



# adsquare to enrich its platform for advertisers with HERE location data

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Berkeley, CA – adsquare, the neutral mobile data exchange for advertisers and media buyers, is enhancing its platform with high quality location data from HERE Technologies as part of a new agreement between the two companies.

adsquare will draw on HERE Places Extract, HERE's global database of places, to better understand consumers' real-world behavior and support contextually relevant and effective advertising for its customers. HERE continuously updates its places data by drawing on thousands of different sources, including from social media partners, and by applying machine learning to identify true locations and remove irrelevant or duplicated information. Today, HERE Places Extract covers 70 million places, each accurately geocoded to the map.

adsquare serves as a marketplace enabling advertising agencies and their buying partners to make better audience segmentation and inventory bidding decisions. Its real-time platform supports buying decisions in a scalable, secure and privacy-friendly way. With a fast-growing business in 11 European markets, the company recently expanded into the United States.

"We are excited about our partnership with HERE, because it enables us to expand our dataset footprint to cover the whole globe," said Tom Laband, CEO and Co-Founder of adsquare. "HERE is one of the leading location companies and enables us to offer advertisers and their agencies an incomparable level of precision and accuracy for hyperlocal campaigns."

"We are delighted to work with adsquare and to enable access to our fast-expanding index of places data," said Bruno Bourguet, SVP Sales & Business Development at HERE. "This is a novel way to exploit the HERE places data through a robust segmentation and bidding platform."

The adsquare platform is used by customers such as Oath / AOL Platforms. Adsquare has also been integrated with leading DSPs such as TheTradeDesk, AppNexus and Google's DBM.

## Media Enquiries

HERE media relations

<https://here.com/en/company/newsroom/media-and-industry-analyst-contacts>  
[press@here.com](mailto:press@here.com)

## About HERE Technologies

HERE Technologies, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit



<http://360.here.com> and [www.here.com](http://www.here.com)

### **About adsquare**

adsquare is the neutral mobile data exchange, bringing together advertisers and data providers in a fair, secure and privacy-friendly way. The platform has been built mobile-first, operates in real-time and enables advertisers to leverage data for panoramic audience targeting and precise moment marketing. Programmatic buyers can take control via the self-service Audience Management Platform which gives them full transparency in buying data, creating audiences and activating them for their DSP of choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including data partners such as Acxiom and Mastercard. In addition, advertisers can discover the marketplace for private deals with first-party data owners including app developers, publishers and other companies. adsquare works compliant with strict European privacy laws and has been awarded the ePrivacyseal for best practice data handling. For more information visit <http://www.adsquare.com>, follow @adsquarecom or contact [info@adsquare.com](mailto:info@adsquare.com)