

PRESS RELEASE

adsquare and Spatial.ai partner, adding a new data dimension to programmatic advertising

Data partnership between data exchange adsquare and Spatial.ai allows geosocial data usage in real-time programmatic advertising

New York, 26th November 2019. adsquare has announced its partnership with Spatial.ai, allowing marketers to make use of geosocial segments for more effective OOH planning and programmatic media buying in the US.

Spatial.ai organizes billions of location-based social media data points and translates these into 72 easy-to-use social entries. Segments such as 'Happily Ever After', 'Student Life' and 'Fitness Obsession' have been integrated with the adsquare Audience Management Platform, a self-service data marketplace directly connected with leading Demand Side Platforms (DSP).

Geosocial data becomes a completely new data dimension as part of adsquare's proximity targeting product. Proximity targeting is powered by adsquare's proprietary pre-bid enrichment integrations with media buying platforms for which desired spatial data describing the context of a geographical area is activated and mobile users are reached in real-time, based on their location in the moment of ad impression. Other data categories from which advertisers can help themselves from include socio-demographics, business, weather, purchases or places.

Lyden Foust, CEO at Spatial.ai comments: "We're thrilled to make our geosocial data available for advertisers in the US. adsquare provides a secure yet scalable solution to make our segments available to third parties in the programmatic landscape."

Tom Laband, CEO & co-founder at adsquare, says: "With over 70%, North America has one of the highest social media penetration rates in the world. The smartphone penetration rate is at an equally high level. Organizing this vast amount of user generated social data into a comprehensible audience segmentation is truly unique and helpful for advertisers who can now better understand what people really have on their minds in precisely defined geographic areas."

About Spatial.ai:

Spatial.ai's Geosocial data is the world's first human-driven location dataset - built by organizing billions of location-based social media into 72 segments. Companies like Ford, Phillips Edison, and Keller Williams use Geosocial data to predict demand, select locations and uncover the invisible community characteristics that have a bottom-line impact on their business. Spatial.ai is backed by Serra Ventures, M25, Futureshape, and Techstars. They have won multiple awards in machine learning and artificial intelligence from Google, Fortune Magazine, and Disruptor Daily. For more information, visit the company website at <https://spatial.ai/>.

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. For more information visit <http://www.adsquare.com> or contact info@adsquare.com

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