



Press Release

## adsquare Taps Proximity Data To Offer More Precise Location Targeting

- Mobile data exchange adsquare extends its data portfolio with proximity data derived from first-party collection
- US-focused partnerships announced with AreaMetrics, BeaconsInSpace, FreckleIoT, Mobiquity Networks, Proxama, Reveal Mobile and Unacast
- Proximity data, such as beacon and background location data, provides granular detail of where users spend their time, and what their needs and interests are

**New York, 12th of May:** Mobile data exchange adsquare announces the addition of an extensive list of first-party proximity data providers to its existing portfolio, including AreaMetrics, BeaconsInSpace, FreckleIoT, Mobiquity Networks, Proxama, Reveal Mobile and Unacast. Proximity data offers a more precise look at the behavior of consumers and enables more personal advertising at scale.

Location data is the main driver for mobile marketing, as it allows advertisers to target consumers within a particular geographic area, using techniques such as Geofencing. A recent [study from the MMA](#) pinpoints that “accurate location data is critical to the entire mobile ecosystem: brands, agencies, publishers, the end user and everyone in between” and estimates that location-targeted mobile ad revenues will grow to \$18.2 billion in 2019. Location data, however, is limited, and advertisers need to tap proximity data derived from first-party proximity data providers to achieve results with high precision and at scale.

Tom Laband, Co-Founder and CEO of adsquare, said about the announcement: *“In the era of personalized, one-to-one advertising, combining location and proximity data is key. It enables advertisers not only to target customers based on geographical locations, but to also target specific buildings, shopping units and aisles. As a neutral marketplace, adsquare adds all relevant providers to our platform and gives advertisers control and transparency over those invaluable location and proximity insights.”*

By adding a vast portfolio of proximity data partners - companies which aggregate first-party deterministic location data from beacon signals and background geolocalization - neutral data exchange adsquare gives advertisers transparency in understanding and targeting consumers as accurately as within a few meters of their position.

For Brandon Benett, CEO of first-party Bluetooth and GPS data provider AreaMetrics this partnership is an important development for advertisers. *"We are very excited to be working alongside adsquare. Our partnership enables demand-side partners to access increased volumes of granular consumer data, which is a win-win for the consumer data ecosystem in its entirety. AreaMetrics' highest quality dataset is built upon precise location information generated by a network of Bluetooth beacons, and includes Point of Interest context, industry standard taxonomies, visit duration, and a variety of additional actionable parameters"*

*"The combination of our extremely precise location data, including our exclusive in-door places network, and adsquare's location buying platform brings a unique opportunity to marketers to utilize location data at scale to reach their desired customers. We are excited to be a part of what adsquare is creating."* said about the partnership Dean Julia, CEO of Mobiquity Networks.

John Kennedy, CEO of Proxama, says about the partnership *"Intelligence generated from precise location data has never been more valuable to the advertising industry. We're delighted to be among some of the leading and internationally recognised companies that adsquare have chosen to partner with and supply location data into their marketplace"*.

*"We believe that marketers should take advantage of any and all data signals available to them, especially when building location based audiences. By combining GPS and Bluetooth beacon data, advertisers gain more accurate representation of their target audience. Given our broad reach across 515 mobile apps and 20M monthly users, we're able to deliver meaningful audience sizes as well."* - shared about the partnership Reveal Mobile CEO, Brian Handly

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#### About adsquare

adsquare is the neutral mobile data exchange, bringing together advertisers and data providers in a fair, secure and privacy-friendly way. The platform has been built mobile-first, operates in real-time and enables advertisers to leverage data for panoramic audience targeting and precise moment marketing. Programmatic buyers can take control via the self-service Audience Management Platform which gives them full transparency in buying data, creating audiences and activating them for their DSP of choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including data partners such as Acxiom, Mastercard or TomTom. In addition, advertisers can discover the marketplace for private deals with first-party data owners including app developers, publishers and other companies. adsquare works compliant with strict European privacy laws and has been awarded the ePrivacyseal for best practice data handling. For more information visit <http://www.adsquare.com> follow [@adsquarecom](https://twitter.com/adsquarecom) or contact [info@adsquare.com](mailto:info@adsquare.com)

#### About AreaMetrics

AreaMetrics' data solutions help data partners enhance their products and services, reach targeted audiences, understand consumer behavior, and gather a wholistic picture of the consumer. amData offers first-party Bluetooth beacon data and GPS data sourced directly from a large network of mobile applications, which are the most precise and accurate forms of location data available today.

### About BeaconsInSpace

BeaconsInSpace maintains a ground-truth location dataset from a global network of beacons and a SDK install base of more than 5,000 apps. No bid-stream data, no probabilities, just 100% true location data at scale.

### About Mobiquity Networks

Mobiquity Networks provides precise, unique, at-scale mobile location data and insights on consumer's real-world behavior and trends for use in marketing and research. Exclusive In-Door Data Mobiquity has installed beacons inside several hundred class "A" malls, premium outlets and cinemas in the US. These locations represent 30-40% of major retailers stores. Without this data, your location analyses will be incomplete.

### About Proxama

Proxama is a leading mobile proximity business specialising in Bluetooth beacon led technology. It can provide accurate and reliable mobile location targeting that enables close range offline footfall tracking of consumers with smartphone devices. The footfall data derived from Proxama's broad range of beacons provides valuable behavioural offline insight across transport networks; retail hubs; leisure, sporting and entertainment venues.

### About Reveal Mobile

Our location-based audiences, derived from both lat/long and Bluetooth beacons, create incredibly accurate and valuable segments that increase advertising performance 175-477%. We process over 1 million beacon events per day, resulting in the world's largest source of 1st party beacon-powered location data.

### About Unacast

Unacast is the world's largest proximity data platform, and built the Real World Graph™ to understand how people and places are connected, empowering the next generation of data driven industries with unique double-deterministic™ data sets. Unacast is based out of NYC and founders Thomas Walle and Kjartan Slette, were also part of the founding team behind TIDAL, the music streaming company acquired by Jay Z. Unacast has been awarded multiple awards for its platform, its campaigns and for its rapid company growth, and currently nominated as the leading "vertical & marketplace" at the upcoming Local Search Association (LSA) awards in San Diego.