

HD 412.18 ▲ 1.4% MCD 298.05 ▼ 0.6% TGT 151.90 ▲ 2.1% COST 934.12 ▲ 0.8% CMG 56.41 ▼ 1.1%
 WMT 97.42 ▲ 0.3% KMX 71.88 ▼ 2.3% DPZ 471.20 ▲ 1.7% ULTA 402.66 ▲ 0.9%
 KR 66.30 ▲ 0.4% ORLY 1312.55 ▲ 1.0% DRI 198.21 ▼ 0.7% GPS 24.19 ▲ 4.2% AZO 300.00 ▲ 0.1%

FOR FUNDS THAT REFUSE TO WAIT FOR THE PRINT

Know the quarter before the quarter.

Observed store visits, receipts and intent on **one US consumer graph**, mapped to tickers and delivered daily. You see the number weeks before the company reports it.

01 • THE EDGE

**Trade the signal,
not the story.**

Footfall and basket size by ticker, weekly, with history for backtests.

02 • THE CONVICTION

**Three sources
agree, or they
don't.**

Visit, purchase and research on the same device. One vendor, no reconciliation.

03 • THE MOAT

**Signals nobody
else is selling yet.**

CTV viewership, social and prediction-market reads, straight from source.

SCALE

1B+

location signals / day

50M+

receipts / month

500M+

intent events / day

141M

people · 2.1B devices

D+1

location prelim

— DATARATE FOOTFALL SIGNAL

— STREET CONSENSUS

FOOTFALL +11% • 19 DAYS BEFORE THE PRINT



Matt Donahue

VP, Data Growth & Partnerships

matt.donahue@datarate.ai • datarate.ai

Name five tickers. Backtest in ten days.

INDEPENDENT • NO PLATFORM OWNER • NEUDATA SCOUT