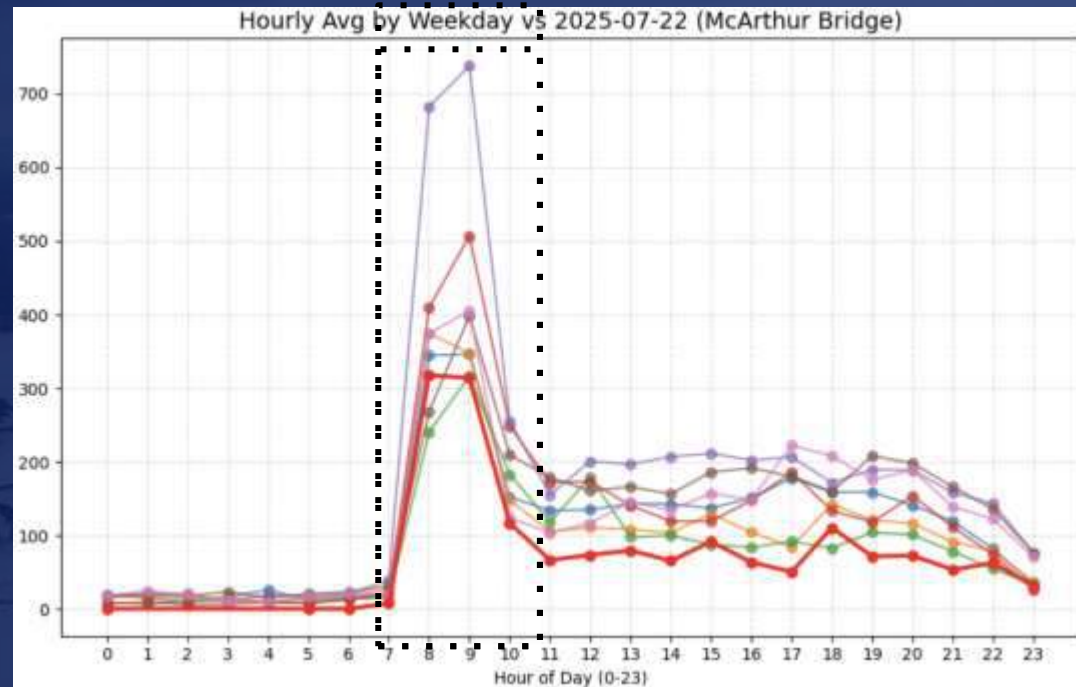
We studied 10 bridges* that cross Pasig River from July to August

- Easy to isolate
- Ensures high sample size
- LRT1 and Skyway 3 Pandacan to validate speed

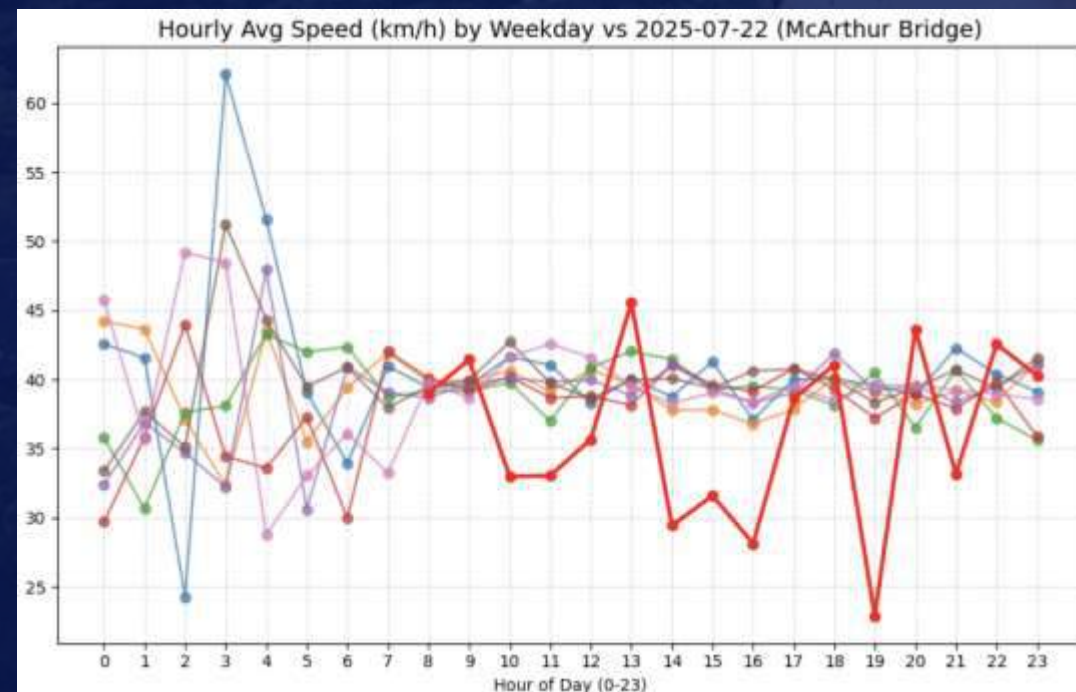


Sample Case Study : Bridge

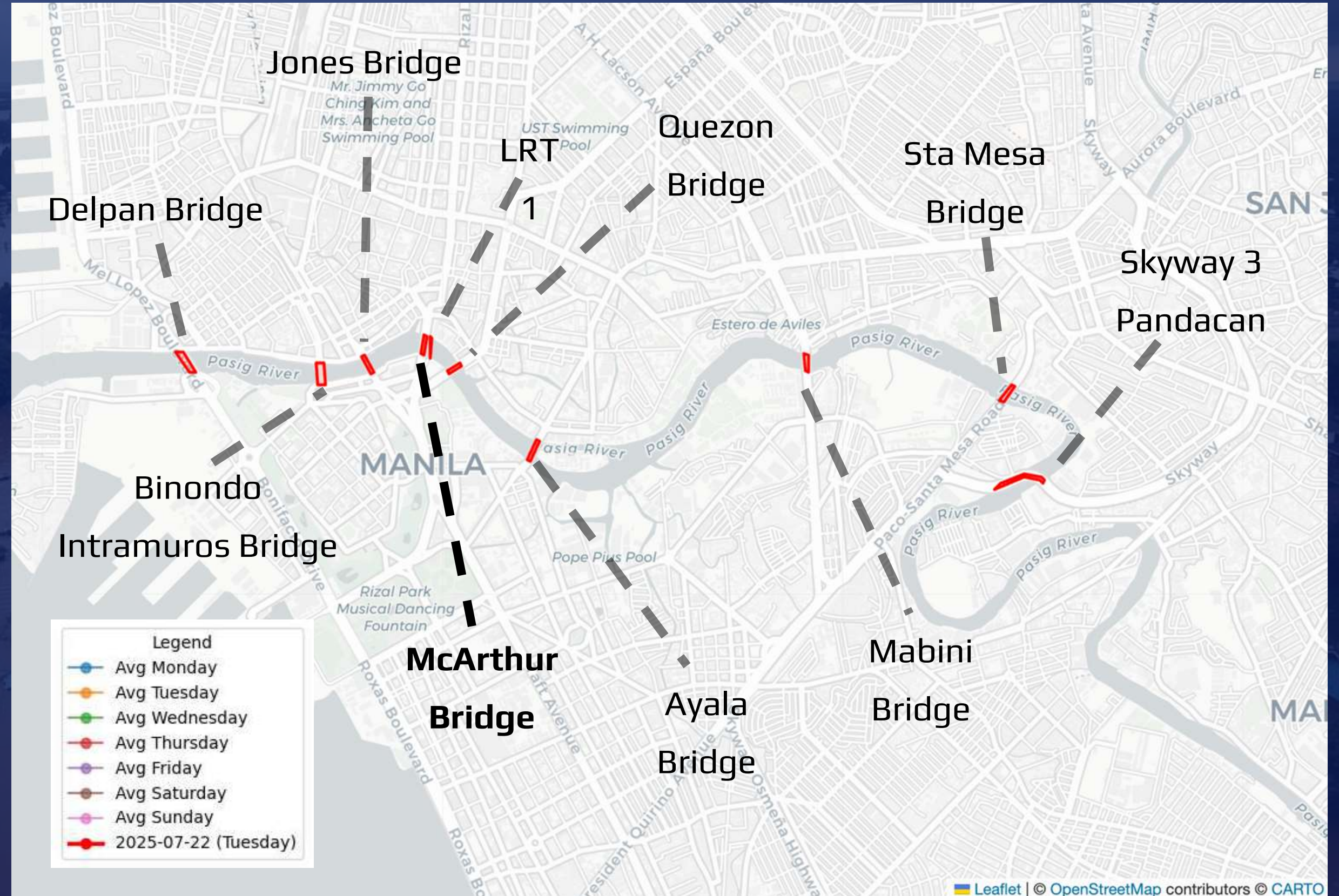
McArthur Bridge



8-9 am peak visits, especially Friday
Dips on July 22 2025



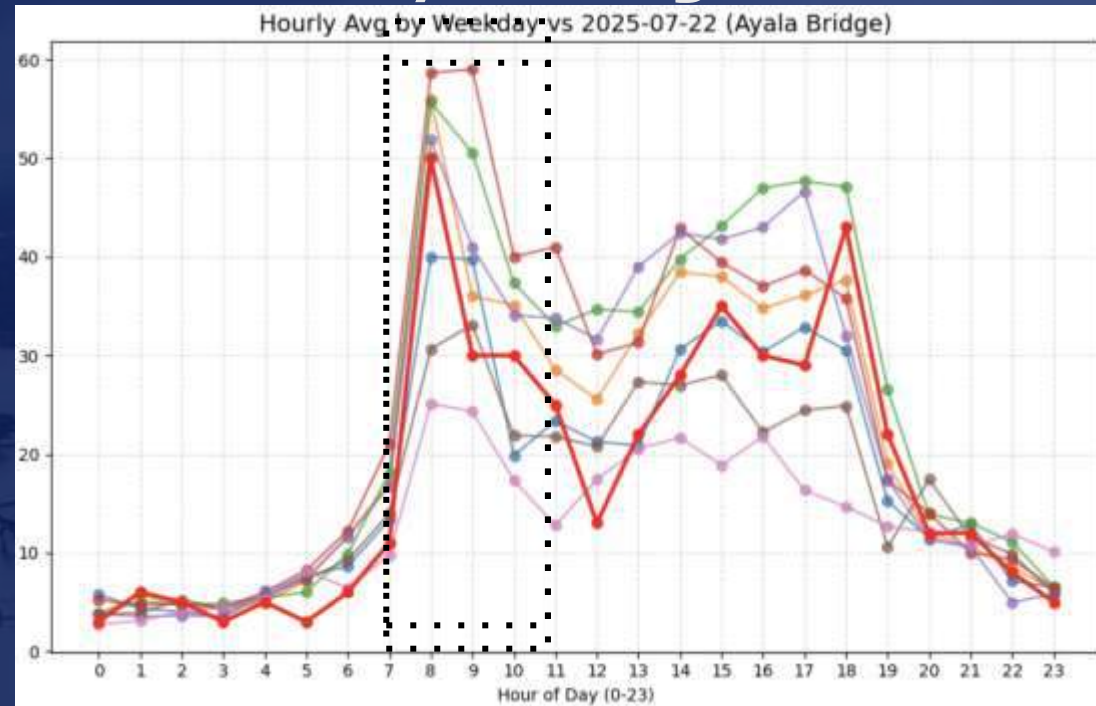
40 kph ave. speed on regular days
speed dips and fluctuates a lot on July 22



McArthur Bridge has one of the highest commute load (PUVs) across all bridges

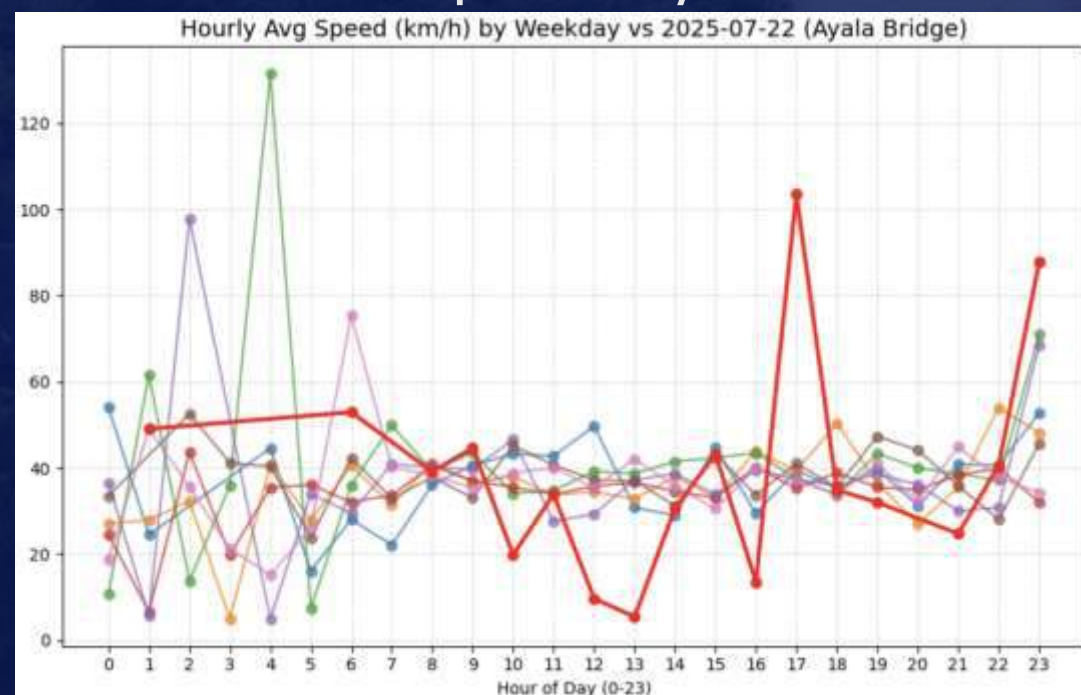
Sample Case Study : Bridge

Ayala Bridge

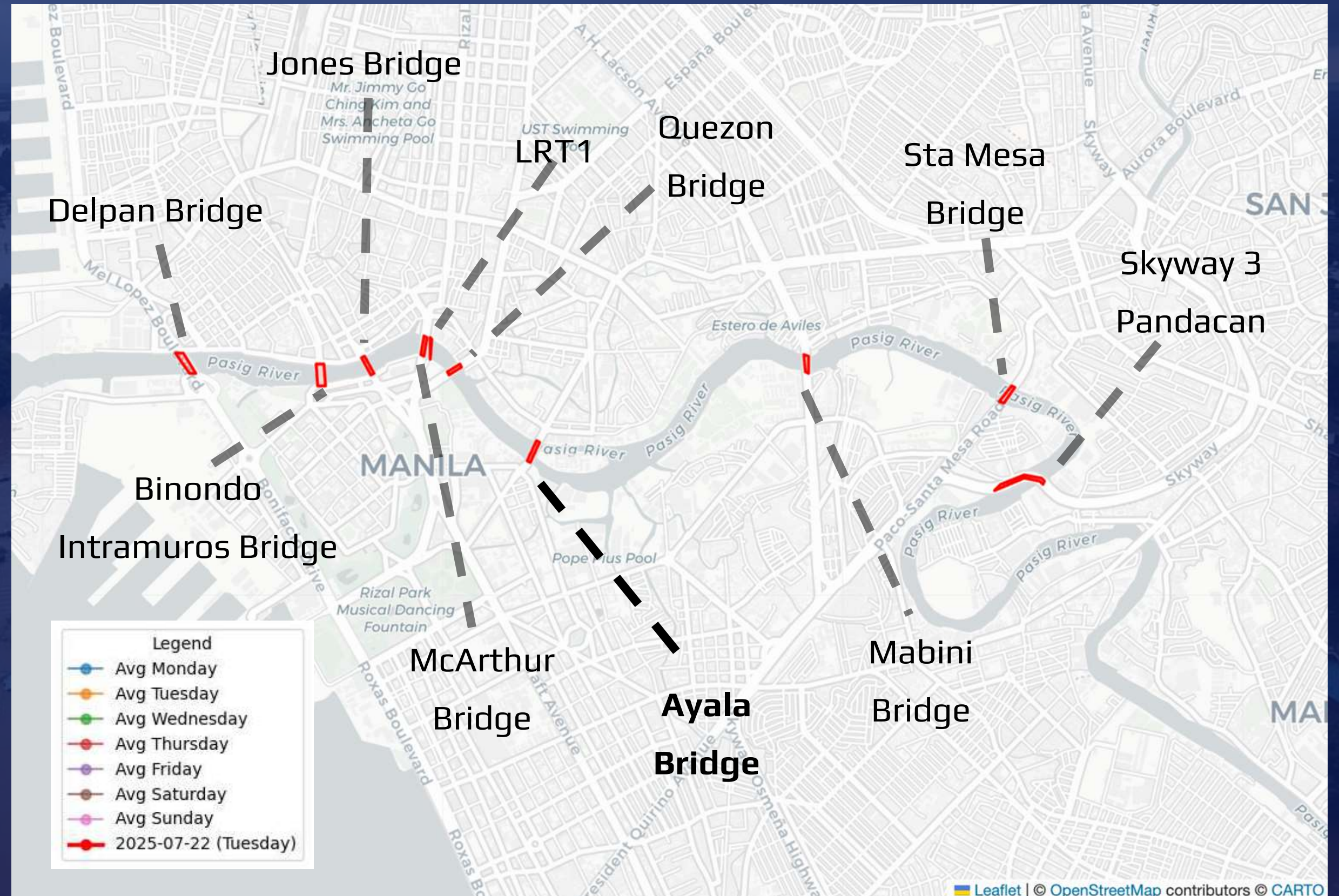


8-9 am peak visits, starts early

Clear dip on July 22 2025



30-50 kph ave. speed on regular days
speed fluctuations on July 22



Ayala bridge seems to be the bridge of choice of people going home in the afternoon

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

Pre-disaster

Equip people with the knowledge to prepare for any disaster designing emergency plans and building disaster kits tailored to their needs.

During Disaster

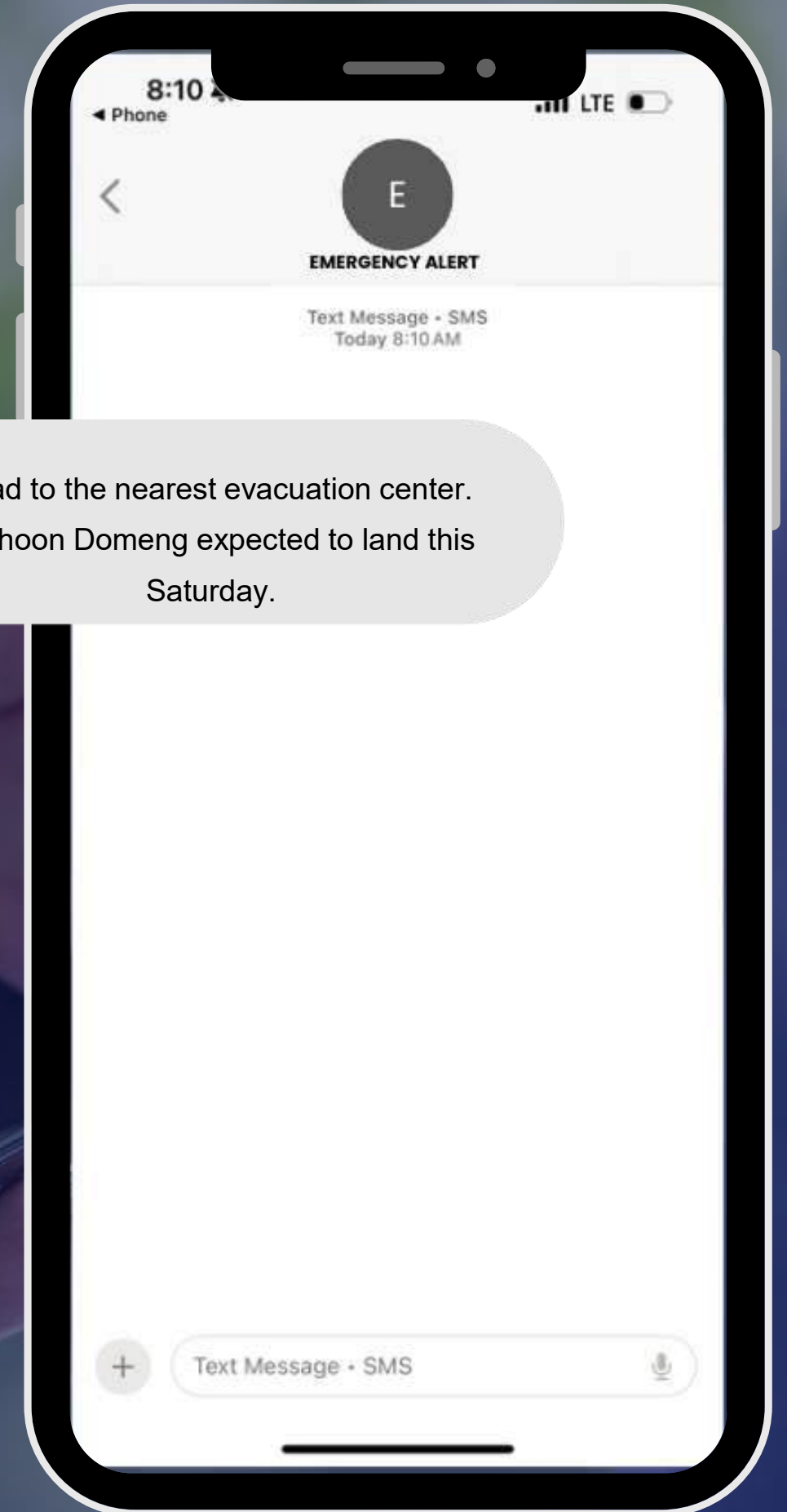
Issue advisories during the disaster to reduce road congestion and guide commuters in planning their routes.

Post-disaster

Provide guidance and information to ensure those impacted can easily find assistance and resources.



Head to the nearest evacuation center.
Typhoon Domeng expected to land this Saturday.



A group of people are working on a wooden structure, possibly a roof or a platform, in a tropical setting. The structure is made of wooden beams and is being built on a sandy ground. In the background, there are palm trees and a building with a corrugated metal roof. The scene is overlaid with a dark blue semi-transparent layer.

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.