1

MyTraffic

Location intelligence





Product Offering

Traffic data analysis

Founders

Hakim Saadaoui (CEO), Gautier Machelon

AVP Investment

Growth Stage - 2022

https://www.mytraffic.io/

Company Description

Mytraffic is a SaaS platform, provides easy access, precise and accurate data on any physical location in real-time in Europe.

Their unique platform transforms multiple data sources into actionable insights (dynamic footfall, vehicle flow, visitor profiling) at scale, with respect to the strictest GDPR compliance rules.

The most precise data for the challenges

Invest in the right locations at the right price

Promote your assets

Drive additional traffic from strategic territories

Benchmark your assets performance

Selected / Targeted customers

Retail

Acuitis (1)

Real Estate



DOUGLAS



Public Sector / City



Delivering Significant ROI



30% time saved by opening



ASSET MANAGEMENT

CITY MANAGEMENT
Attract the right tenants at the right price

-25% commercial vacancy

+10% revenue uplift thanks to renegotiated leases



MERCHANDIZING

Better understand offline behaviors and optimize reach

+16% visits in the shopping center – Marketing budget optimization by 25%

