ABOUT THIS REPORT & METHODOLOGY

Created by the Local Search Association (LSA), this report provides an overview of the key location data and service providers in the US market. To make the report manageable we have not included every company operating in the location intelligence arena. This document is geared toward agencies, advertisers and media companies, which are the buyers of location data and related services.

This report is intended to serve three primary purposes:

1. Provide a brief overview of why location data and related insights are critical today and describe their various applications at a general level

2. Provide a list of the major companies that offer location intelligence and data in a marketing or audience insights context

3. Provide a set of considerations or questions to ask in the process of seeking a location data platform

To be included in this report, companies were required to offer a product or service that uses location data for at least one of the following activities:

- Customer and audience insights
- Location-related ad buying and targeting
- Offline attribution

This report does not include companies focused exclusively on indoor marketing or mapping services. The solutions, products and offerings of the included companies needed to provide marketing use cases geared towards agencies, media companies and/or advertisers (brands or small businesses).

If your company was not included but think it should have been, email communications@thelsa.org.
The terms “local” or “location” have historically been associated with small businesses and those who served them. National brands, major retailers and larger agencies generally minimized the relevance of “local” to their marketing and advertising. They wanted “scale” and “reach” instead.

But today, location is scalable and local is big. With the ubiquity of mobile devices and the stream of data they generate, marketers across the spectrum have awakened to the importance of location data as a powerful and versatile tool to identify audiences, gain competitive insights and observe offline consumer behavior.

Location has become a kind of cookie substitute in the real world, a way to identify audiences and their affinities. It also provides, for the first time, an accurate and scalable offline attribution mechanism for digital campaigns and some traditional media (e.g., outdoor, TV).

Over the past several years the discussion surrounding location and location data changed from a focus on “geofencing” and real-time purchase incentives (“the Starbucks coupon”) to more compelling and brand-friendly talk about audiences and attribution. The ability to reveal audience behaviors (“people who visited McDonald’s in the past month”) has

For which of the following does your organization use location data?

- Identify new customer markets: 41%
- Improve marketing efforts: 37%
- Improve customer service: 36%
- Manage risks: 34%
- Understand customer behavior: 33%
- Assess market penetration: 32%

Source: CARTO, “The State of Location Intelligence 2018,” n=220 brands
broadened the market for location data dramatically. Today, if you’re not using location intelligence you’re missing out on critical customer and competitive information.

Location targeted mobile advertising is expected to reach $32 billion by 2021. However, this represents just one location-data use case: advertising. Brands and marketers are starting to use location data for insights and information well beyond advertising. The power of location data is being felt across many disciplines and industries.

While location data and insights are directly applicable to retailers, auto dealers and restaurants, among other categories, location intelligence can benefit most brands, even those without physical storefronts. Indeed, there are a growing number of location data use cases; here are just a few:

- Understand consumer purchase intent and preferences
- Match digital (and traditional) ads to real-world activity and transactions
- Understand customer activity from an operational perspective (what is our busiest time?) to improve the customer experience
- Gain competitive insights (where else does customer go and how often?)
- Benchmark store/location performance (internally or competitively)
- Enable more contextually relevant or personalized customer experiences
- Predict earnings, financial performance and potential M&A activity
- Security and fraud prevention
cuebiq.com

51-200 employees
Founded 2015
Private Company

Industry Specialties: Retail, Automotive, CPG, Food & Dining, Entertainment, Finance, QSR, TelCo, Travel

Target Audience: Agencies, Brands, Publishers

Examples of Clients: Chick-fil-A, Kmart, Modelo, Sears, Whole Foods

Awards, Recognitions & Certifications
NAI and TRUSTe Privacy Certifications

Products and Services

Analytics: Drive business and marketing strategy with brand insights and competitive intelligence based on anonymous users' geo-behaviors. Cuebiq’s solution helps you map the consumer journey from online to offline and turn insights into action at the click of a button.

Audiences: Target consumers cross-platform based on offline behavior, visitation patterns, and purchase intent. From branded, to geo-behavioral, to custom audiences, Cuebiq’s solution allows you to target consumers at the right time along their path to purchase.

Attribution: Optimize campaigns in real time, by quantifying ad effectiveness in driving visits to store, and measure post-campaign ROI across all channels with Cuebiq’s deterministic footfall solution.

With Cuebiq's AI-driven location intelligence platform

Map the offline consumer journey to unlock competitive intelligence.
Target consumers by offline behaviors, visits frequency & dwell time.
Measure & optimize cross-channel advertising in real-time.

What Makes Us Different?
61MM Monthly active users
1 in 4 Smartphone users in the US
100+ Data points per user/day (Avg)
80% Accuracy within 30 feet

We give our clients actionable location intelligence and predictive analytics that power meaningful consumer insights, audience segmentation, cross-channel measurement and real-time optimization.
verve.com

201-500 employees
Founded 2005
Private Company

Target Audience: Agencies, Publishers, Brands

Examples of Clients: BestBuy, BMW, Hibu, Chevrolet, Dunkin Donuts, Ford, McDonalds, New York Post, Walgreens, Mondelēz, Unilever

Awards, Recognitions & Certifications

LSA Ad-to-Action Awards for Best Creative
Crain's 100 Best Places to Work in New York City
EU-US Privacy Shield Framework Certified
14 granted patents supporting our position as the industry leader in location technology

Products and Services

Verve Kinetic™: First-party location data sourced directly from the apps of premium publishers via the Verve SDK delivers location intelligence of the highest quality, accuracy, and precision.

Verve Activate™: Location intelligence identifies where and how consumers spend their time; the resulting behavioral insights inform 75+ custom audience segments.

Verve Foundry™: An in-house creative studio dedicated to the innovation of non-intrusive mobile experiences that transcend the ordinary ad unit.

Verve Momentum™: Campaign analysis that delivers highly accurate, scalable and granular measurement of engagement with ad experiences and their impact on real-world foot traffic.

Verve Velocity™: A proprietary location-powered platform uniting data, analytics, audiences, and creative to launch campaigns and scale proven mobile strategies.

Verve Beacons: A full-service beacon solution that delivers hyperlocal attribution, physical location insights, and proximity-driven engagement solutions — e.g. in-app messaging and personalized notifications.

Verve Programmatic: Private marketplace and programmatic guaranteed solutions provide access to Verve’s premium inventory, creative experiences, and targeting options through all major DSPs.

POWERING MOBILE MARKETING THROUGH MOVEMENT SCIENCE™

BEST-IN-CLASS PLATFORM
Powered by the industry’s most reliable location data, the Verve Velocity™ platform brings big brand capabilities to small- and medium-sized businesses.

PREMIUM MOBILE APP INVENTORY
Direct relationships with a carefully curated network of publishers enables fraud-free advertising and meaningful customer experiences.

LOCAL REACH, NATIONAL SCALE
Powered by the industry’s most reliable location data, the Verve Velocity™ platform brings big brand capabilities to small- and medium-sized businesses.

LOCAL REACH, NATIONAL SCALE
Around town or on the go — reach people where they live, work, and play on mobile, the device on which they spend the most time.

PARTNER-FOCUSED SERVICE
Award-winning client services and dedicated sales enablement teams maximize impact and help generate revenue from the very first day.

THE VERVE UNIVERSE

<table>
<thead>
<tr>
<th>SCALE</th>
<th>CTR</th>
<th>VISIT LIFT</th>
</tr>
</thead>
<tbody>
<tr>
<td>225M</td>
<td>90%</td>
<td>250B</td>
</tr>
<tr>
<td>unique devices</td>
<td>US household coverage</td>
<td>location events per month</td>
</tr>
<tr>
<td>4x–6x</td>
<td>industry average</td>
<td>when using Verve audiences</td>
</tr>
</tbody>
</table>

+15%
**Acuity Brands**

- [acuitybrands.com/atrius](acuitybrands.com/atrius)
- 10,001+ employees
- Founded 1898
- Public Company

**Industry Specialties:** Indoor positioning and location-based services for indoor and adjacent outdoor spaces

**Target Audience:** Building Owners & Managers, Franchisees, Developers, Technology Partners, Brands

**Examples of Clients:** Small to large Retail, Airports, Hospitals, Offices, Schools, Residential

**Awards, Recognitions & Certifications**
- Top IoT Provider by CIO Applications Magazine
- Ranked a Top Leader in the Navigant Research’s IoT for Lighting Leaderboard in 2018

**Products and Services**

**Atrius Navigator** - Delivers precise indoor positioning (IPS) and location-based services (LBS), enabling applications that redefine customer journeys and enhance business operations.

**Atrius Insights** - Provides rich visualization of spatial analytics acquired from IPS data to gain understanding of how visitors interact with your space, optimize customer journeys, analyze and predict traffic and behavioral patterns, and improve conversions.

**Atrius Assets** - Combines asset tracking services with Bluetooth® low energy technology tags to manage critical equipment and resources for easy, real-time location and status monitoring.

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**AreaMetrics**

- [areametrics.com](areametrics.com)
- 11-50 employees
- Founded 2014
- Private Company

**Industry Specialties:** Location, Proximity, Retail, Mobile, Brands

**Target Audience:** Publishers, Brands, Retailers

**Examples of Clients:** Ruth’s Chris, Nobu, and Hilton Hotels, as well as a wide variety of AdTech Firms

**Products and Services**

AreaMetrics offers a range of Bluetooth beacon products and solutions for mobile application publishers, adtech firms, and brands such as retailers, hotels, and restaurant groups.

AreaMetrics’ location and intelligence data is generated by a global network of over 2 million Bluetooth beacons. AreaMetrics’ first-party data is collected directly through SDK integrations with popular mobile applications worldwide. AreaMetrics data and intelligence is used for core business strategies including footfall analytics, targeting, and attribution.
**blis**

blis.com
51-200 employees
Founded 2004
Private Company
Industry Specialties: Location Data and Technology, Mobile Advertising and Marketing
Target Audience: Agencies, Publishers, Brands
Examples of Clients: Airbnb, Sony, Jaguar, Canon, MasterCard

**Awards, Recognitions & Certifications**
The Drum Digital Trading Award Winner 2017
The Drum Moma Awards, Awards Winner 2016
BrandRepublic Digital Awards Winner 2015

**Products and Services**
**Smart Scale:** This product is Blis’s proprietary data source, it detects and stores the relationships between Wi-Fi addresses and specific geo-locations, ensuring that accurate location targeting takes place.

**Smart Pin:** This product is Blis’s proprietary data cleansing technology, it is built to validate the accuracy of incoming movement and location data.

**Places Database:** This product is one of the world’s largest points of interest databases, it maps verified GPS data to real-world physical locations. The database is segmented by location, categories, and audiences.

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**facebook.com/business**

10,001+ employees
1 Hacker Way
Menlo Park, CA 94025
Founded 2004
Public Company
Target Audience: Brands, Agencies, Publishers

**Products and Services**
**Facebook Local Awareness Ads:** This product allows businesses using locations for Pages — a tool for connecting and managing business Pages with multiple store locations — to use information from each of their Pages to add dynamic ad copy, links and call to action buttons to their ads, so each ad is localized for its corresponding store. This product also helps people find and navigate the nearest store location, all within the ad format.

**Facebook Store Visits:** This product helps clients drive customers into their brick and mortar store locations. It offers tools such as location-based ads powered by geo-targeting.

**Store Visits Custom Audiences:** Select businesses that are eligible for store visits reporting can now also create custom audiences made up of people who have recently visited their store. This feature allows businesses to re-engage in-store audiences with more relevant and compelling campaigns, as well as create lookalike audiences.

**Facebook Store Visits Reporting:** This product offers clients the ability to see visits from people who paid attention to their ads in the last 7 days or clicked on their ads within the past 28 days.

**Facebook Offline Conversions:** This product allows clients to send offline conversion events and see how many customers viewed or clicked on Facebook ads before converting.
### LOCATION INTELLIGENCE PROVIDERS

<table>
<thead>
<tr>
<th><strong>factual.com</strong></th>
<th><strong>FOURSQUARE</strong></th>
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<tbody>
<tr>
<td>51-200 employees</td>
<td>201-500 employees</td>
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<tr>
<td>Founded 2008</td>
<td>Founded 2009</td>
</tr>
<tr>
<td>Private Company</td>
<td>Private Company</td>
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</tbody>
</table>

**Industry Specialties:** Location Data

**Target Audience:** Agencies, Brands, Publishers, Product and App Developers, Data Analysts

**Examples of Clients:** Adobe, Amazon, Apple, Bing, Capital One, Facebook, MediaMath, The Trade Desk, The Weather Company, Uber

**Pricing for Products:** Varies

#### Awards, Recognitions & Certifications
- 2017 Deloitte Fast 500 company
- 2017 The Drum Digital Trading Award
- 2017 GABON ABBI Award
- 2016 MMA Smarties Award
- 2016 Festival of Media Award

#### Products and Services

**Data for Marketers:** Factual’s suite of solutions to help marketers throughout the campaign lifecycle using Observation Graph, Factual’s dataset that indexes the physical movement of more than 280MM mobile users worldwide

**Geopulse Audience & Geopulse Proximity:** Target consumers based on real-world behavioral patterns or real-time location.

**Geopulse Insights:** Analyze behaviors of a target audience to understand more about how they move in the physical world.

**Geopulse Measurement:** Measure the impact of your cross-channel media campaigns on driving in-store visitation.

**Data for Products:** Factual provides product and engineering teams with the tools needed to drive deeper context, greater personalization and enhanced features within their digital consumer products and mobile apps.

**Global Places:** Factual’s proprietary data asset covering over 130 million businesses and points of interest in 52 countries.

**Data for Analytics:** Factual helps uncover unique business and customer insights to connect mobile movement with real-world behavior and places.

<table>
<thead>
<tr>
<th><strong>foursquare.com</strong></th>
<th><strong>Target Audience:</strong> Brands, Agencies, Publishers, Developers</th>
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<tbody>
<tr>
<td>201-500 employees</td>
<td><strong>Examples of Clients:</strong> Samsung, Twitter, Uber, Airbnb, Target, Kroger, T.J. Maxx, Coca-Cola</td>
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| Founded 2009 | **Awards, Recognitions & Certifications**
- CNBC Disruptor 50
- Fast Company Most Innovative Companies |
| Private Company | **Products and Services**

**Advertising:** Pinpoint by Foursquare, a media platform that targets audiences based on where they like to go. It can reach over 150M devices in the US. More than half of Ad Age’s Top 100 Leading National Advertisers use Pinpoint.

**Attribution by Foursquare,** which can measure the effectiveness of any digital ad campaign at driving people into stores.

**Developer Products:** Places by Foursquare, a database of 105 million places worldwide and an API that powers location data for Apple, Samsung, Microsoft, Snapchat, Twitter, Uber, Airbnb and 125,000 other developers.

**Pilgrim SDK by Foursquare,** an SDK that can be incorporated into mobile apps for brands to precisely understand where phones go in the real world, allowing them to engage with users at the right time and right place.

**Analytics:** Foursquare Analytics, a dynamic dashboard for analytics professionals and marketers to interpret foot traffic patterns and predict business outcomes for their own and competitors’ locations.

**Place Insights by Foursquare,** for custom foot traffic trends and insights (used by 3 of the world’s biggest hedge funds, as well as retailers, restaurants, real estate developers, etc.).
MARKETING LANDSCAPE

LOCATION INTELLIGENCE PROVIDERS

**Gadberry Group**

gadberrygroup.com

11-50 employees

11101 Anderson Drive Suite 300

Little Rock, AK 72212

Founded 2000

Private Company

**Industry Specialties:** Geospatial and Location Intelligence Data, Software and Services

**Target Audience:** GIS Data, Software and Service Providers, GIS Analytic and Marketing Organizations

**Examples of Clients:** GIS Data, Software and Service Providers, Residential and Commercial Development, Retail Site Selection, Telecommunications Companies, Insurance Companies

**Awards, Recognitions & Certifications**

MicroBuild is protected under U.S. Patents No. 8,341,010, 8,428,999

**Products and Services**

**MicroBuild:** The only micro-level geospatial and location intelligence solution that measures current-year household-level data to create the most current, accurate and precise dataset available. MicroBuild's patented methodology overcomes the limitations of the decennial U.S. Census and ACS Survey – giving you more actionable household counts, population counts, projections and corresponding demographic attributes that make your GIS solutions much more predictive.

**Magnify:** Gadberry Group's cloud-based software solution that merges current and relevant demographic information with contemporary mapping capabilities. It allows clients to upload relevant business data to gain perspectives on customer locations, demographic profiles, and spending behaviors.

**AnySite:** AnySite is one of the most well-established, mature and proven GIS desktop solutions available. AnySite allows clients to uncover the relationship between trade-area demographics and site potential for their businesses. Numerous software and data add-ons are available with AnySite that help clients improve their project analysis, planning and site selection results.

**Galileo for SAP Business Objects/Lumira:** This product is a Galileo extension for SAP BI. It turns your existing location intelligence data into a resource that will visualize existing location intelligence and extract key insights and trends from that data.

**Galileo for Salesforce:** This product integrates directly with your salesforce platform. It allows you to geolocate your salesforce data, detect areas and prospects with high potential revenue, target clients and leads, plan and optimize sales visits, and manage your sales territories.

**Galileo for IBM Cognos:** This product brings rich location analysis and data visualization for the IBM Cognos application.

**Galileo Territory Management:** This product fully integrates with your existing business systems and allows you to create powerful geormap applications to help analyze your data for more powerful insights, design your territories and align with your resources.

**Galigeo**
galigeo.com

11-50 employees

87 Avenue d’Italie

75013 Paris, France

Founded 2001

Private Company

**Industry Specialties:** Consumer goods, Pharmaceutical and Life Science, Telecommunications, Public Sector, Retail, Transport, Utilities and Infrastructure

**Target Audience:** Brands

**Examples of Clients:** IBM, Heineken, GE Healthcare

**Pricing for Products:** Starts at 50$/month

**Awards, Recognitions & Certifications**

Outstanding Location Analytics Solutions award

SAP Pinnacle award 2017, SAP certified solutions

IBM smarter commerce award

ESRI gold partner

**Products and Services**

**Galileo for SAP Business Objects/Lumira:** This product is a Galileo extension for SAP BI. It turns your existing location intelligence data into a resource that will visualize existing location intelligence and extract key insights and trends from that data.

**Galileo for Salesforce:** This product integrates directly with your salesforce platform. It allows you to geolocate your salesforce data, detect areas and prospects with high potential revenue, target clients and leads, plan and optimize sales visits, and manage your sales territories.

**Galileo for IBM Cognos:** This product brings rich location analysis and data visualization for the IBM Cognos application.

**Galileo Territory Management:** This product fully integrates with your existing business systems and allows you to create powerful geormap applications to help analyze your data for more powerful insights, design your territories and align with your resources.
**GIMBAL**

gimbal.com

51-200 employees  
1320 E 7th St  
Suite 200  
Los Angeles, CA 90021

Founded 2011  
Private Company

**Industry Specialties:** Automotive, Beauty, Digital, Financial Services, Sports & Entertainment, Retail, Dining, Hospitality

**Target Audience:** Brands, Agencies, Publishers, Out-of-Home Media Companies, Marketers

**Examples of Clients:** Citibank, McDonald’s, Ford, JCPenney, Honda, Walgreens, Allstate, Jeep, Chrysler, Marriott, Finish Line, Sephora, PGA Tour, SnipSnap

**Pricing for Products:** Starting at $49/month all the way up to Enterprise pricing

**Awards, Recognitions & Certifications**

“66th Fastest-Growing Private Company” Inc. 5000 – 2017

34th Fastest-Growing Technology Company in North America” Deloitte Technology Fast 500 – 2017


“Best Creative Technology” The 4A’s – 2015

**Products and Services**

**Mobile Advertising Platform:** A full-stack media execution platform that enables brands, media companies, and channel partners to execute seamless mobile ad campaigns.

**Location Management Platform:** Enables Enterprises and App Publishers to trigger location-based messages for their own apps via macro-location geofences and micro-location hardware. The platform provides the tools necessary to build audiences at scale and unlocks predictive insights to better inform marketing strategies.

**Gravy Analytics**

gravyanalytics.com

11-50 employees  
45610 Woodland Road  
Suite 100  
Dulles, VA 20176

2011  
Private Company

**Industry Specialties:** Restaurants, Hospitality, Retail, Financial Services, Commercial Real Estate, Travel and Transportation, MarTech

**Target Audience:** Agencies, Brands, Marketers, Analysts

**Examples of Clients:** Best Buy, LiveRamp, L’Oréal, Oracle, Qualia

**Awards, Recognitions & Certifications**

Gartner Cool Vendor 2016

**Products and Services**

**Gravy Audiences:** Powerful consumer audiences for marketing campaigns. Built on the local events and activities that consumers attend in the real world. Over 325+ consumer segments for precision targeting - athletes, frequent shoppers, in-market auto buyers and more.

**Gravy Insights:** In-depth customer and competitive intelligence powered by our network of opted-in mobile devices. Choose from foot traffic, competitive or attribution analytics. All based on 120M+ verified attendances at millions of places and events each month.

**Gravy DaaS (Data-as-a-Service):** Verified visitation, attendance, event data and more for use in unique business applications. Processed with a patented AdmitOne™ engine for superior data accuracy and performance. 1+ yr. historical data available.
**GroundTruth**

- **groundtruth.com**
- **201-500 employees**
- **Founded 2009**
- **Private Company**
- **Target Audience:** Advertisers, Publishers
- **Examples of Clients:** Taco Bell, Arby’s, Thrive Market, Goodwill Industries, Amber Alert

**Products and Services**

- **Location Audience:** This service enables marketers to target consumers based on their past visitation behavior to specific business locations or points of interest.
- **Behavioral Audiences:** This service enables marketers to target audiences based on real-world location indicators and demographic information derived from visitation patterns.
- **Neighborhoods:** This service allows marketers to target unique geo-defined areas based on visitation patterns to individual businesses or points of interest.
- **Proximity Targeting:** This service allows clients to engage consumers as they are around businesses or points of interest to impact immediate and future behaviors.
- **Audience data:** GroundTruth Audience data gives clients over 4,500 audience segments so clients can target consumers with more specificity.
- **Ads Manager:** This product allows publishers and advertisers to buy and manage all their location intelligence advertising products on a single platform. Clients can also access reports, analytics, tracking, and optimization of their campaigns.
- **Audience Manager:** GroundTruth audience manager allows publishers and advertisers to identify exactly what audience segments are being reached best by their advertising campaign.

**Here**

- **here.com**
- **8,000+ employees**
- **Founded 1985**
- **Private Company**
- **Industry Specialties:** Automotive, Transport and Logistics, Electronics, Public Sector & Infrastructure
- **Target Audience:** Enabling the autonomous world for everyone: people, enterprises and cities.

**Products and Services**

- **Products:** Map Content, In-Vehicle Infotainment, Connected Vehicle Services, Highly Automated Driving, HERE Traffic, HERE Positioning
- **Services:** HERE Platform for Business, HERE Platform for Extensions, On-Premise Solutions
- **Ad Tech / MarTech:** HERE provides location data and services to enhance the Ad Tech and MarTech ecosystem. Our products include (but are not limited to): HERE Places, 2D Footprints (Polygons), Venue Maps, Geocoder, Positioning Services, SDKs and Geovisualization.
**Location Intelligence Providers**

### inMarket

- **Target Audience:** Brands, Publishers, Retailers
- **Examples of Clients:** Tyson, Kraft, Coca-Cola, Hillshire brands, Welch’s, Georgia-Pacific, Oberto
- **Awards, Recognitions & Certifications:** 2016 IAB Mixx Award winner for Geo-targeting
- **Products and Services**
  - **inMarket Audiences:** This product offers brands and retailers the ability to reach people who are most likely to do business with them by offering data on places they visit both online and offline -- engaging consumers across mobile, desktop, social and video.
  - **inMarket Perceptivity:** This product leverages 8+ years of first-party location data and visitation habits to predict when people are most receptive to brand messages, engaging them at the perfect moments across mobile, desktop, social and video.
  - **inMarket Moments inStore:** This product enables brands to proactively engage consumers via mobile precisely when they enter the store, through 100% native, 100% contextual, 100% viewable mobile ad units.
  - **inMarket Moments inHand:** This product enables brands to speak to consumers at the moment of truth: when they’re holding your product in their hand. These mobile ad units at the height of receptivity can inspire both trial and loyalty.

- **inmarket.com**
- **51-200 employees**
- **Founded 2010**
- **Private Company**
- **1350 Abbot Kinney Blvd #203, Venice, CA 90291**

### Mobiquity Networks

- **Target Audience:** Real Estate Developers, Alternative Investors, Agencies
- **Examples of Clients:** Mindshare, Sonobi, Publicis, H&M
- **Products and Services**
  - The proprietary Passage Platform is the first blockchain enabled location search engine that allows access to how people move, shop and interact with the physical world.
  - Use cases include:
    - Mobile audience creation and store visit attribution analytics
    - Home and work location calculation
    - Traffic patterns for autonomous car reports
    - Real-estate development site selection reports
    - Alternative investment brand performance reports
    - Push notification campaigns

- **mobiquitynetworks.com**
- **11-50 employees**
- **Founded 1998**
- **Public Company**
- **35 Torrington Lane, Shoreham, New York 11786**
<table>
<thead>
<tr>
<th>Location Intelligence Providers</th>
<th>Products and Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>near.co</strong></td>
<td>The Near platform ingests data streams from over 1.5 billion devices, uses location to combine these, and then applies data science models with AI and machine learning to make this data actionable. Solutions offered using SaaS product Allspark and DaaS APIs:</td>
</tr>
<tr>
<td></td>
<td>• Data unification and enrichment – Understand and visualize consumer journeys by enriching your first party data as a retailer, publisher, auto player etc. to sell better.</td>
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<td></td>
<td>• Data-driven marketing – Generate intelligence from a custom created audience and target them across devices and media channels.</td>
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<td></td>
<td>• Measurement – Compare the impact of your marketing spends across digital and physical media channels by measuring footfalls, clicks and before/after ad exposure analysis.</td>
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<tr>
<td><strong>ninthdecimal.com</strong></td>
<td>Location Graph: NinthDecimal’s audience intelligence platform, Location Graph™ is a multi-layered learning machine built on data from over one billion anonymized devices to provide advertisers with the best performing audience. Location data is at the heart of our mobile audience profiles but is not the only data set. Our platform enhances the location data with a combination of engagement, demographic, contextual, first and third-party data, spend data, time of day, day of week and other factors to deliver the audience that is most relevant for your brand. Just as cookies provide a way to combine different data in online, location is the cookie for the mobile ecosystem. NinthDecimal Audiences: NinthDecimal creates thousands of audience segments based on a precise understanding of consumer online and offline behavior. This customer intelligence identifies in-market shoppers, lifestyle and purchase preferences, buyers of competing products, customers in proximity, TV viewing behaviors and more. We activate marketing programs for these audiences:</td>
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<tr>
<td></td>
<td>• via engaging creative including video, rich media, and native advertising</td>
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<tr>
<td></td>
<td>• via multiple media channels (mobile, desktop, TV, Out-of-Home, and programmatic buying)</td>
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<tr>
<td></td>
<td>• via our in house DSP as well as through programmatic partnerships</td>
</tr>
<tr>
<td></td>
<td>Our precision also enables onboarding of a brands first party data for activation and enhancement at scale across these different channels. Measurement: NinthDecimal’s Location Conversion Index® (LCI®) is a solution that leading brands, agencies, and publishers have used for over 4 years to measure and attribute offline visits to their marketing strategies. More than 235 media properties and publishers are LCI Verified to measure campaigns across the ecosystem. Unlike other location-based attribution providers, LCI® uses a people-based approach, tying multiple exposures to a single person and household. With this technology, LCI can measure the effect of marketing across digital advertising, TV, online video, OTT, direct mail, OOH, and website. This empowers savvy marketers to make smarter decisions about where to allocate their marketing and advertising dollars.</td>
</tr>
</tbody>
</table>

**Industry Specialties:** Retail, Banking Financial Services and Insurance, Automotive, Publishers, Out of Home companies

**Target Audience:** Brands, Large Enterprises and Publishers

**Awards, Recognitions & Certifications**

Gartner Cool Vendor in Consumer Dynamics

**Industry Specialties:** Portable location-based data and audiences, offline & foot traffic attribution, omni-channel measurement solutions, Insights, research and planning tools

**Target Audience:** Agencies, Brands, Publishers, DMPs/ DSPs

**Location Graph:** NinthDecimal’s audience intelligence platform, Location Graph™ is a multi-layered learning machine built on data from over one billion anonymized devices to provide advertisers with the best performing audience. Location data is at the heart of our mobile audience profiles but is not the only data set. Our platform enhances the location data with a combination of engagement, demographic, contextual, first and third-party data, spend data, time of day, day of week and other factors to deliver the audience that is most relevant for your brand. Just as cookies provide a way to combine different data in online, location is the cookie for the mobile ecosystem. NinthDecimal Audiences: NinthDecimal creates thousands of audience segments based on a precise understanding of consumer online and offline behavior. This customer intelligence identifies in-market shoppers, lifestyle and purchase preferences, buyers of competing products, customers in proximity, TV viewing behaviors and more. We activate marketing programs for these audiences:

- via engaging creative including video, rich media, and native advertising
- via multiple media channels (mobile, desktop, TV, Out-of-Home, and programmatic buying)
- via our in house DSP as well as through programmatic partnerships

Our precision also enables onboarding of a brands first party data for activation and enhancement at scale across these different channels.

**Measurement:** NinthDecimal’s Location Conversion Index® (LCI®) is a solution that leading brands, agencies, and publishers have used for over 4 years to measure and attribute offline visits to their marketing strategies. More than 235 media properties and publishers are LCI Verified to measure campaigns across the ecosystem. Unlike other location-based attribution providers, LCI® uses a people-based approach, tying multiple exposures to a single person and household. With this technology, LCI can measure the effect of marketing across digital advertising, TV, online video, OTT, direct mail, OOH, and website. This empowers savvy marketers to make smarter decisions about where to allocate their marketing and advertising dollars.
**MARKETING LANDSCAPE**

**LOCATION INTELLIGENCE PROVIDERS**

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### Pitney Bowes

**pitneybowes.com/us/data**

14,000 employees  
3001 Summer St.  
Stamford CT, 06956  
Founded 1920  
Public Company

**Industry Specialties:** Financial Services, Insurance, Healthcare, Telecommunications, Retail, Location-Based Marketing, Public Sector, Real Estate

**Target Audience:** Social media, CRM, e-commerce, retail, digital and mobile marketing platforms, and enterprise clients.

**Examples of Clients:** IBM, Twitter, eBay, Experian, Zillow, ubimo, Mobilefuse, Rexall, Sutter Health, Bank of America, Marks & Spencer, Shutterfly, SOVOS, T-Mobile.

**Awards, Recognitions & Certifications**

"Leader" in Forrester Wave™: Geospatial Analytics Tools and Platforms, Q3 2016  
"Leader" in the January 2017 Gartner Magic Quadrant for Customer Communications Management Software.  
"Leader" in Forrester Wave™: Master Data Management, Q1 2016.

**Products and Services**

**Points of Interest:** Over 110M places, mapping for 3000 brands, best in class geocoding. Includes 75 attributes, 19,000 categories, ticker symbols, and "isochrones" (drive/walk time). Enables audience creation, geo-targeting, footfall attribution.

**Location Boundaries:** Every country and admin level including 220,000 neighborhoods globally. "Micro-boundaries" for 40M buildings and retail locations, and 140M parcels. "Community boundaries" for college campuses, malls, school districts, venues, transit stations, auto dealers, golf courses, airports, etc. Enables targeting to areas within and around any POI.

**Demographics & Geo-Demographics:** Includes socioeconomic and purchasing power along with population estimates and projections. Enable better decisions, insight and audience enrichment.

**Spectrum Spatial Analyst and MapInfoPro:** Enables mapping and geographic analysis.

**Forward & Reverse Geocoding with "Master Location Data":** Enables marketers to triangulate mobile "check ins" or addresses to places for targeting, informing local marketing, and spatially analyze markets, customers, site selection, etc.

**Single View of the Customer:** 360-degree view to identify relationships, uncover opportunities and engage customers. Adds context to customer profiles, uncover insights, and personalize customer experiences.

**Spectrum Universal Address Module:** Address cleansing, standardization and validation for 220 countries.

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### Placecast

**placecast.net**

11-50 employees  
165 Page St  
San Francisco, CA 94103  
Founded 2005  
Private Company

**Industry Specialties:** Automotive, Entertainment, Retail, Restaurants, Telecommunications, Travel

**Target Audience:** Agencies, Brands, Location Vendors

**Examples of Clients:** L’Oreal, Procter & Gamble, Michaels, Electrolux, Hudson’s Bay Company

**Pricing for Products:**

**Location Verification:** Monthly at fee based on estimated usage with a $0.25 CPM for overages. Standard pricing typically starts at $5k per month.

**Location Verified Audience Segments:** $1 - $2 CPMs  
**PlaceAd Mobile DSP:** $4 - $8 CPMs

**Products and Services**

**Location Verification** - An independent tool that verifies the accuracy of location data used for mobile media targeting, audience segments, and attribution tracking. This product leverages mobile device data from national carriers as a truth set to confirm the accuracy and precision of any location data or location data source. This solution aims to diminish wasted mobile ad dollars and help advertisers more effectively reach target audiences.

**Location Verified Audience Segments** – Audience segments created from historical location behavior combined with POI data. Unlike other companies that offer segments, Placecast leverages carrier data as a truth set to verify the accuracy of location data, weeding out inaccuracies. Clients can be confident they reach their target audience accurately and effectively.

**PlaceAd** – A mobile Demand Side Platform that delivers location-enabled ad campaigns. Clients can drive increased engagement by delivering dynamic ads customized with real-time data such as nearby location, weather feeds, or traffic data.
**Markets Land**

**Location Intelligence Providers**

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**Placed**

placed.com

108 employees

1501 Fourth Avenue

Suite 2500

Seattle, WA 98101

Founded 2011

Private Company

**Target Audience:** Agencies, Brands, Platforms, Publishers, TV and Ad Networks, Out-of-Home Media Companies

**Examples of Clients:** AdTheorent, OATH, Pandora, Roku, The Trade Desk, Valassis

**Awards, Recognitions & Certifications**

Preferred Attribution Partner for Horizon, Ansible, UM, Initiative, Digitas, Essence, Omnicom Redpin

Best Mobile Campaign at the 2016 Digital Trading Awards

Certified Across 350+ Publishers, Networks, and Platforms

Patents for Location Measurement and Validation

**Products and Services**

**Omnichannel attribution:** Omnichannel attribution connects ad exposure on digital, TV, and OOH to store visits and revenue.

**Targeting:** Placed Audience uses location and visitation patterns to understand consumer habits.

**Insights:** Placed Insights provides data and analytics that help understand consumer’s behaviors and preferences.

**Placed 100:** Placed 100 provides clients with monthly rankings of US businesses based on foot traffic measures, the data is normalized through the world’s largest opt-in location audience.

**Owned and Operated Apps:** Panel App, Give2Charity, and Frequent Flier are apps developed by Placed with the goal of providing a value exchange to consumers for their location data.

**Affiliate:** Placed affiliate service gives developers the opportunity to earn additional income through their mobile applications by integrating Placed’s SDK into businesses app’s and giving it permission to measure location data.

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**PlaceIQ**

placeiq.com

51-200 employees

5 Bryant Park, 18th Floor

New York, NY 10018

Founded 2010

Private Company

**Industry Specialties:** Retail, Dining, Hospitality, CPG, Automotive

**Target Audience:** Major Brands, Publishers, Marketers, Analysts

**Examples of Clients:** Urban Outfitters, Zotos Professional, Shinola, Media Kitchen, Ansible, Havas, MullenLowe Mediahub, and Media Horizons

**Awards, Recognitions & Certifications**

AdAge Marketing Trailblazers

The Drum Digital Trading Award

Crain’s 2017 Best Places to Work in NYC

**Products and Services**

**PlaceIQ’s Place Visit Rate:** A measurement metric that measures foot traffic patterns to help marketers understand the offline impact of advertising campaigns.

**LandMark:** LandMark provides access to premier location data that delivers enhanced insights and in-house analytics, for use in media planning and broader business decisions.

**PlaceIQ PVR powered by comScore:** A solution for accurately measuring lift in real-world visitation resulting from TV, mobile and desktop advertising.
**Location Intelligence Providers**

**Radius**

- **radius.com**
- 51-200 employees
- Founded 2012
- Private Company
- **Industry Specialties:** Technology, Financial Services, Business Supplies, Insurance, Telecommunications
- **Target Audience:** Brands, B2B Organizations
- **Examples of Clients:** Box, Dex Media, First Data, Kabbage, Main Street Hub, OneHope
- **Pricing:** Starts at $30,000/year

**Reveal Mobile**

- **revealmobile.com**
- 11-50 employees
- Founded 2015
- Private Company
- **Industry Specialties:** Mobile location data for advertising, foot traffic analysis, and market research
- **Target Audience:** App Publishers, Advertisers, Agencies

**Awards, Recognitions & Certifications**
- 2017 MMA Smarties Award
- 2017 Advertising Research Foundation Great Minds Award
- Network Advertising Initiative certified
- EU-US Privacy Shield Framework certified

**Products and Services**

**Radius Revenue Platform:** This product uses location data to pinpoint ideal customers and identify the richest market opportunities. It also integrates all of your marketing channels.
sense360.com

11-50 employees
2014
Private Company

Industry Specialties: Restaurant, Retail, Hospitality

Target Audience: Brands

Examples of Clients: Chipotle, Telenav, Firehouse Subs

**Products and Services**

**Optimize:** Helps Brands continuously improve their tactics to get the most out of every dollar with our Marketing Effectiveness, Field Marketing Strategy, LTO Analysis, and Competitive Intelligence solutions.

**Measure:** See trends and opportunities as they happen.

Get weekly customized scorecards about everything that matters to you and understand attitudes, usage, and awareness across the entire industry and specific demographics.

**Diagnose:** Easily understand why something is happening and what you can do about it. Questions come up all the time, our team can help you get the answers quickly. Our behavioral data allows us to target surveys with unprecedented granularity.

sensewhere.com

11-50 employees
Founded 2009
Private Company

Industry Specialties: Mobile Attribution, Store Visit Confirmation, Indoor Positioning

Target Audience: Advertisers, Brands, App Publishers, Data Analytics, Map Vendors, Handset Manufacturers, Network Operators

**Products and Services**

**Sensewhere's Indoor Positioning System:** This is sensewhere’s core product, it determines indoor positioning on a mobile device by crowd sourcing and mapping a database of available signals from Wi-Fi, Bluetooth, other RF signals and motion sensors.

**adwhere:** This product is a location-based advertising platform that uses sensewhere’s indoor positioning system. It offers clients mobile marketing services, store visit attribution and dynamic indoor location analytics.
SKYHOOK

skyhookwireless.com

51-200 employees
Founded 2003
Private Company

Industry Specialties: Applications, Devices/IoT, Supply Chain and Logistics, Advertising, Wearables, Retail, Financial Services, Travel and Hospitality

Target Audience: Brands, Developers

Products and Services

Skyhook Precision Location: This product locates devices using WiFi, GPS, and cell signals in all environments worldwide.

Skyhook Geospatial Insights: This product offers clients robust and intelligent location data that helps gain a deeper understanding of consumer behavior.

SPATIALLY

spatially.com

20 employees
Founded 2016
Private Company

Industry Specialties: Retail, Professional Services, Home Services, Law, Medical Practices, Events, Multi-Location Businesses, e-Commerce

Target Audience: Brands, Marketers, Ad Agencies

Examples of Clients: Red Zone Fitness, Empow Studios, MEM Tea


Products and Services

Spatially Ads: Our self-serve SaaS platform that layers proprietary location insights into AdWords and Facebook Ads targeting and makes digital advertising easy, efficient, and economical for all.

Spatially Connect: Our agency platform that allows advertising managers to support multiple clients and multiple channels through a centralized dashboard, using the same location intelligence framework as Spatially Ads.

Managed Service: Our agency service, in which clients are matched with a customer success manager who will combine location intelligence, data science, and advertising expertise to launch, manage, and continually test and optimize client campaigns. Ideal for companies looking to get the best possible results for their advertising spend.
### Thinknear

**thinknear.com**

51-200 employees

10549 Jefferson Boulevard

Culver City, CA 90232

Founded 2011

Public Company

**Industry Specialties:** Auto, Dining, Entertainment, Politics, Retail

**Target Audience:** Brands, Agencies

**Examples of Clients:** Coke, BestBuy, Honda, Sony Pictures Entertainment, Safeway

**Awards, Recognitions & Certifications**

Gartner 2015 Cool Vendor Award Winner

**Products and Services**

**Scored GeoFence:** This product allows clients to use contextually aware proximity-based targeting based on accurate location data.

**GeoAudience:** This product allows clients to utilize audience driven data based on home block groups.

**GeoCookie:** This product allows clients to use real-world retargeting based on historical location data.

**Targeting Viz:** A mapping tool that brings targeting strategies to life by providing a visualization of different points of interest and showcasing demographic details at the home block group level.

**Mobile Audience Panel (M.A.P.):** Thinknear’s proprietary panel provides a source of validation for our Location Score algorithms in addition to analyzing real-world behavior to more effectively plan media campaigns.

**Thinknear Visitor Insights:** This report observes consumer’s geo-location behaviors to uncover actionable strategies that can be applied to future campaigns.

**Verified Measurement:** A solution to help media buyers understand the targeting accuracy of their location targeted campaigns.

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### Swirl

**swirl.com**

11-50 employees

40 Broad St

Boston, MA 02109

2011

Private Company

**Industry Specialties:** Retail, C-Store, QSR, Grocery, Consumer Goods

**Target Audience:** Marketers, Brands, Publishers

**Examples of Clients:** Best Buy, Samsung, Lord & Taylor, Timberland

**Awards, Recognitions & Certifications**

Google-certified Location Services Provider

Gartner Cool Vendor

Local Search Association Best Mobile Company

**Products and Services**

A complete enterprise-scale platform for Indoor Mobile Location Marketing

**Location Management:** Enables deployment, management and monitoring of large-scale location signal networks; with support for geofences, WiFi and BLE signals

**DataBridge:** Seamless data integration with leading media and tech partners, including Google, Facebook, Oracle, Adobe, Salesforce, Cisco, Axiom, OSRAM, Catalina and Accu-weather

**Audience Management:** Enables location owners to reach the broadest audience of visitors; with support for owned mobile apps, third party mobile apps and Google Nearby notification service

**Proximity Marketing:** Full suite of tools for creating, measuring, managing and optimizing indoor, location-based mobile marketing campaigns

**In-store Service Enablement:** supports development and delivery of on-premise mobile services including buy online pickup in store, order ahead, request for store associate, appointment check-in, personalized customer servicing and more

**In-Store Brand Advertiser Exchange:** Enables location owners to create private in-store mobile media networks; extends indoor mobile marketing and digital shopper marketing opportunities to trusted brand suppliers

**Online to Offline Attribution:** Enables location owners to measure and optimize the impact of online digital marketing campaigns on driving retail store foot traffic
Location Intelligence Providers

**UberMedia**

- **Industry Specialties**: Brand Advertisers, Marketers, Agencies, Publishers/Ad Tech, Small Businesses, Government, consulting firms
- **Target Audience**: Retail, Automotive, QSR, Restaurants, Travel, Entertainment, Consumer Electronics, CPG, Beverage, Financial Services, and more
- **Examples of Clients**: AT&T, Verizon, Coca Cola, Walt Disney Co., Sony, Toyota, Lexus, BMW, Audi, Honda, Hyundai-Kia, Mazda, Home Depot, Lowes, Dicks Sporting Goods, FedEx, Nike, Adidas, Levi's, Best Western, United Airlines
- **Awards, Recognitions & Certifications**
  - AdAge 2016 & 2017 Best Places to Work
  - Entrepreneur Magazine’s “Best Entrepreneurial Companies in America” #13 Entrepreneur 360, 2016
  - Fast Company’s “50 Most Innovative Companies” #16 in The Wall Street Journal’s Top 50 Startups
- **Products and Services**
  - **Mobile Advertising Solutions**: UberMedia’s industry leading platform uses patent pending machine learning and first party location and interest data that powers:
    - Custom audience targeting and hundreds of verified Gold Standard audience segments
    - Most advanced Location ID tech (accurate to within 3 feet)
    - Optimal GeoSpace or trade area identification and targeting
    - Location Visit Ad Optimization (LVO) – real-time foot traffic optimization
    - Demand Side Platform (DSP): buy directly or enterprise solutions available.
  - **Cross Media Location Attribution**: See how your ad investments are driving retail foot traffic across your media mix. Location attribution for digital display, mobile, video, TV, and OOH media.
  - **Vista - Location Intelligence and Data Solutions**: This Vista product is a diagnostic tool that gives you transparency into the vital signs that drive your business and your competitors.
  - UberMedia’s powerful and comprehensive location and visitation data set powers decision support efforts, market planning, foot traffic analysis, ad attribution, retail site selection, and much more.
  - **Vista Location and Foot Traffic Intelligence**: A diagnostic visualization tool for your stores and the competition.
  - **Location Data Solutions**: The most comprehensive and contextualized location data set.
  - **Location Verification**: Uses UberMedia’s industry leading Location Identification tech to verify locations.

**Ubimo**

- **Industry Specialties**: Brands, Marketers, Retailers, Publishers, Agencies, OOH
- **Target Audience**: Brands, Marketers, Retailers, Publishers, Agencies, OOH
- **Products and Services**
  - **Ubimo’s Polaris**: The first enterprise location intelligence platform that offers you control and flexibility. Polaris provides better insights and understanding of customer journeys that lead to the best results for your location-based marketing strategy and advertising campaigns.
  - Polaris empowers data-driven marketers to aggregate, analyze and activate geospatial information. By connecting real world consumer behavior with 1st & 3rd party data, Polaris enables marketers to go beyond analytics and generate actionable intelligence at scale.
  - **Ubimo’s Polaris Realtime**: Ubimo’s location-centric demand side platform (DSP) is continuously one of the top 5 global mobile media buying platforms, powering more than 250 leading brands and marketers.
unacast.com
11-50 employees
12 East 33rd Street
10th Floor
10016 NYC
Founded 2014
Private Company

Industry Specialties: Delivering transparent and contextualized location data.

Target Audience: Key decision-makers within companies interested in making smarter decisions based on data.

Examples of Clients: Marketing and advertising technology companies, research and analytics firms

Awards, Recognitions & Certifications
2017 Tech Culture Award Winner, TMCNet
2017 Service Excellence Award Winner, IAB
2017 Ad to Action Award Winner, LSA

Products and Services
Unacast Real World Graph*: The Real World Graph is derived from multiple sources of location data from 100 million+ devices. It offers clients a contextualized, comprehensive view of human activity in the real world.

zenreach.com
200+ employees
12 East 33rd Street
10th Floor
10016 NYC
Founded 2014
Private Company

Target Audience: Local, Regional, and National Brick & Mortar businesses including restaurants, retail, automotive (sales and service), and entertainment venues.

Examples of Clients: Anheuser Busch, Peet’s Coffee, Anthony’s Coal Fire Pizza, IHOP

Products and Services
WiFi-enabled Digital Marketing
  Free guest WiFi
Automatic Audience Enhancement & CRM
Automated Email Marketing
In-store Attribution
Social Reputation Mgmt.
  Rating & review generation
  Review response management
SMB Performance, Attribution and Mobile App
Automated Social Advertising
ADDITIONAL PROVIDERS

4INFO

AppFront

Geoscape

Google

LocalPage

MediaMath

MOASIS

quantcast

JULY
TIPS FOR SELECTING A LOCATION INTELLIGENCE PROVIDER

Questions to Ask

• Where does your data come from?
• Do you have first party data, third party data or both?
• If you offer first party data, identify the SDK (yours or a third party’s) and apps using the SDK
• What process do you use to determine or validate location data accuracy?
• How do you convert raw location data/coordinates into a store or location visit? How do you determine that the place visit actually happened?
• Please describe your data collection methodology? How many data points (and from how many sources) do you use to identify or validate a location visit?
• How do you determine that the audience is representative of the larger market?
• Is your technology certified? If so, by whom?
• Will you provide access to your analytics?
• Are you willing to send traffic data for our company/brand to be matched with our in-house transaction data?
• How do you address consumer privacy?

Other general considerations:

• Is there a willingness to be transparent and share information, or is there a “trust us” attitude and black box methodology?
• How responsive are they to your questions and how willing are they to explain their methodology?
• Is their methodology thorough? Do they have multiple data points or sources of data to establish confidence in their place visitation assessments and measurement?
• Does the vendor’s analysis of your customers match your own internal data and customer profiles?
• Will they offer customer referrals?
• Is the internal profile of your customers very different than that offered by the data vendor?