

**plaid**  
We Power Spending Data

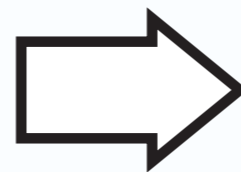
## Card-linked Products



## Current card-linked applications focus on spend aggregation



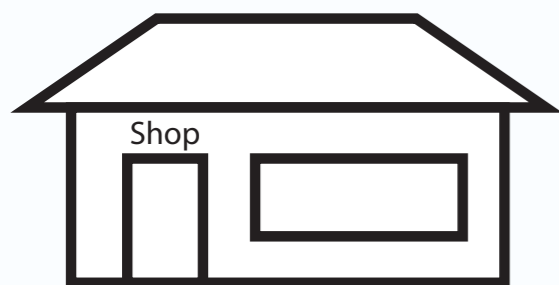
Statements



Applications

# Plaid adds context to go beyond accounting...

**Merchant  
Name**



Likes  
Tastes

**Category**



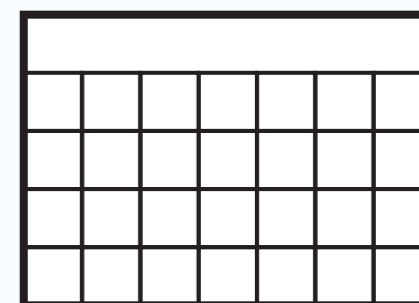
Habits

**Location**



Mapping  
Targeting

**Transaction  
History**

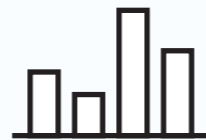


Profiles  
Backgrounds

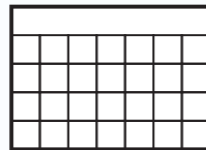
## In addition to better financial products, developers are using Plaid for...



Check-ins



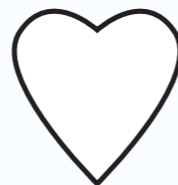
Quantified Self



Reminders



Notifications



Dating



## Every card swipe can be matched to...

- Merchant Name
- Amount
- Merchant Category
- Location
- Address
- Time (relative)
- Items (sometimes)

```
{
  "score": 1,
  "parsed": true,
  "amount": 25,
  "date": "2013-02-16T00:00:00.000Z",
  "_id": "5123df98a748c284080000bc",
  "cleanedData": {
    "category": "Gastropub",
    "placeName": "The Tippy Pig",
    "ids": [
      {
        "Factual": "621a2a4e-2837-4e15-b365-70f0c537e127"
      },
      {
        "Foursquare": "49dba3b4f964a520e25e1fe3"
      }
    ],
    "location": {
      "address": "2231 Chestnut St",
      "state": "CA",
      "city": "San Francisco",
      "zip": "94123",
      "lat": "37.800052",
      "lng": "-122.440014"
    }
  }
},
{
  "score": 1,
  "parsed": true,
  "amount": 9.81,
  "date": "2013-02-15T00:00:00.000Z",
  "_id": "5123df98a748c284080000ba",
  "cleanedData": {
```

Each user generates...

**3,700**  
transactions

**\$190k**  
dollars spent

**1,750**  
unique locations



