VENDOR VALUE SUMMARY

Measurable AI - E-receipts Dataset

Where Does This Fit Into the Mosaic?

Measurable AI enhances the alternative data mosaic by providing **high-resolution consumer insights** sourced from a proprietary panel of consenting email users. Its core strength lies in **granular, SKU-level transactional data**, drawn in real time and historically from millions of participants.

Geographically, Measurable AI offers **strong coverage across Southeast Asia (SEA)** and a **broad footprint in the Americas and EMEA**. The dataset is particularly robust in **consumer-facing verticals**, including **Food Delivery**, **Ride-Sharing**, and **E-commerce**. This enables detailed tracking at both the **segment level** (e.g., GRAB's Delivery and Mobility divisions) and the **geographic level** (e.g., MercadoLibre in Mexico and Brazil).

What Differentiates Measurable AI?

Measurable AI's key differentiator is its **access to millions of syncing email panelists** through its proprietary infrastructure. This allows for **receipt-level transactional data**—including SKU, pricing, discounts, payment methods, and city-level geolocation data.

To illustrate: **email receipts offer significantly more granularity than bank statements**. Clients can track product-level spend, promotions used, and buying behavior in near real time.

Additionally, the vendor adheres strictly to GDPR compliance and maintains complete exclusion of personally identifiable information (PII). This ensures secure, ethical data practices, particularly critical for institutional clients.
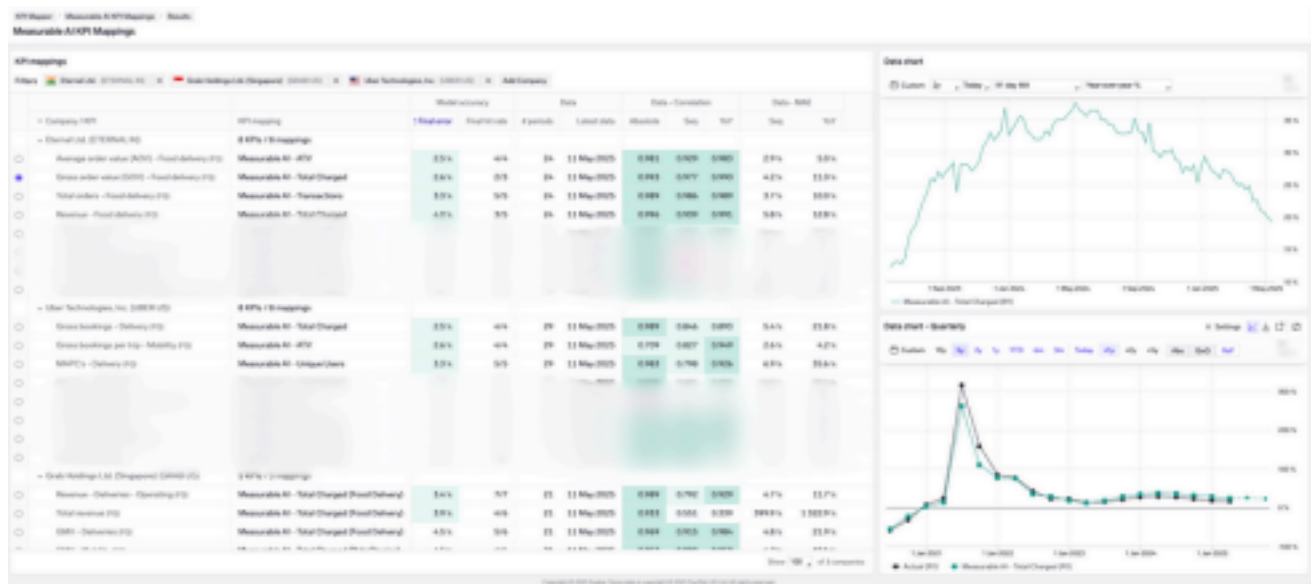
Performance

Measurable AI consistently delivers **high-quality, high-frequency signals** across regions and verticals. Notably strong performance has been observed in **Southeast Asia** and **Latin America**, with top verticals including:

- Ride-Sharing
- Food Delivery
- E-commerce

The dataset's **predictive strength and stability** make it a valuable tool for forward-looking KPI modeling.
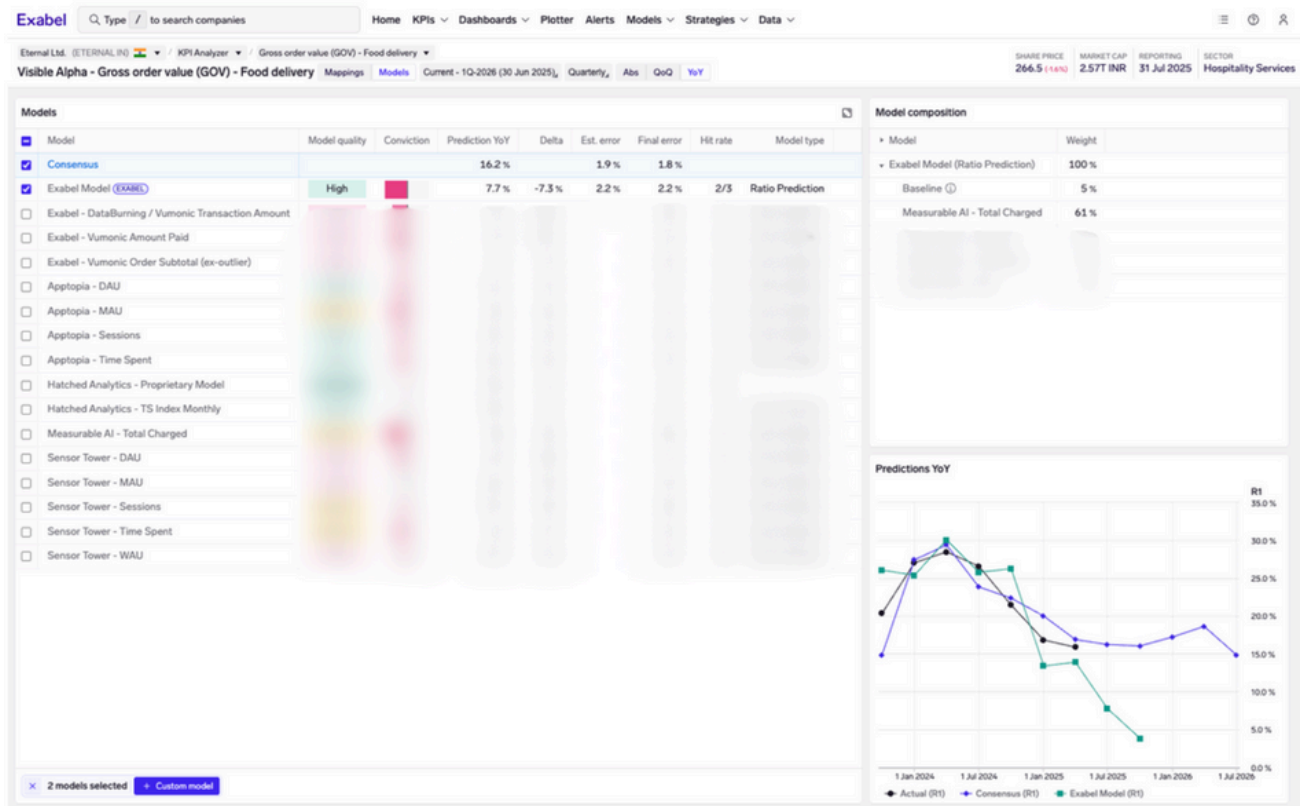
KPI Mapping Example

Tactical Use Case: Eternal Ltd.

A compelling use case is **Eternal Ltd**., whose core revenue is driven by **Zomato** (Food Delivery) covered by Measurable AI. Measurable AI's panel provides insights into this segment, an advantage of email receipts.

Focusing on a KPI for **Zomato, 'Gross Order Value (GOV) for Food Delivery'**, Measurable AI delivers a proprietary metric: **Total Charged at Zomato**, derived directly from user-consented receipts. In Exabel's GOV model, this signal accounts for ~60% of the prediction, with the remaining 40% coming from app usage metrics.

This integration demonstrates how clients can **directly apply Measurable AI data to gain conviction** and anticipate key business outcomes.

KPI Modeling*

weights are auto-generated

Summary

Measurable AI offers **robust panel-based insights** with **high signal fidelity**, particularly in **SEA and consumer-centric sectors**. Its granular data enables precise KPI tracking at the product, segment, and geographic levels. This makes it a **strategic asset** for investors.

About Measurable AI

Measurable AI is the largest provider of granular, transactional email receipt datasets for emerging markets: Asia, Latin America, Middle East. In addition to purchase amounts and volumes, their datasets offer SKU level intel, incentives used, and geolocation data as well as refunds and cancellations. Their datasets are available on a daily frequency and in aggregate or granular format.

About Exabel

Exabel is an end-to-end platform designed to help investment teams seamlessly integrate alternative data with traditional financial metrics. The platform offers advanced analytical tools that enhance KPI forecasting, uncover key drivers, and streamline workflows, empowering teams to make more informed investment decisions.

Disclaimer

Find out how Exabel can enhance your use of alternative data

For more info, get in touch via contact@exabel.com or visit our website exabel.com/demo