

PRESS RELEASE

Adsquare and PlaceIQ partner to offer proximity targeting in the U.S.

New York, 10th June 2020. Data exchange Adsquare announces its partnership with premier location intelligence company PlaceIQ, allowing marketers to make use of location-based segments for more effective OOH planning and programmatic media buying in the U.S.

PlaceIQ and Adsquare have collaborated to organize millions of locations into over 700 real-time POI collections, addressing 10 key verticals, including automotive, financial services, retail and travel. The branded datasets have been integrated with the Adsquare Audience Management Platform (AMP), a self-service data marketplace directly connected to leading Demand Side Platforms (DSPs).

PlaceIQ's data is actionable 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. The product proves to be effective for brand's drive-to-store campaigns. Adsquare's Real-Time Measurement product can be activated on top in order to attribute store visits to individual campaigns with the goal to optimize line items and shift budgets whilst the campaign is still running.

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

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

About PlaceIQ:

PlaceIQ is a leading data and technology provider that powers critical business and marketing decisions with location data, analytics, and insights. An early industry pioneer, PlaceIQ has become the standard for fueling better outcomes for marketers, analysts and publishers through powerful, location-based consumer insights, real-world measurement, and attribution. With PlaceIQ, companies can uncover opportunities within the consumer journey by learning about and connecting with location-based audiences, measuring real-world ROI and applying insights that drive intelligent marketing and successful business outcomes. The company is headquartered in New York City and has offices in Chicago, Detroit, Silicon Valley and Los Angeles. For more information, visit www.placeiq.com. Follow us on Twitter @PlaceIQ and like us on Facebook: PlaceIQ.

Press Contact:

Christoph Herwig, VP Marketing

christoph@adsquare.com | +49 173 5645604

adsquare GmbH, Saarbrücker Str. 36, 10405 Berlin, Germany