

HERE Advertising Data Services: Solving key AdTech problems through the power of location

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Las Vegas, CES 2019 – Reaching audiences with messages that resonate and understanding how campaigns influence consumer behavior are key problems in advertising. All too often, advertisers lack the ability to precisely connect with their audiences, resulting in inefficient campaigns and wasted spending. To help solve these problems, HERE Technologies today introduced HERE Advertising Data Services, a new industry-grade web service (API) that provides rich location contextual information for dynamic mobile signals to enable enhanced audience creation and more effective campaign attribution.

HERE Advertising Data Services empowers B2B companies – ranging from agencies and DSPs on the demand side, publishers and SSPs on the supply side, as well as data management platforms – to create more efficient, contextual and relevant advertising campaigns and advanced audience segmentations for their clients and partners. Companies can fine-tune audience segments based on real-world audience behavior (where people go and when) and better assess campaigns by examining audience footfall (if target groups visit a specific place as the result of a campaign). This is made possible through the API, which leverages two HERE geometry data layers: HERE Places and 2D Footprints.

- HERE Places offers more than 120 million POIs in almost 200 countries for more than 400 categories. The Places layer of the API reveals the nearest POIs (such as cafés, restaurants, shopping malls and public transit information) by distance within a specified radius.
- 2D Footprints is a global polygonal dataset revealing the actual shape and size of buildings, improving accuracy of a dynamic signal in and around a POI. The 2D Footprints layer of the API enhances data science by better calculating if a mobile location signal is inside or outside a specific building.

Continual updates to the global coverage of POIs and 2D Footprints and deep customization capabilities for API output (for example, the number and category of POIs) allow for the creation of more exact audience segments. Over time, HERE will add more datasets to the API in a continuous effort to bring new layers of insights to benefit the industry and its consumers.

HERE Advertising Data Services complements the existing media and advertising offerings from HERE. To help advertisers create more targeted and effective local



campaigns, HERE introduced HERE Places Footprints in October 2018.

HERE Places Footprints

HERE Places Footprints is a comprehensive dataset (currently covering the Americas region) combining more than 15 million POIs and their building outlines to better pinpoint consumers. This combination enriches advertising algorithms by linking POIs with their exact physical boundaries and building shapes. Placing dynamic signals within this new geometry helps to identify consumer whereabouts with more precision and streamline the audience segmentation, location targeting and campaign measurement processes.

“New channels and technologies are continually emerging and evolving to disrupt the advertising industry, creating stronger competition for consumer attention and advertising spend,” said Hervé Utheza, Head of Media, Advertising and Telco at HERE Technologies. “As intelligent, data-driven solutions that assist B2B customers with campaign measurement and precise audience segmentation, our media and advertising offerings position HERE at the forefront of the AdTech sector’s digital transformation. We help our customers and their partners prepare for the new world of 5G and hyper-personalized experiences.”

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About HERE Technologies

HERE, 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