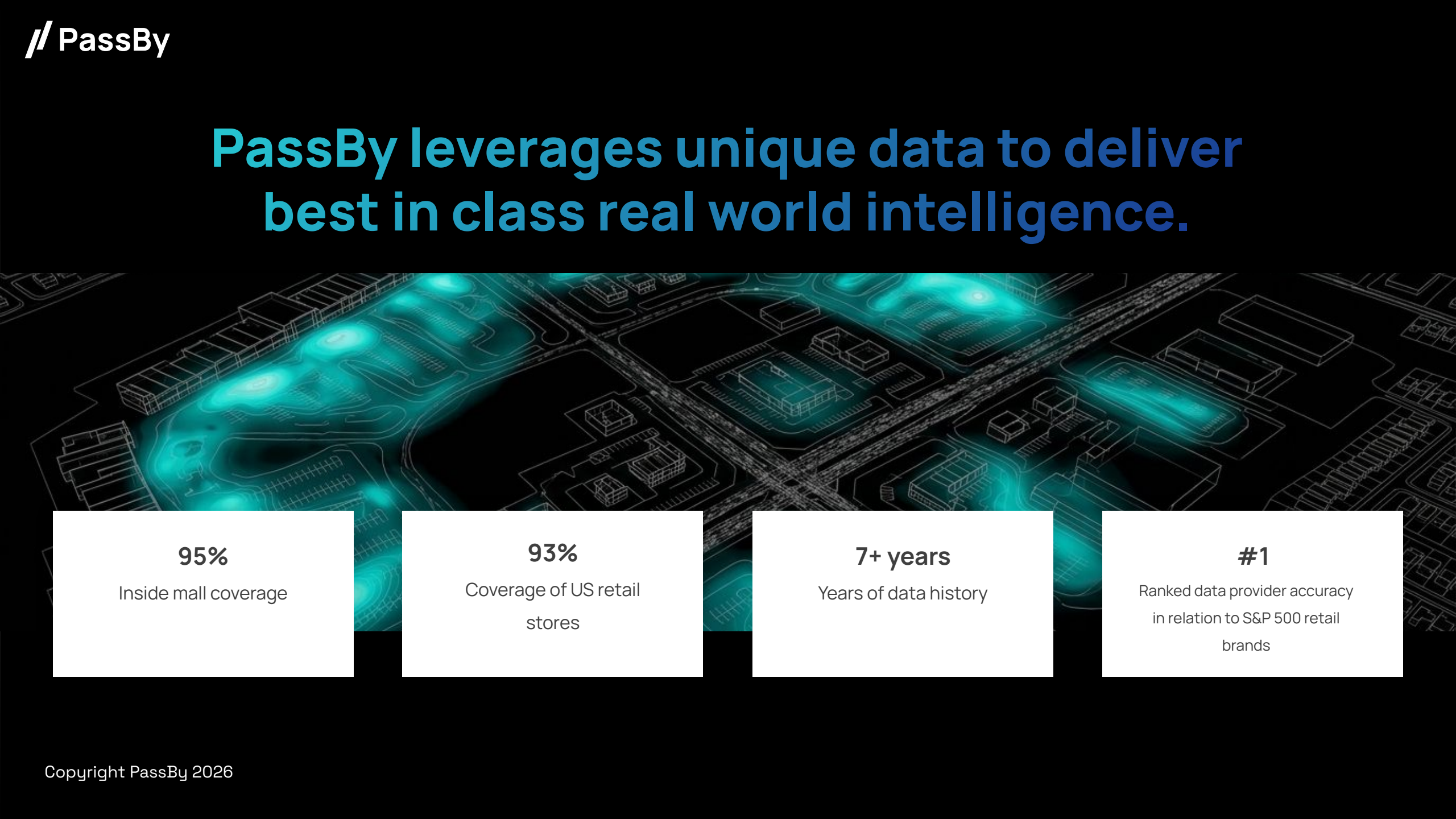


PassBy leverages unique data to deliver best in class real world intelligence.

The background of the slide is a dark map of a city area, overlaid with glowing blue heatmaps that indicate areas of high foot traffic or data density. The heatmaps are concentrated in several locations, particularly around what appear to be shopping centers or malls.

95%

Inside mall coverage

93%

Coverage of US retail stores

7+ years

Years of data history

#1

Ranked data provider accuracy
in relation to S&P 500 retail
brands

Data Sources

Sensors

Spend

Psychographics

Demographics

Weather

Events

POI

Mobility

How does it work?

Data Sources

10+ unique datasets from partnerships and other sourcing.

AI Models

Our models clean, interpret and process trillions of data points using powerful retail focused approaches.

Insights

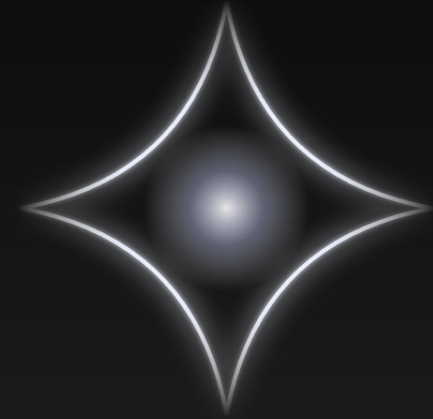
Insights across retail from foot traffic through to demographics, spend, trips and more outputs.

Decisions

Make the right decision based on our model outputs across Real estate, Operations, and Marketing.

Powered by Polaris

Our latest model, validated against
ground-truth data from millions of US
points of interest.



Polaris

Our products

Almanac

Core intelligence platform combining traffic, demographic, competitor data

Data Feeds

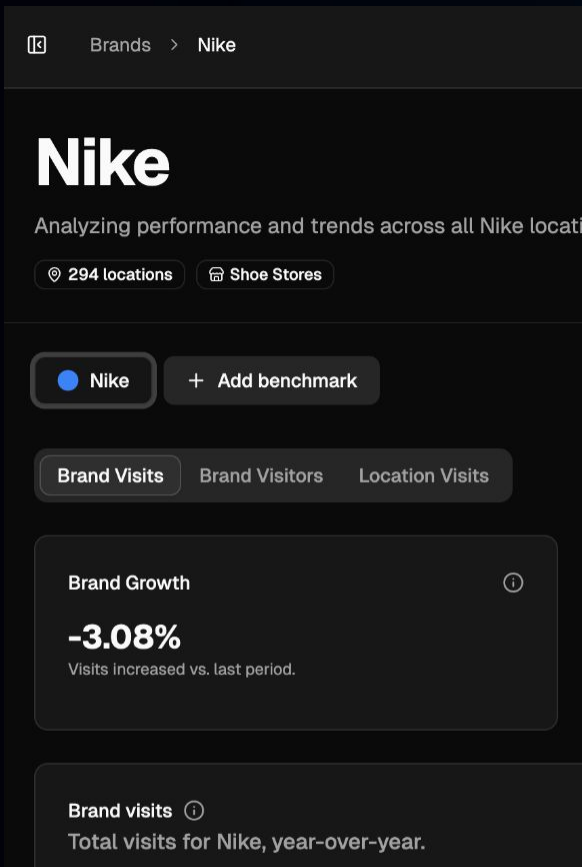
Ongoing feeds for store-level and competitor analysis

API

Integrate PassBy data into existing systems

Pulse

Access PassBy's data within your existing LLM workflows



The screenshot shows the Nike Almanac interface. At the top, it says "Brands > Nike". Below that, the Nike logo is displayed with the subtitle "Analyzing performance and trends across all Nike locations". There are two filters: "294 locations" and "Shoe Stores". A section titled "Brand Growth" shows a "-3.08%" change, with a note "Visits increased vs. last period." Below this, a "Brand visits" section shows "Total visits for Nike, year-over-year." The interface is dark-themed with white and blue text and icons.

