# measurable.ai

*Connecting the Dots*
*with Alternative Data*

# ALTERNATIVE DATA

*Measurable AI turns billions of transactional emails into consumer insights for emerging markets*

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# WHAT is email data?

*Every time a user makes a purchase online, an email receipt is generated. All these anonymized and aggregated receipts/confirmations help us identify the fast-growing companies.*
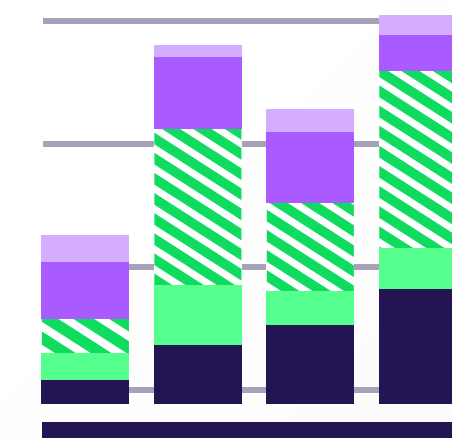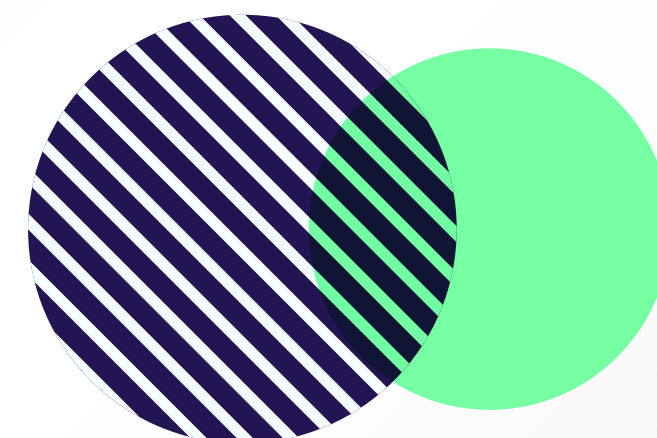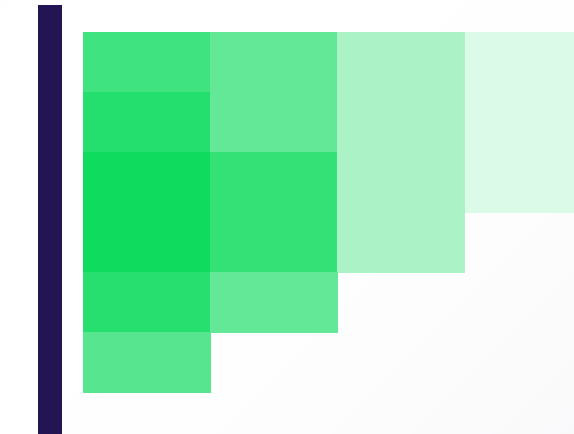
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# Two types of email data:

## Purchase Data

*All the email receipts/orders/purchase summaries/statements/ bills sent from merchants/companies*

## User Behaviour Data

*How user interacts with a service, for example, frequency of meetings or events scheduled through a video conference app*

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# DATA *included*

**All Historical Data**
*(since the day an email account was created)*

**SKU Level High Definition Transactional Data**

**Email Receipts From All Categories**

**Rare Emerging Markets Data**

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# Data Sample 1
# NETFLIX



from: info@mailer.netflix.com
subject: Thanks for joining Netflix

## NETFLIX

**Thanks for joining Netflix**

Hi Jihad,

You're all set to start enjoying TV shows & movies.

**START WATCHING**

**Your Account Information:**

Email
_____@xxxxx.com

Service Provider
Netflix International B.V.

Plan
Basic

Plan Price
$9.99/month

Payment
VISA ..... .....

**Thanks**

Hi Jorge,

You're all set t

**START WATC**

**Your Account I**

Email

Service Provider
Netflix, Inc.

Plan
Basic

Plan Price
$8.99/month

Your Offer
Free Trial (ends Monday,

Payment
MasterCard ..... ..... .....

We're here to help if yo
Center for more info o

–Your friends at Netfli

**VIEW ALL TV SHOWS & M**

## NETFLIX

**Your cancellation confirmation**

Hello,

As you requested, we've cancelled your membership effective Sunday, January 27th, 2019.

Obviously we'd love to have you back. If you change your mind, simply restart your membership to enjoy all the best TV shows & movies without interruption.

**RESTART MEMBERSHIP**

We're here to help if you need it. Visit the Help Center for more info or contact us.

–The Netflix Team

## Metrics (all history):

- Timestamp
- Email ID (hashed)
- Currency
- Language
- Country
- Service Provider
- Subscription Plan
- Total Price
- Payment Method
- Cancel Date
- End Date

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# *Data Sample 2*

![App Store icon] **IAP from Apple App Store**

from: no_reply@email.apple.com
subject: Your receipt from Apple

收据

APPLE ID
_____@qq.com

付款信息
Store Credit

日期
2019年06月04日

订单号

文稿编号

CHN

App Store                                                                                              价格

**1180点券**
App 内购买项目
iPhone 8 Plus 金色
报告问题                                                                                              ¥118.00

总计                                    ¥118.00

如需获取有关订阅和购买项目的帮助，请访问 Apple 支持。

了解如何管理 iTunes、Apple Books 和 App Store 购买项目的密码偏好设置。

Apple ID 摘要 · 销售条款 · 隐私政策
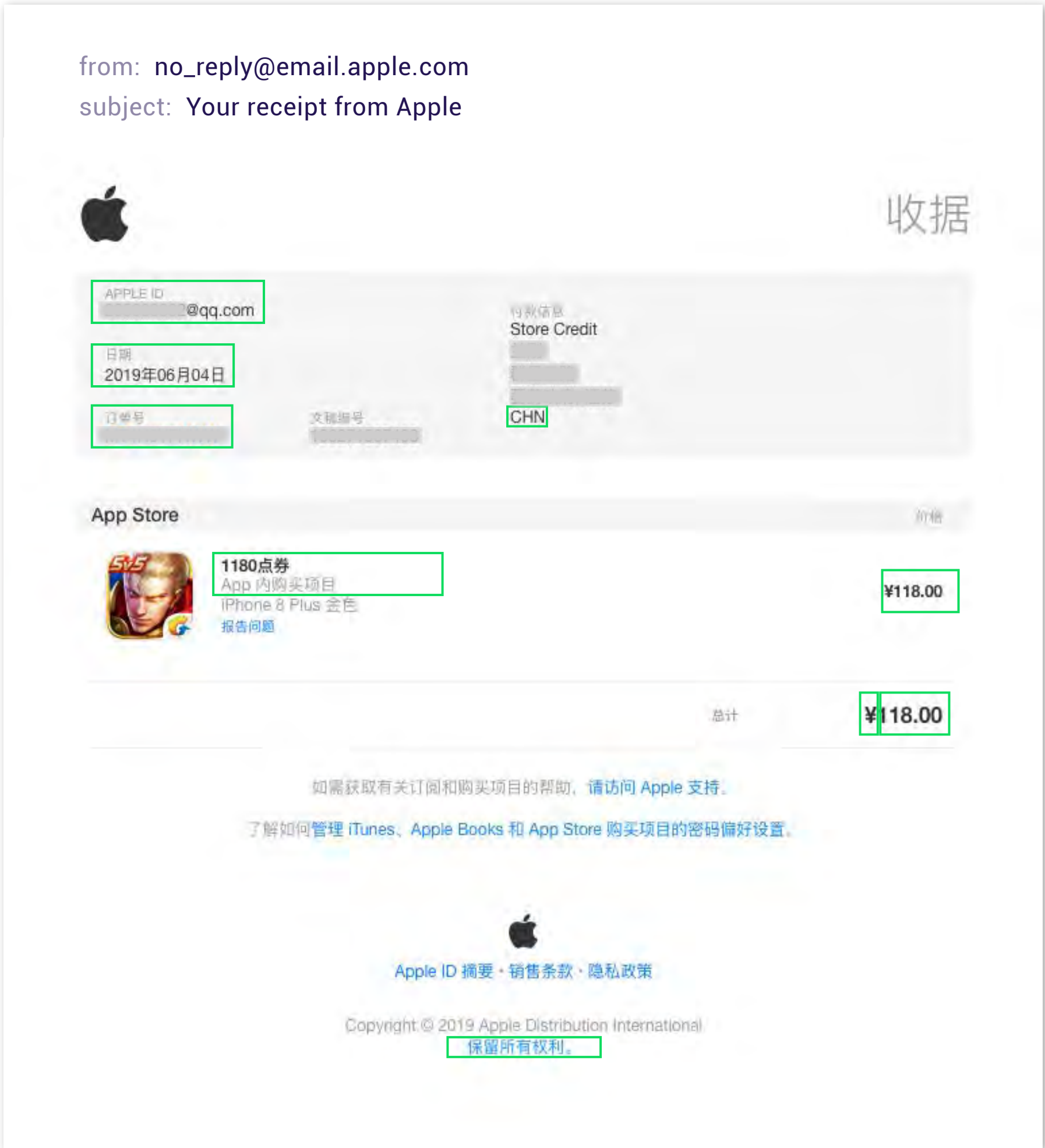
## Metrics (all history):

- Timestamp
- Email ID (hashed)
- Currency
- Language
- Country
- App ID
- IAP ID
- Total Price
- Subscription
- Price
- Quantity
- Title

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# *Data Sample 3*

# Uber

Uber

Total $10.78
Sun, Oct 28, 2018

**Thank boo very much,**

It was a treat having you ride with us

| Total | $10.78 |
|---|---|

| Trip fare | $10.78 |
|---|---|

| Subtotal | $10.78 |
|---|---|

**Amount Charged**

Switch                    $10.78

Download PDF
Download link expires 11/27/18

You rode with

4.91 ★ Rating
Top Driver Compliment
"Excellent Service"

How was your ride?

RATE OR TIP →

When you ride with Uber, your trips are insured in case of a covered accident. Learn more.

VIP  4.99 mi  10 min

12:34am

12:45am

**Metrics** *(all history)* :

- Timestamp
- Email ID (hashed)
- Currency
- Language
- Country
- Trip Fare
- Service Fee
- Total Fare
- Promotion
- Payment Method
- Trip Duration

# Data Sample 4

**Metrics** (all history):

- Email ID (hashed)
- Currency
- Timestamp
- Item
- Quantity
- Shipping
- Payment Method
- Total Price

from: customer_service@jd.com
subject: JD has received your order.



JD.COM 京东

Home | Book | home appliances | Mobile phones | computers | home | clothing | makeup | watches | maternal and child

Dear ,

Thank you for shopping at JD.COM !
We have received your order and will arrange delivery for you as soon as possible. The payment delivery method you chose is online payment . We have received the payment. The order information is displayed on the " My Orders " page. You can also enter the page to modify the order at any time.

**order information:**

| order information | Receiver | order amount | order time |
|---|---|---|---|
| Order number: | | | |
| | | ¥44.80 Online payment | 11:44:13 |

● **Important note:**
This email only indicates that the seller has received the order you submitted; after the seller receives your order information, only when the seller actually sends the goods ordered in your order from the warehouse to you directly Outbound is a mark), the party considers that you and the seller have established a contractual relationship for the goods that are actually directly issued to you;
if you have ordered multiple goods in one order and the seller has only sent you some of the goods When you and the seller have only established a contractual relationship with the goods that are actually directly issued to you; only when the seller actually sends you other goods ordered in the order directly, the relationship between you and the seller Other goods have actually established a contractual relationship directly with you.
You can log in to your Jingdong registered account at any time to check the status of your order. For more details, please refer to the latest Jingdong website user registration agreement and various shopping rules on the Jingdong website. We recommend that you read it from time to time.

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# Data Sample 5

欢迎你，付费音乐包开通成功 (2019-04-14 11:47:47)

你于 2019-04-14 11:47:48 开通了3个月付费音乐包，有效期至2019-07-16。

即刻起，你已畅享专属曲库、SQ音质、300首/月专属音乐下载服务、免广告等特权，快去畅听(^ㅡ^)!

进入官网

付费音乐包赠送通知 (2018-03-10 14:04:46)

你是尊贵的绿钻豪华版用户，免费获赠7天付费音乐包服务，有效期至 2019-04-12。

即刻起，你已畅享300首/月专属音乐下载服务，超多正版好音乐等待你。

进入官网

付费音乐包赠送通知 (2018-03-10 14:04:33)

你是尊贵的绿钻豪华版用户，免费获赠1个月付费音乐包服务，有效期至2019-04-05。

即刻起，你已畅享300首/月专属音乐下载服务，超多正版好音乐等待你。

进入官网

恭喜你，年费付费音乐包开通成功 (2018-02-26 22:35:38)

你于2018-02-26 22:35:38开通了1年年费付费音乐包，有效期至2019-03-05。

即刻起，你已畅享年费图标、300首/月专属曲库歌曲下载，支持正版好音乐，快去畅听(^ㅡ^)!

进入官网

付费音乐包赠送通知 (2018-12-13 20:17:31)

您是尊贵的绿钻豪华版用户，免费赠送付费音乐包服务。太幸运了！

付费音乐包畅享付费音乐下载服务，支持畅播正版音乐。

了解详情

## Metrics (all history):

- Timestamp
- Email ID (hashed)
- Subscription Plan
- Period
- End Date
- Free Trial

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# HOW do we get our data?

**1**

*Data sharing with*
**USER CONSENT**

**2**

*Syncing All Data*
**AGGREGATEDLY & ANONYMOUSLY**

**3**

*Converting Data Into*
**CONSUMER INSIGHTS**

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*All Data Aggregated From*

# Our Own Patented Email Apps
# *with* 10 Million Downloads

MailTime

Email Messenger

Magic Crystal

measurable.ai
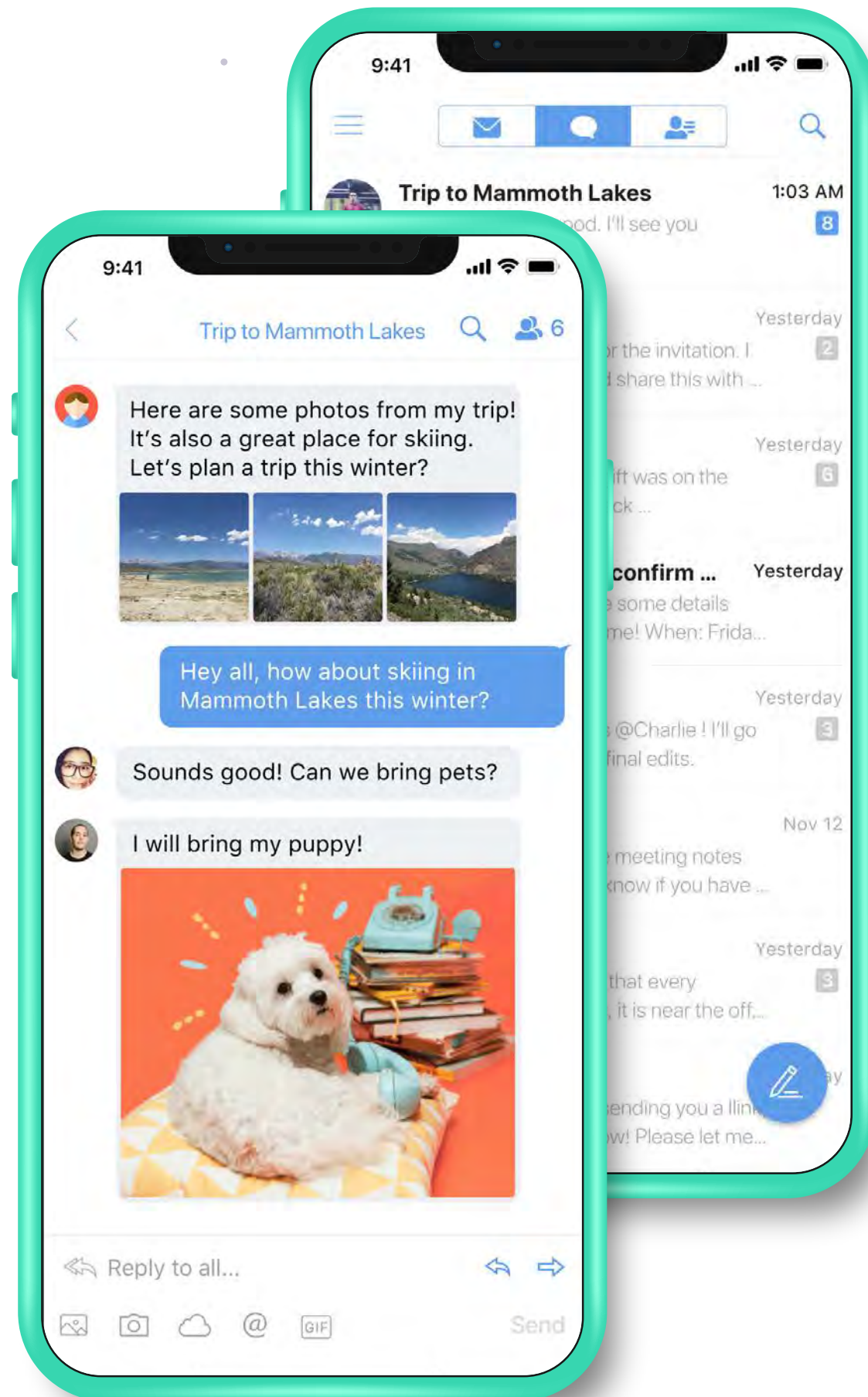
**MailTime**

*Messaging-Style Email App "Best of 2015" by Apple's App Store*

**Email Messenger**

*Pre-Installation Partnerships with Xiaomi MI, Samsung SAMSUNG*

**Magic Crystal**

*Collaboration with Chinese popular TV Series "Entrepreneurial Age"*

# MAGIC CRYSTAL

*Meausurable AI's founders were part of **TalkBox** (2011), world's first push-to-talk messaging app, which later got copied by major tech giant WeChat. This story inspired a novel and a popular TV series **<Entrepreneurial Age>**, known as the **Chinese version of HBO <Silicon Valley>**.*

## Viral Campaign in China:

*Magic Crystal App*, was launched in collaboration with the TV Series production company and got over

**1,000,000 downloads within 18 days**.

The Novel "Entrepreneurial Age"

The TV Series "Entrepreneurial Age" Poster

Magic Crystal

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**GDPR Compliance** ···· →

**No PII Information** ···· →

**Aggregated & Anonymized Data with User Consent** ···· →

PRIVACY SHIELD
Framework

GDPR
Compliance

# More TICKERS

*We cover over 100\* tickers now (still growing)!*
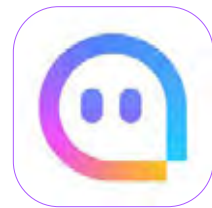
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# IAP

## Honor of Kings
### (HKG: 0700)

- Email receipts for China's Top 1 mobile game

## Momo & TanTan
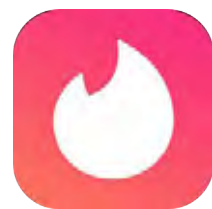### (NASDAQ: MOMO)

- Email receipts for VIP memberships and in-app-purchases

## YY
### (NASDAQ: YY)

- Email receipts for the top live-streaming services

## Tinder
### (NASDAQ: MTCH)

- Email receipts for VIP memberships and in-app-purchases

## PUBG Mobile *(HKG: 0700)*
- Email receipts for all in-game-purchases

## Fantasy Westward Journey *(NASDAQ: NTES)*
- Mobile and Desktop Receipts for Netease's Top game

## Pokemon Go
- Email receipts for all in-game-purchases

## Tik Tok & Kuai Shou
- Email receipts for the two top social apps from China

## Clash Royale & Clash of Clans
- Email receipts for all top games from Supercell

## Line *(TYO: 3938)*
- Email receipts for in-app-purchases

## Douyu *(NASDAQ: DOUYU)*
- Email receipts for the top live-streaming services

## Huya *(NYSE: HUYA)*
- Email receipts for the top live-streaming services

# RIDE-SHARING

## Uber
*(NYSE: UBER)*

- Email Trip Receipts from all countries

## 99

- Email Trip Receipts from Brazil

## Grab

- Email Trip Receipts from SEA countries

## Ola Cabs

- Email Trip Receipts from US

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**Lyft** *(NASDAQ: LYFT)*
- Email Trip Receipts from US

**Via**
- Email Trip Receipts from US

**Didi Global**
- Email Trip Receipts in all countries

**Cabify**
- Email Trip Receipts from Central America

**GoJek**
- Email Trip Receipts from SEA countries

**Rappi**
- Email Trip Receipts from Central America

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# FOOD-DELIVERY

## Deliveroo
- Email receipts from both its app and website

## Foodpanda
- Email receipts from both its app and website

## Uber Eats
*(NYSE: UBER)*
- Email receipts in all countries available

## iFood
- Email receipts from Central America

## Caviar
- Email receipts in the US

## Grubhub *(NYSE: GRUB)*
- Email receipts from both its app and website

## DoorDash
- Email receipts from both its app and website

## Postmates
- Email receipts from both its app and website

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## TRAVEL

### Airbnb
- Email receipts from both its mobile app and website

### Booking
*(NASDAQ: BKNG)*
- Email receipts from both its app and website (Flight, Hotel, Package)

### Huazhu
*(NASDAQ: HTHT)*
- Email receipts from Huazhu's full hotel chains

### Qunar
*(NASDAQ: QUNR)*
- Email receipts from both its app and website (Flight, Tickets, Hotel, Package)

### Priceline *(NASDAQ: BKNG)*
- Email receipts from its mobile app and website (Flight, Hotel, Package)

### Ctrip *(NASDAQ: TCOM)*
- Email receipts from its mobile app and website (Flight, Tickets, Hotel, Package)

### Mafengwo
- Email receipts from its mobile app and website (Flight, Tickets, Hotel, Package)

### Alitrip *(NYSE: BABA)*
- Email receipts from its mobile app and website (Flight, Tickets, Hotel, Package)

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# ENTERTAINMENT

## Netflix
### (NASDAQ: NFLX)
- All subscription/cancellation email receipts from both mobile and desktop

## Disney +
### (NYSE: DIS)
- All subscription/cancellation email receipts from both mobile and desktop

## HBO-GO & HBO-Now
### (NYSE: TWX)
- All subscription/cancellation email receipts from both mobile and desktop

## Tencent Video
### (HKG: 0700)
- Email receipts for all membership and VOD purchase receipts

## YouTube *(NASDAQ: GOOGL)*
- All subscription/cancellation email receipts from YouTube Premium & YouTube Music Premium

## Spotify *(NYSE: SPOT)*
- All subscription/cancellation email receipts from both mobile and desktop

## Hulu *(NYSE: DIS)*
- All subscription/cancellation email receipts from both mobile and desktop

## iQiyi *(NASDAQ: IQ)*
- Email receipts for all membership and purchase receipts

## Bilibili *(NASDAQ: BILI)*
- Email receipts for all membership and purchase receipts

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# E-COMMERCE

## JD
### (NASDAQ: JD)

- Email receipts from JD's mobile app and website

## Shopee

- Email receipts from Shopee's mobile app and online store

## Best Buy
### (NYSE: BBY)

- Email receipts from its online store

## Apple
### (NASDAQ: AAPL)

- Email receipts for hardwares (both online and offline)

## Lazada

- Email receipts from Lazada's mobile app and online store

## Target (NYSE: TGT)

- Email receipts from its online store

## Amazon (NASDAQ: AMZN)

- Email receipts from Amazon's mobile app and website

## Walmart (NYSE: WMT)

- Email receipts for its online store

## eBay (NASDAQ: EBAY)

- Email receipts from Ebay's mobile app and website

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# CONSUMER-GOODS

## Roku
*(NASDAQ: ROKU)*

- Email receipts for Roku and Roku related devices across different platforms

## Apple
*(NASDAQ: APPL)*

- Email receipts for Apple devices across different different platforms (official website & store app)

## Switch
*(TYO: 7974)*

- Email receipts for Switch and Switch related game sales across different platforms

## PS4
*(NSYE: SNE)*

- Email receipts for PS4 and Play Station related game sales across different platforms

## Echo *(NASDAQ: AMZN)*

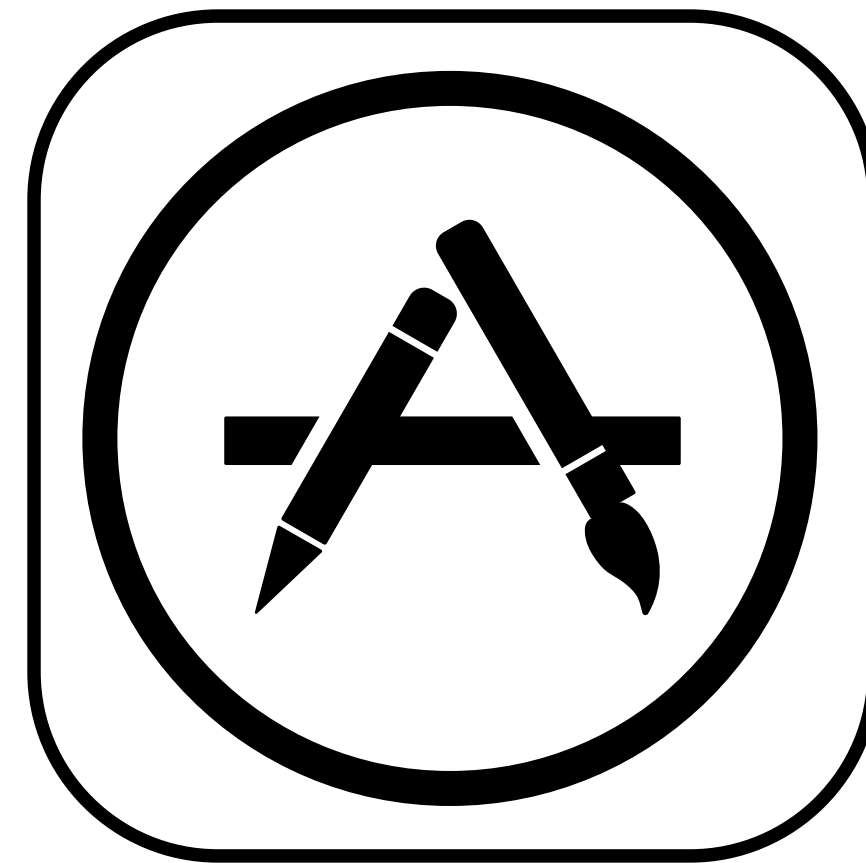- Email receipts for Amazon devices across different platforms

## XBOX *(NASDAQ: MSFT)*

- Email receipts for Xbox and its related game sales across different platforms

## D2C Brands

- Email receipts for D2C brands like Allbirds, Glossier, Casper from their own channels
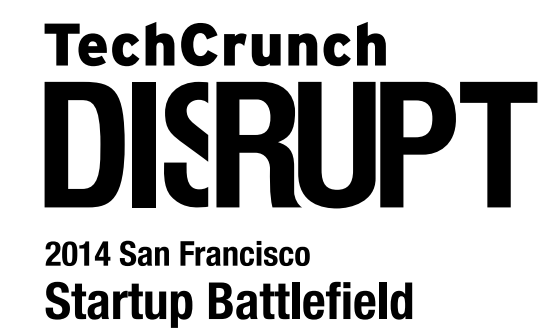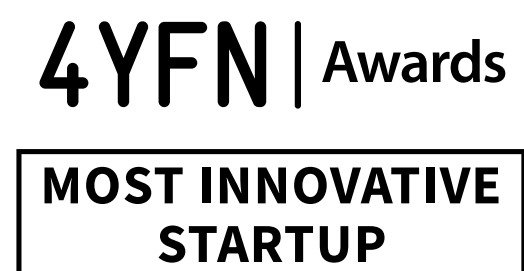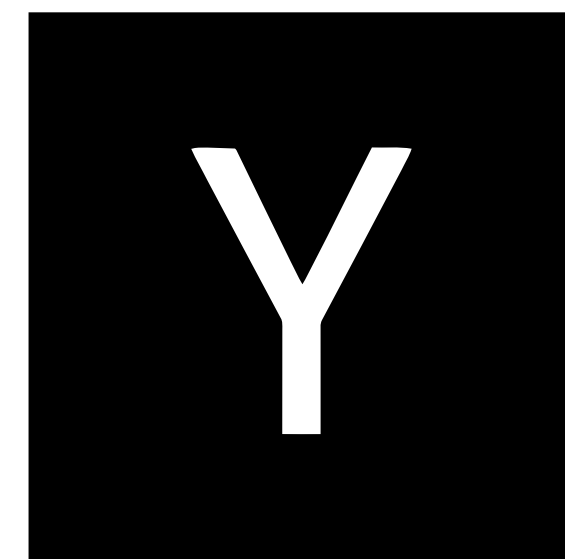
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 App Store

B E S T
O F
2015

4YFN | Awards
MOST INNOVATIVE
STARTUP

Appy Awards
2016

TechCrunch
DISRUPT
2014 San Francisco
Startup Battlefield

BMA
2016
gold winner

FORTUNE
GLOBAL TECH FORUM
China Innovation Awards

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# Y Combinator

## BATCH W2016

ZhenFund

PEGASUS
TECH VENTURES

CRCM VENTURES

MSA
CAPITAL

DHVC

CRYSTAL STREAM CAPITAL

FutureCap

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Measurable AI & MailTime App launched as part of TechCrunch Disrupt SF 2014 *Startup Battlefield*.

Measurable AI was named *Most Innovative Startup* of the Year by Mobile World Congress 4YFN in 2017.