



LOCATION TARGETING PREFACE

Global | 2021 | AdGaya . Maeve

A Mynd CG Company

REACH
ANYONE.
ANYTIME.
ANYWHERE.

REACH OUT TO THE RIGHT AUDIENCE

A n y w h e r e

Mynd/EM Location Targeting DMP helps reach out to the right audience(s) and has proved to escalate the performance of mobile advertising campaigns.

REACH OUT TO THE RIGHT AUDIENCE

A n y w h e r e

EM's geo-aware targeting service which chains together layers of geo-precise inventory (SDK- GPS only) using location signals, end to end with a exclusive, regularly updated Point of Interest (POI) database, laterally with the use of innovative, tech induced, socio-behavioral solutions.

HOW ?

Does it Work

The platform identifies the relationship between devices and places over time by relating data points at different layers

1

LOCATION DATA

SDK-based GPS-only timestamped location signals are collected, cleansed, and stored from mobile devices across Latin America, Europe, GCC, and North Africa.



HOW ?

Does it Work

The platform identifies the relationship between devices and places over time by relating data points at different layers

2

POINTS OF INTEREST

Millions of diverse, up-to-date Point of Interests are then used to understand the relationships between mobile devices & where they live, work & socialize.



HOW ?

Does it Work

The platform identifies the relationship between devices and places over time by relating data points at different layers

3

DATA ENRICHMENT

A better understanding of each device is then achieved by analyzing residential areas, behavioral trends, sociodemographic data, and 30+ additional attributes.



HOW ?

Does it Work

The platform identifies the relationship between devices and places over time by relating data points at different layers.

4

END RESULT

Layering and profiling.



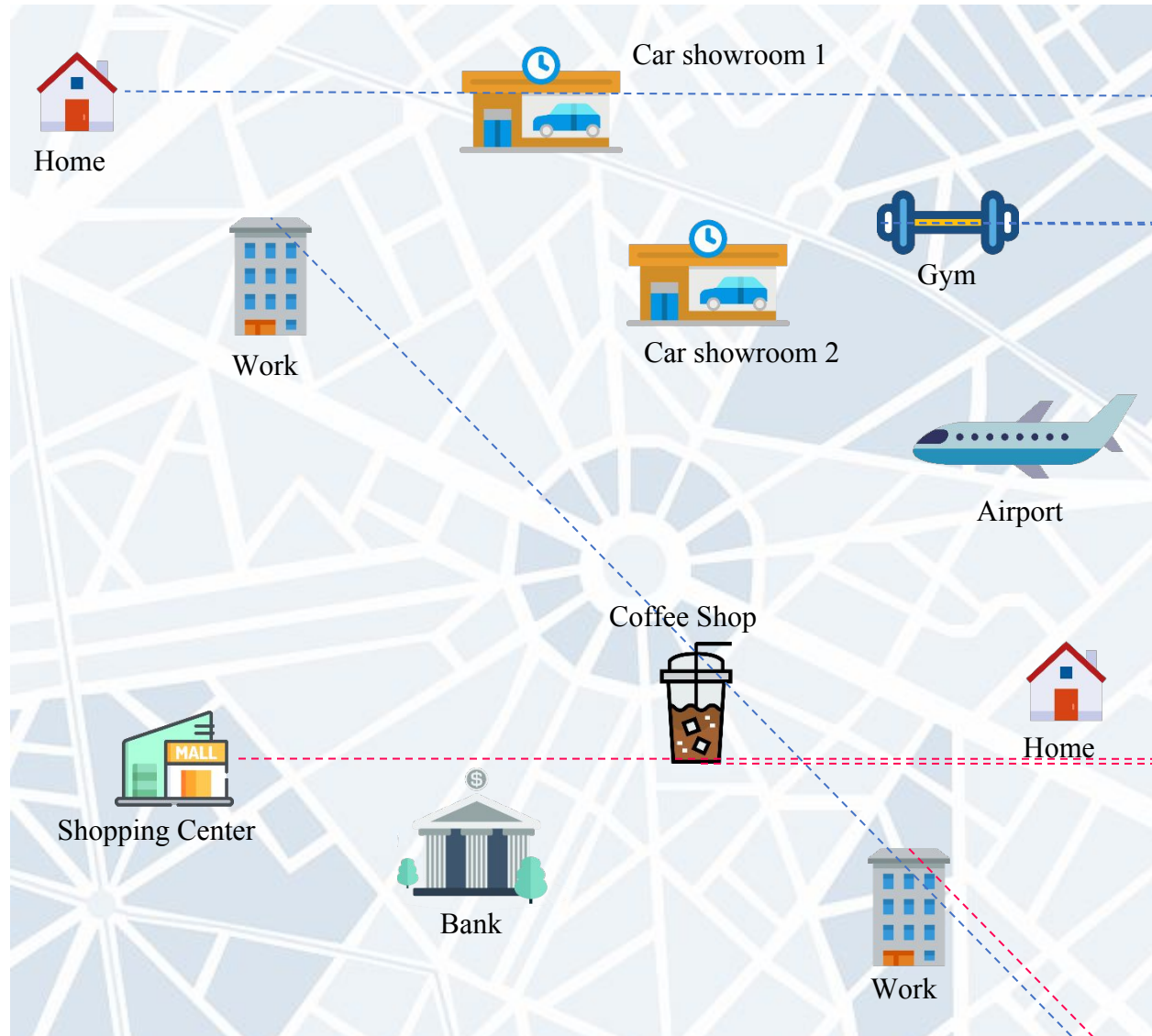
PROFILING DEVICE IDs

Generation of rich, precise profiles per Device ID, based on spotting and understanding the user's location, the location history (movements), and frequency of visits.

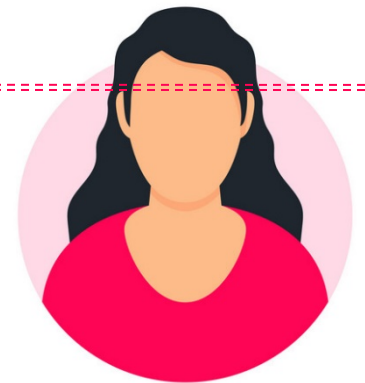


- Male
- 36-44 y/o
- Local, Brazilian
- Professional (lawyer)
- Looking for a car (visited Kia and Nissan)
- Regular traveler
- Frequent hotel and restaurant visitor

PROFILING DEVICE IDs



- Female
- 24-35 y/o
- Argentinian, living in Brazil
- Professional (designer)
- Starbucks visit (2x/week)
- Goes to Banco do Brasil
- Shops at Zara



**LOCATION
DATA
IN**



CREATING DETAILED &
ACCURATE PERSONAS

LOCATION DATA IN ADVERTISING

LOCATION DATA IN ADVERTISING



CREATING DETAILED &
ACCURATE PERSONAS



IDENTIFYING LOOKALIKE
AUDIENCES

LOCATION DATA IN ADVERTISING



CREATING DETAILED &
ACCURATE PERSONAS



IDENTIFYING LOOKALIKE
AUDIENCES



TARGETING COMPETITORS'
CUSTOMERS

LOCATION DATA CAN
IMPROVE ADVERTISING
ROI BY UP TO

600%

LOCATION

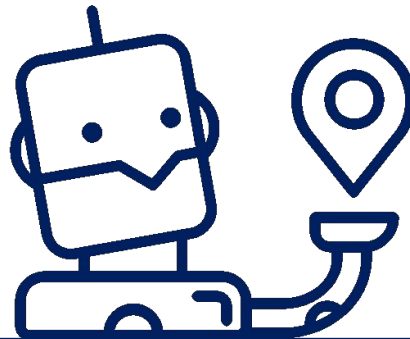
INTELLIGENCE

Location data helps develop a rich understanding of complex behaviors

Allows marketing and advertising professionals to build personas that help them improve offers, messaging, and ad copy.

Provides insights into what customers are interested in and analytics.

Collects real-world information on the top customers for different businesses.



Collects location data on competitors' customers, allowing targeting of competitors' customers in marketing and advertising campaigns.

Creates a 'lookalike' audience of new prospects that are likely to engage with advertisements.

Helps businesses determine interests and behavior of customers.



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