



# HERE and Blis partner to enrich insights and data through location intelligence

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**Mobile World Congress, Barcelona** – HERE Technologies, a global leader in mapping and location platform services, and Blis, a global pioneer in advanced location data technology, today announced a partnership that will enhance Blis' audience ability to deliver premium, accurate and scalable points of interest (POIs) across all of its location-targeting insight capabilities and tools.

HERE Places, the company's global database of places, will enhance Blis' robust POI database, which maps verified GPS data to real-world locations. With access to more than 1 billion unique POIs in over 70 markets, the Blis POI database is segmented by location categories and audiences to help the world's biggest brands effectively and accurately identify and target locations of interest for both media planning and buying.

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 has more than 140 million unique POIs across 200 countries.

"Our clients demand the very best in location data and the integration with HERE ensures we continue leveraging accurate, relevant and scalable POI data," said Aaron McKee, CTO, Blis. "It also adds another premium source of trusted POI data to our already expansive list, which will enable us to further scale to new coverage and reinforce existing territories as we continue to deliver global solutions."

"Blis' proprietary technology and platform help agencies and brands use location data to better understand consumer behavior, allowing for effective, targeted advertising to drive business outcomes," said Herve Utheza, Head of Media, Advertising & Telco at HERE. "The whole ecosystem seeks premium data enrichment, targeting and personalization of client-side experiences and better performance. Through our partnership with Blis, our data our is poised to support all kinds of diverse use cases."

Since creating the world's first location data technology platform in 2004, Blis has grown into a global company with 24 offices across five continents. Blis' clients include all major holding companies, as well as leading brands in top verticals, including Samsung, McDonald's, HSBC, Mercedes-Benz and Peugeot.

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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](http://www.here.com).

### **About Blis**

Blis is the global pioneer in location data. The company's proprietary technology and platform helps agencies and brands use location data to better understand consumer behavior, allowing for effective targeted advertising to drive business outcomes. The Blis team believes that where you go defines who you are, and advertisers must capitalize on these insights for meaningful marketing experiences across devices. Blis' technology filters and scales location data, giving advertisers access to the most accurate location events, location data, and unique devices. The data is then applied across the apps that matter most to their consumers for targeting based on rich insights. Clients are supported by location experts or can work in an agnostic service model of their choice. For more information, visit [www.blis.com](http://www.blis.com), follow @BlisGlobal or contact [hello@blis.com](mailto:hello@blis.com).