

ARCANOR

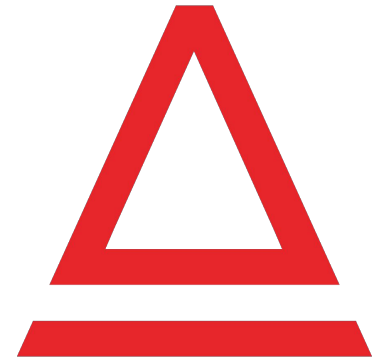
**Cookieless Audience Profiles and Insights
through GPS mobility**

What is Arcanor? What Does It Provide to Companies?

Arcanor processes unprocessable GPS-based mobility data in its own patented Hyper Analytics infrastructure, allowing companies to access external data sources.

In this way, companies gain access to competitors, markets and specific customers.

Companies use Arcanor's advertising and analysis products to increase sales and marketing.



COMPANY OVERVIEW



x13 ROAS

average with +90
campaigns



Up to -%90

Cost decreased in ad
metrics so far



+420 Clients

in US, LATAM and EMEA
regions



+25 Partners

Digital Agency, Cloud
Integrators and Enterprise
Sales Partners

Global Achievements



**Selected Global
Startup Top 100 in
2022**



**Nvidia's first and only
cloud advertising &
analytics product**



**28 Patent claims in
USPTO**

Trusted By Leading Brands



group^m

AKBANK

dentsu

CARAT

dpet



Mercedes-Benz



VISA



digitalhouse
ISTANBUL - LONDON



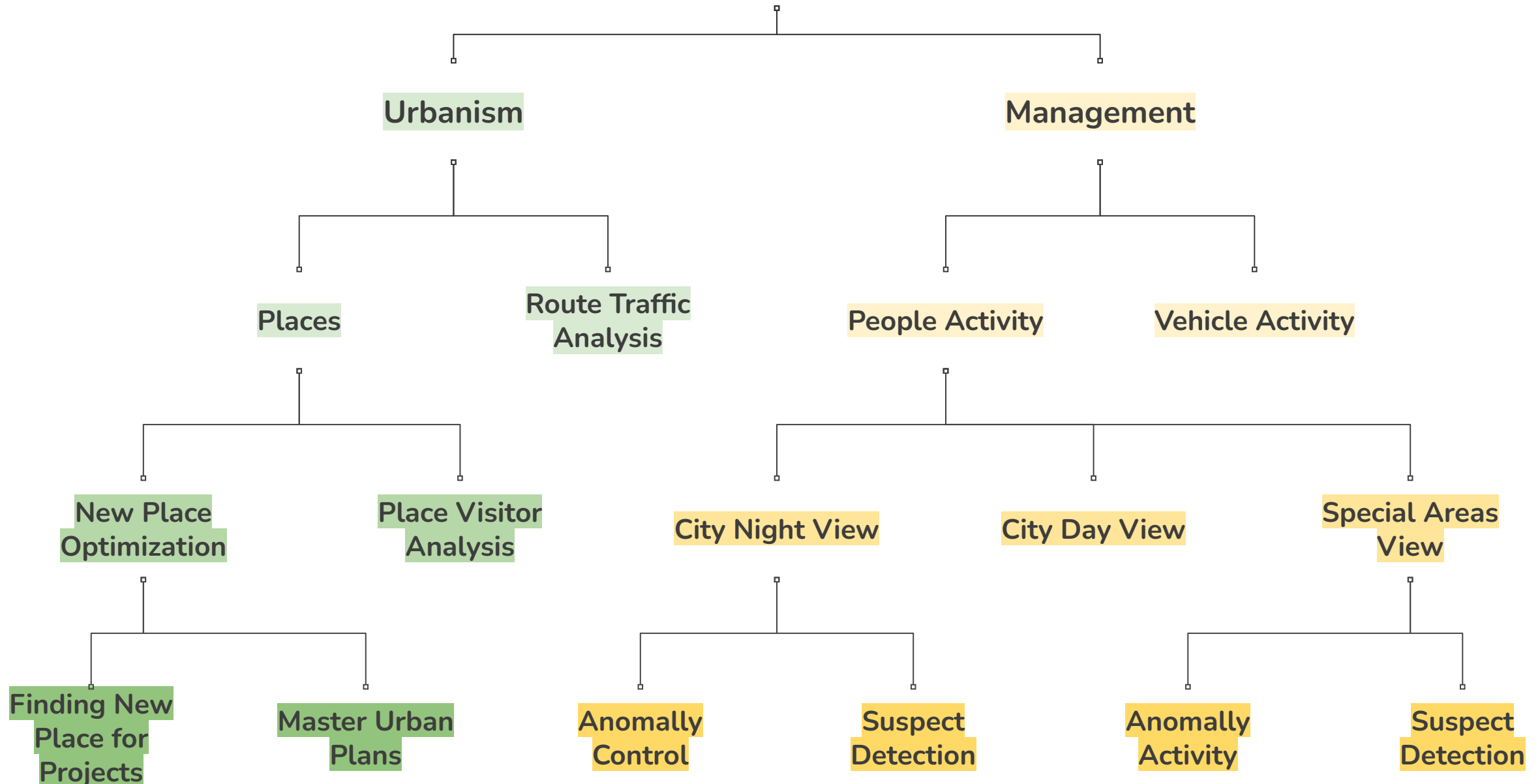
hype



OUR SMART CITY SOLUTION

Our Smart City Solution Suite

ARCANOR



How It Works?

Viewing city street by street through hourly, daily or monthly intervals, with metrics varying from journey maps to ID personas in near real time.

Turn-Key Smart City Operation Center

Platform Dev. & IT
Support

Pre-Build System &
Algorithms

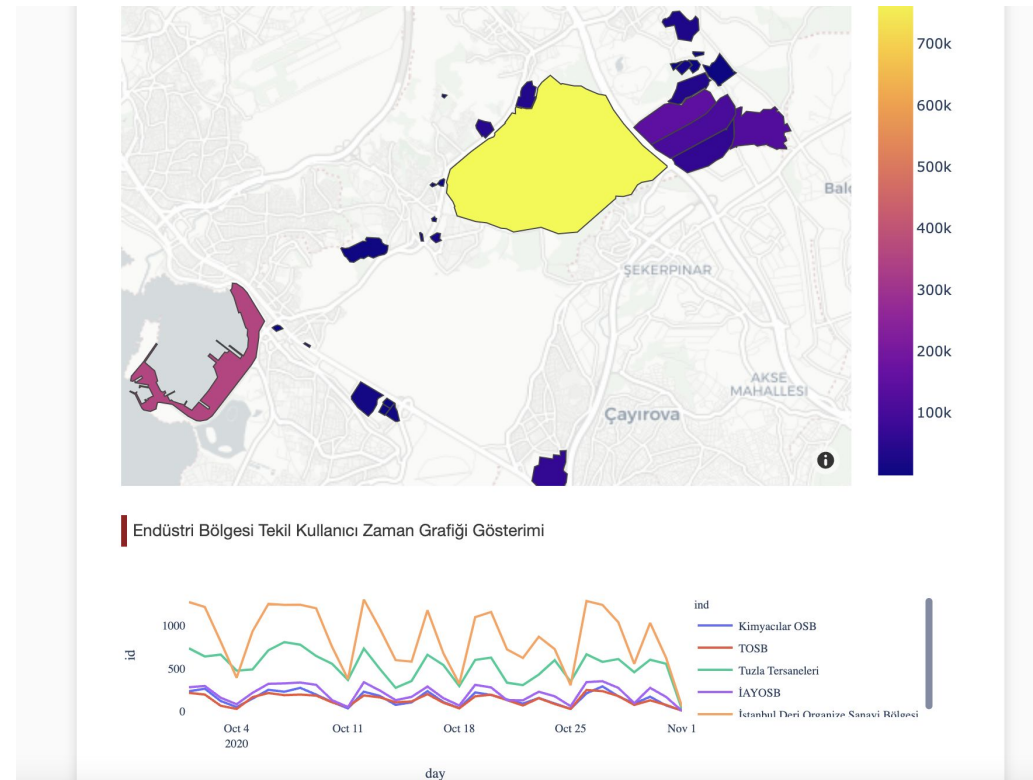
Know-How
Transfer

Training & Capability
Building



Understanding Commercial Activity ARCANOR

You may ask any questions to understand your city through our Smart City Dashboard. In this example, we shown the commercial area mobility intensity thus, **we are able to predict commercial increase or decreases.**



Night View of Citizen Persona (Taxi Drivers)

ARCANOR

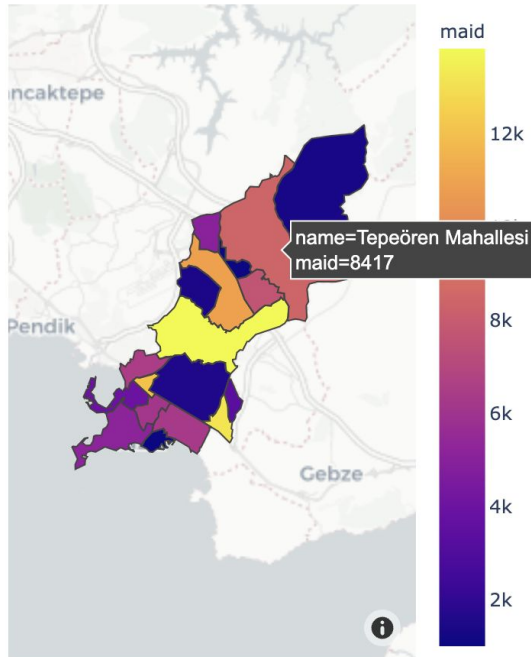


Contact Your Location Based Citizens On Social Media

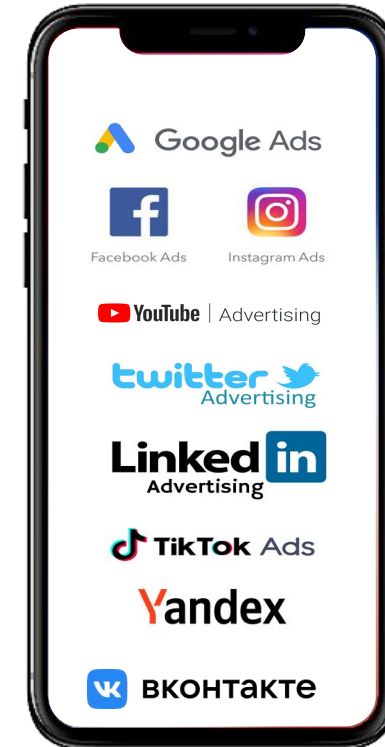
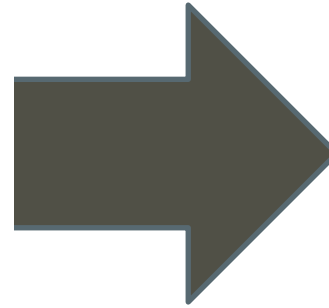
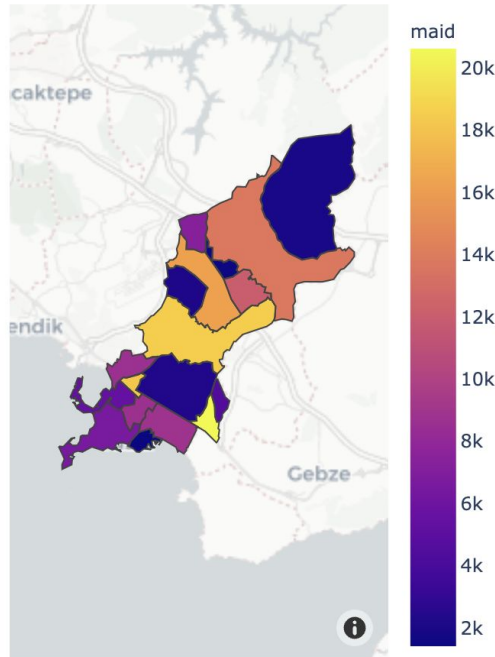
1- Homezone areas based on
Neighborhood, Street, Building

2- Communicate on
Social Media

Mahalle Bazlı Homezone Haritası



Mahalle Bazlı Workzone Haritası

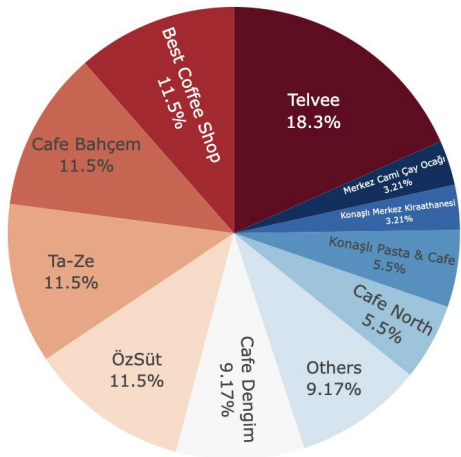


Analyze Traffic Problems and Examine Facility Footfalls

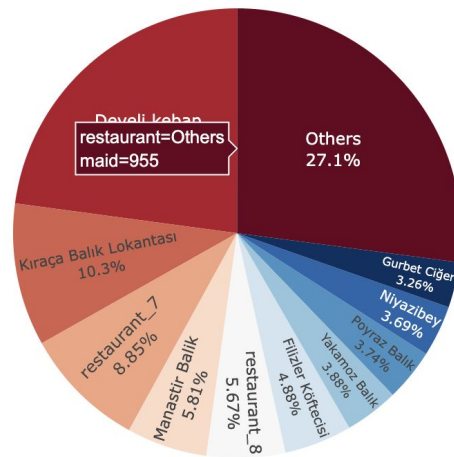
ARCANOR

Detailed analysis of traffic congestion with vehicles coming from where, detailed analysis of the densities of municipal buildings and social areas. Detection of where they come from outside the city to the region

Kafe Pazar Payları



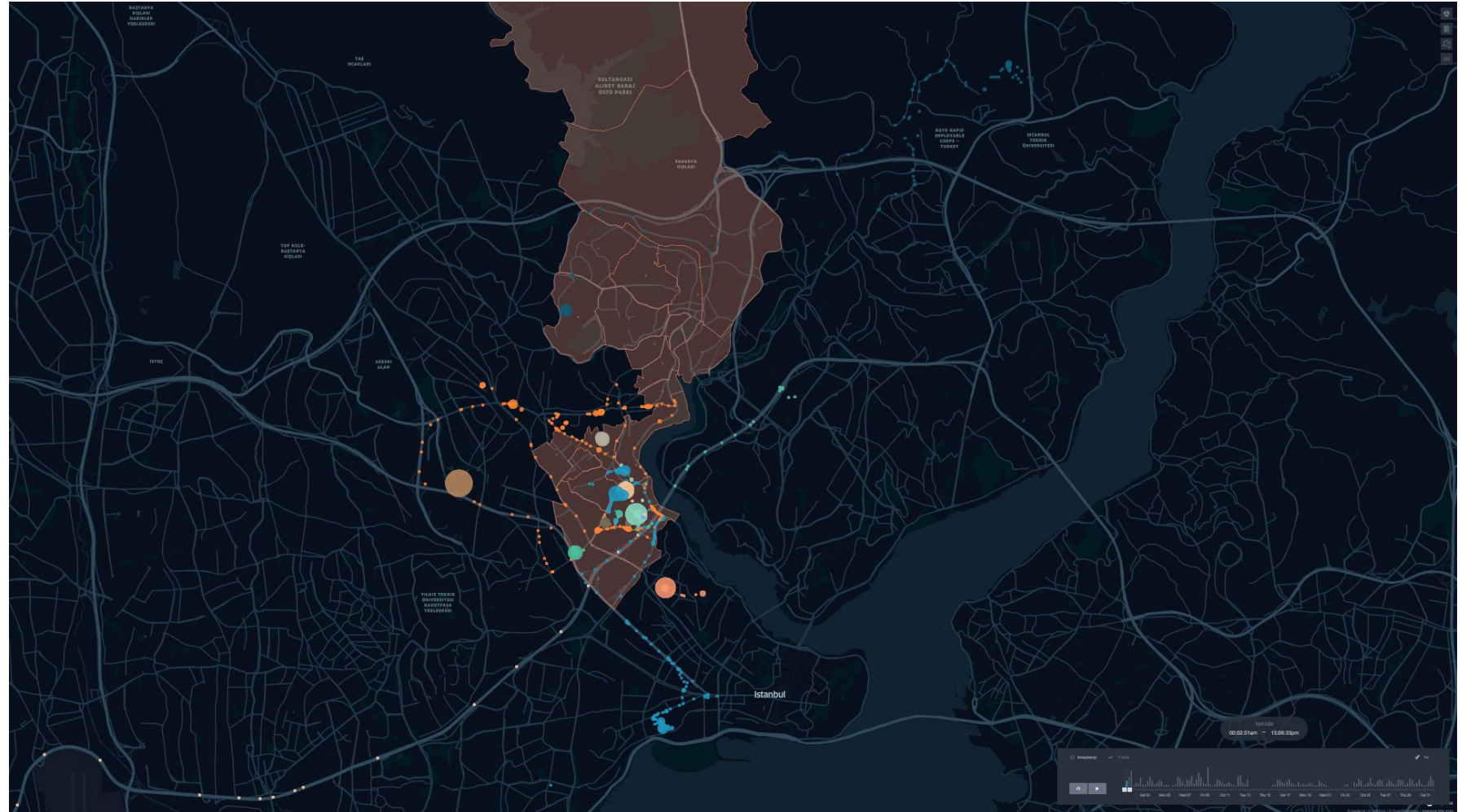
Restaurant Pazar Payları



ARCANOR

**From which regions do people come to visit the facilities?
Where should a new facility investment be made accordingly?**

- Car park
- Family Health Center
- headman's office
- Information House,
- Youth Center
- Schools
- Hospital
- Nursery
- sports field
- mall
- Road Planning
- Market Area



Monitor the Night View of the City

ARCANOR

For security purposes, follow where the signals that are where they should not be, where they go, learn the busiest areas at night...

- Mines
- Parking areas
- Empty fields
- Large building circles
- Cemeteries
- Crowded areas of the city at night
- Food markets & warehouses
- Industry fields



Monitor the Border or Special Fields

ARCANOR

Arcanor is able to monitor and detect anomalies of borders and special fields.

- Borders
 - Special Fields
- for understanding the anomalies and prohibited activities



THANK YOU!

For contact: abaran@arcanor.com