

## PRESS RELEASE

# adsquare goes global with enhanced proximity data marketplace

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*adsquare expands its real-time proximity targeting offer internationally and adds new PMP features*

**Berlin, 1st October 2019** - adsquare, the mobile-first data exchange, launches its 'Proximity Targeting' product in sixty countries across the Americas, EMEA and APAC, allowing advertisers and media agencies to target consumers based on their location in real-time. Buyers can access the product via Adsquare's Audience Management Platform (AMP), which is a self-service tool integrated with leading Demand Side Platforms (DSP) for more effective media buying.

Proximity Targeting is based on offline data describing a geographical context in which users live, work and move. adsquare applies this data to users' locations in real-time through its proprietary pre-bid integrations with leading DSPs globally. As no personal data is required for the targeting set-up, the product is GDPR compliant by nature.

adsquare is seen as a pioneer in geofencing technology, having launched one of the world's first solutions in 2012. With its enhanced data marketplace for proximity targeting, adsquare becomes the only company globally that offers data partners the possibility to monetize spatial data in real-time via its pre-bid integrated DSPs.

Data providers can upload segments connected to lat/long, polygons or any other geometry of choice conveniently in self-service, manage how the data is displayed and control how it is monetised - branded or unbranded - via adsquare's public or private marketplace.

Data buyers can transparently select segments from branded data owners and do not have to rely on a 'black box' solution. Trusted data partners include global leading brands such as HERE (places data), Experian, Acxiom (socio-demographic data), Mastercard (purchase data), WeatherFX by IBM (weather and product consumption triggers) or Spatial.ai (geosocial data).

"Proximity targeting has become a key strategy for us and adsquare helps us to leverage the best-in-class datasets" comments Sven Stuehmeier, Group Leader Digital & Tech at Vodafone, who runs drive-to-store campaigns via adsquare.

Tom Laband, CEO and co-founder of adsquare, adds: “Advertising that is customized to the geographical context of users leads to a higher brand impact and boosts drive-to store campaigns. As a data marketplace, we give our clients the choice to work with best-in-class partners, depending on their intended use case.”

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### **About adsquare**

adsquare is a global data exchange bringing together data providers and data buyers. Via its self-service Audience Management Platform, adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore.

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