Empower your advertising data science with precise location intelligence.

With accurate and precise location data, you can develop greater consumer focus and build user audiences based on real-world places and geometry, helping you to:

- Identify the correct consumers
- Target the right people
- Optimize based on location behavior
- Determine lift based on specific audiences

Collect location data
A latitude/longitude signal from a mobile device or application is captured. HERE then provides the ability to enrich those location signals into usable intelligence.

Add location context
Consumer locations are mapped to real-world elements, like retailers, venues or places of interest, so you can understand their movements.

Meanwhile, Venue Maps and 2D Footprints supplies additional accuracy, including 2D and 3D floor plans and the precise building shape.

Places provides you with access to constantly updated Point of Interest data, including place details, opening hours, reviews, payment methods and quality scoring.

Geocoding provides you with high-precision matching of geo-coordinates and addresses.

One: Audience Segmentation
Historic mobility patterns

Location-derived audience segmentation
In addition to defining an audience, location data can also offer immediate and more precise insight into how and when to target them.

Define target area
By defining a target location and its precise shape, a consumer becomes visible the moment they enter and exit the chosen location.

Harness detailed context
High-quality and high-detail contextual location data adds extra precision to targeted ads once consumers are inside the chosen location.

Consumer-specific focus
Precise, real-time location targeting

Use historic data
By analyzing historic mobility patterns, you can compare the behavior of different types of consumer, helping you uncover location-derived audience segments.

Coffee shop customers
Frequent mall visitors
Sports venue visitors

Two: Real-time location targeting

In addition to defining an audience, location data can also offer immediate and even greater insights from hour and where to target.

Three: Attribution

Use historic data
By analyzing historic mobility patterns, you can compare the behavior of different types of consumer, helping you uncover location-derived audience segments.

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Want to learn more?
Read our white paper to learn how you can use the power of location to transform your campaigns.
Or email us directly at: data4advertising@here.com