



earnestanalytics

Helping people understand
the world through data

CONFIDENTIAL AND PROPRIETARY

Any use of this material without specific permission of Earnest Analytics is strictly prohibited

Earnest Analytics
43 West 24th ST, 5th FL, NY, NY 10010
info@earnestanalytics.com

FOUNDED

2012

OFFICES

**NYC
DUBLIN**

INVESTORS

**GREYCROFT
PIVOT
OSAGE
BONFIRE
ffVC**

CLIENTS

200+

INDUSTRIES

**CONSUMER
RETAIL
TECHNOLOGY
HEALTHCARE**

Employees

100+

Earnest acquires and productizes the most important data assets to measure the U.S. Economy

TRANSACTION



- 2 industry leading datasets
- U.S. Spending Panel
- Debit, credit, bill payments
- Retail, restaurants, grocers, e-commerce, payments

SCANNER CPG



- Millions of U.S. households
- 30k brands
- Thousands of retail stores
- Consumer packaged goods

MOBILE LOCATION



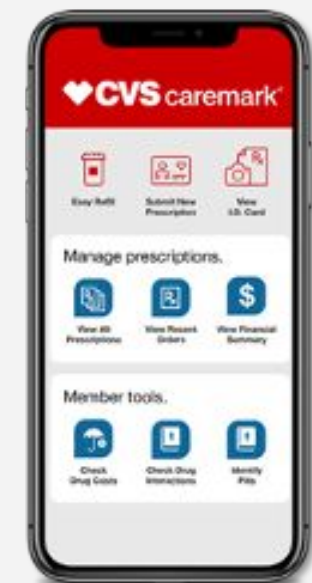
- U.S. Mobile devices
- 260k venues
- Hundreds of entities
- Retail, restaurants, grocers, airports, stadiums

WEB COLLECTED



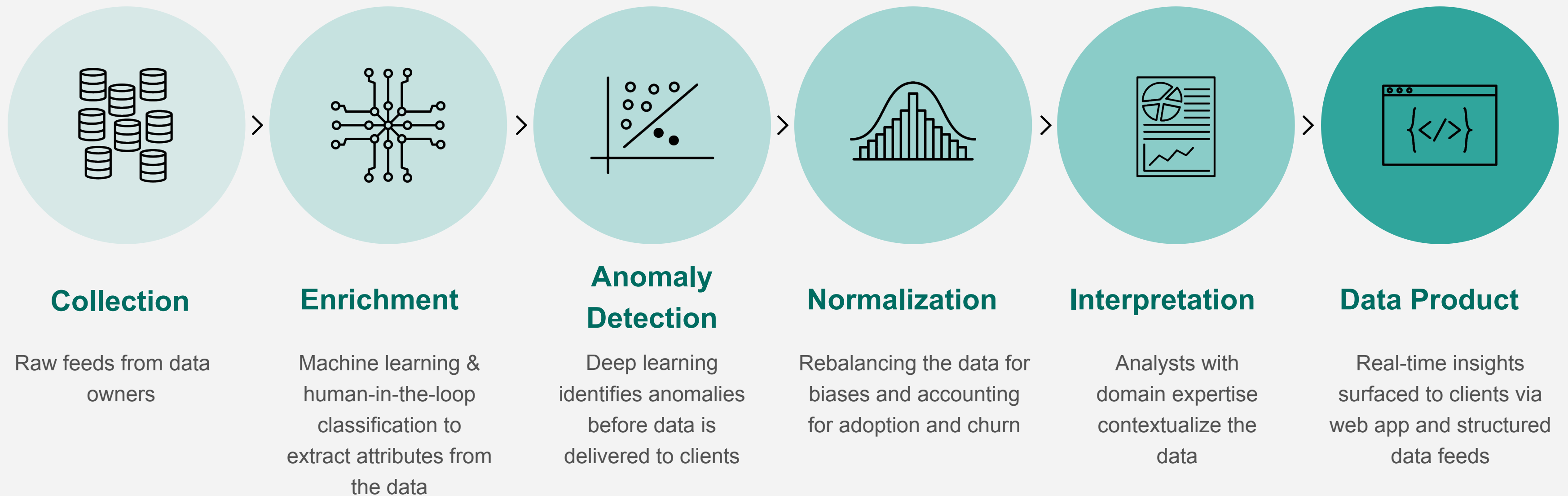
- Dozens websites scraped
- 150k+ product categories
- E-commerce products, autos, home builders

HEALTHCARE



- U.S. healthcare claims
- Thousands of drugs & devices
- Physicians, Biotech / biopharma, MedTech, services

Earnest transforms massive, raw data into structured data products for our clients using our proprietary process



Earnest developed a product suite that meets the needs of all users of data, regardless of sophistication

‘DASH’ WEB PLATFORM

**Caters to clients who want to
extract information from
intuitive, data visualization
software**

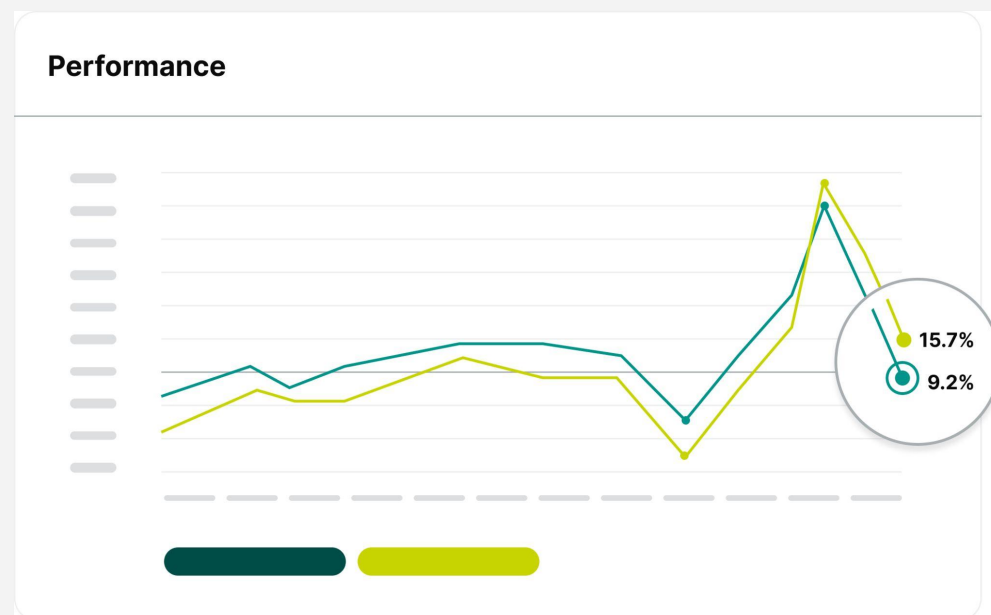
DATA WAREHOUSE

**Perfect for clients who want to
leverage our infrastructure and
data services**

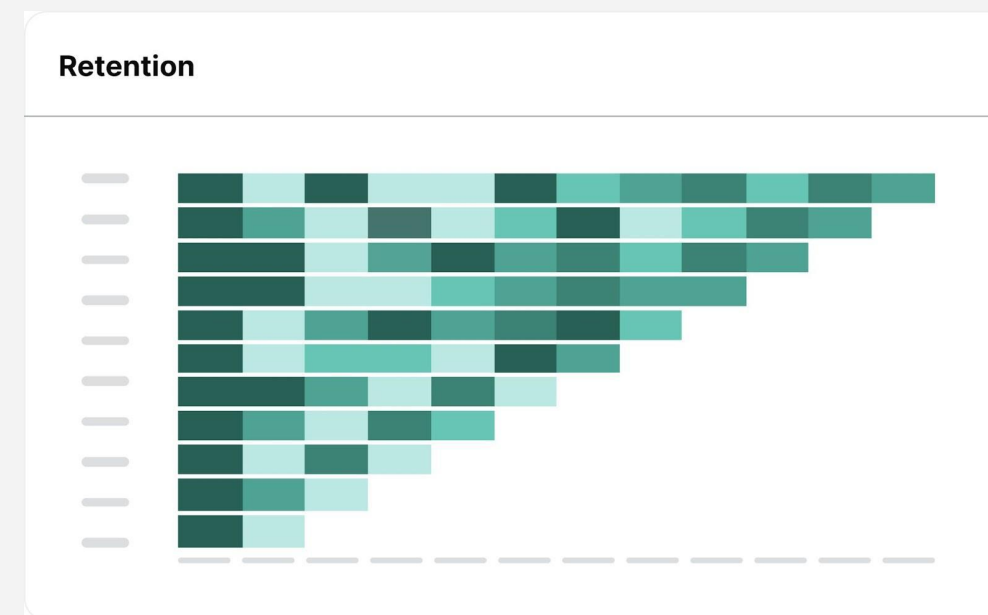
STRUCTURED DATA FEEDS

**Optimized for clients who want
to ingest data into their own
warehouse and run analytics
using data science**

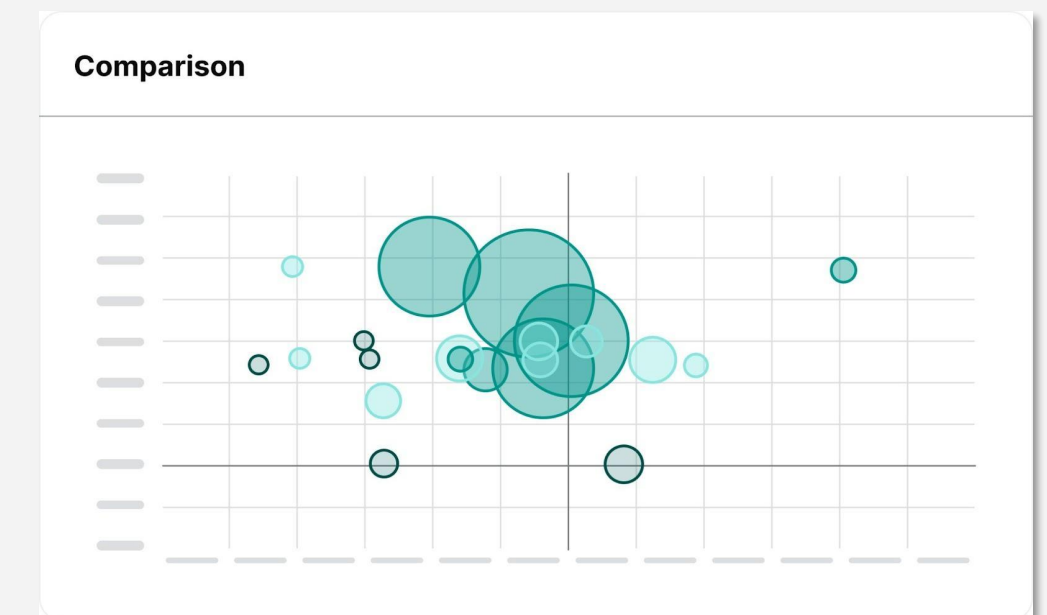
Earnest created the fastest and most intuitive alt-data platform in the market, *Earnest Dash*.



Investors can track revenue surprises, screen companies by performance, and quantify customer trends using real customer data.



Company strategists can see competitors' sales trends, track customer behavior insights, and track market share changes in real-time.



Consultants can contextualize entire industries, see macro trends, and drill down into the differences that separate individual players.

Earnest clients rely on our data products to make better decisions, and our data is deeply embedded in their day-to-day processes

“

We require 48-hour turnaround when conducting diligences and Earnest always provides accurate, complete data.

‘Big 3’ Consulting firm

“

*Earnest’s products allow us to make more informed decisions and **understand** our customers in a way we were never able to before.*

Fortune 10 Company

“

*Earnest understands the buy-side workflow and how to **incorporate its insights seamlessly** into our investment process.*

\$20bn Investment firm

**Earnest is a trusted and sought-after
source for data insights in news and
business outlets**

Forbes

THE WALL STREET JOURNAL.

**International
Business
Times**

FAST COMPANY

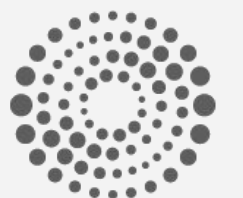
The New York Times

**yahoo!
finance**

Bloomberg

recode

**NEW
YORK**



**THOMSON
REUTERS®**

Vox

RETAIL DIVE





earnestanalytics

We look forward to working with you

Start a Free Trial

Request a Demo

Get Data for News



www.earnestanalytics.com

