

Adsquare launches 'Audiences in Motion' and reinvents geo-contextual targeting for mobile and DOOH advertising

New offering facilitates geo-marketing by combining audience, movement and spatial data.

Berlin, 26 November 2020. Adsquare, the global audience and location intelligence company, has announced the launch of 'Audiences in Motion', the newest data offering to its Proximity Targeting solution. Adsquare is now able to predict human mobility helping marketers to reach their audiences more effectively.

For the new 'Audiences in Motion' audience segments, Adsquare combines mobile audience data with SDK-derived background movement data and connects the corresponding audience segments to country specific geometries and OOH locations. For each segment, Adsquare calculates indexes based on the ratio between all users seen within a geographic area and the desired audiences. These calculations allow Adsquare to score each audience segment for each geometry and for each hour of the day. For full control about quality and reach, marketers are able to change the index values in Adsquare's self-service platform. Adsquare understands what parts of cities are more visited when and by whom, enabling marketers to run targeted ads in real-time with a lot more precision. First clients are testing the new datasets for the programmatic activation of their digital Out-of-Home advertisements.

'Audiences in Motion' is part of Adsquare's Proximity Targeting which is a location-based targeting solution actionable via pre-bid API integrations in all relevant DSPs such as Active Agent, Adform, AppNexus, Fusio by S4M, Mediasmart, Splicky, Tabmo/Hawk, or The Trade Desk. The technology enriches mobile devices' or DOOH screens' geo-location sent in the bid request with spatial data in real-time. In short, advertisers can reach audiences or OOH screens based on their location context in the moment of an ad impression. Location contextual targeting works without cookies or Mobile Advertising ID and is therefore privacy compliant by nature.

Adsquare is the only data company to offer real-time location-contextual targeting solutions with global scale in more than 20 countries. Other spatial data categories include census data, weather data or geo-located purchase and social data.

Hannes Carl Meyer, Managing Partner People Based Marketing at Annalect Germany (Omnicom Media Group), comments on 'Audiences in Motion': "Adsquare's data-driven solutions help us address consumers in a personalised way. This approach increases the advertising impact, reduces wastage and enables advertisers to establish a direct relationship with the consumer."

Hereby, compliance with data protection guidelines is our top priority. Therefore Adsquare's geo-contextual targeting product is more relevant than ever and we appreciate the innovative addition to Adsquare's product suite."

About Adsquare

Adsquare is a global audience & location intelligence company helping marketers understand consumers by connecting their digital and physical worlds. As such, Adsquare is leveraging audience and location data to reveal consumer behavior. These insights enable businesses to better target and engage with their audiences and to measure their marketing effectiveness. Using Adsquare's independent platform solution, companies can access various data dimensions and apply them in 40 countries worldwide.

Founded in 2012 by Tom Laband (CEO), Sebastian Doerfel (COO) and Fritz Richter (CTO) Adsquare is headquartered in Berlin, with additional offices in New York, London, Paris, Milan, Madrid, Singapore and Dusseldorf.

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