



# Location-Based Advertising Platform

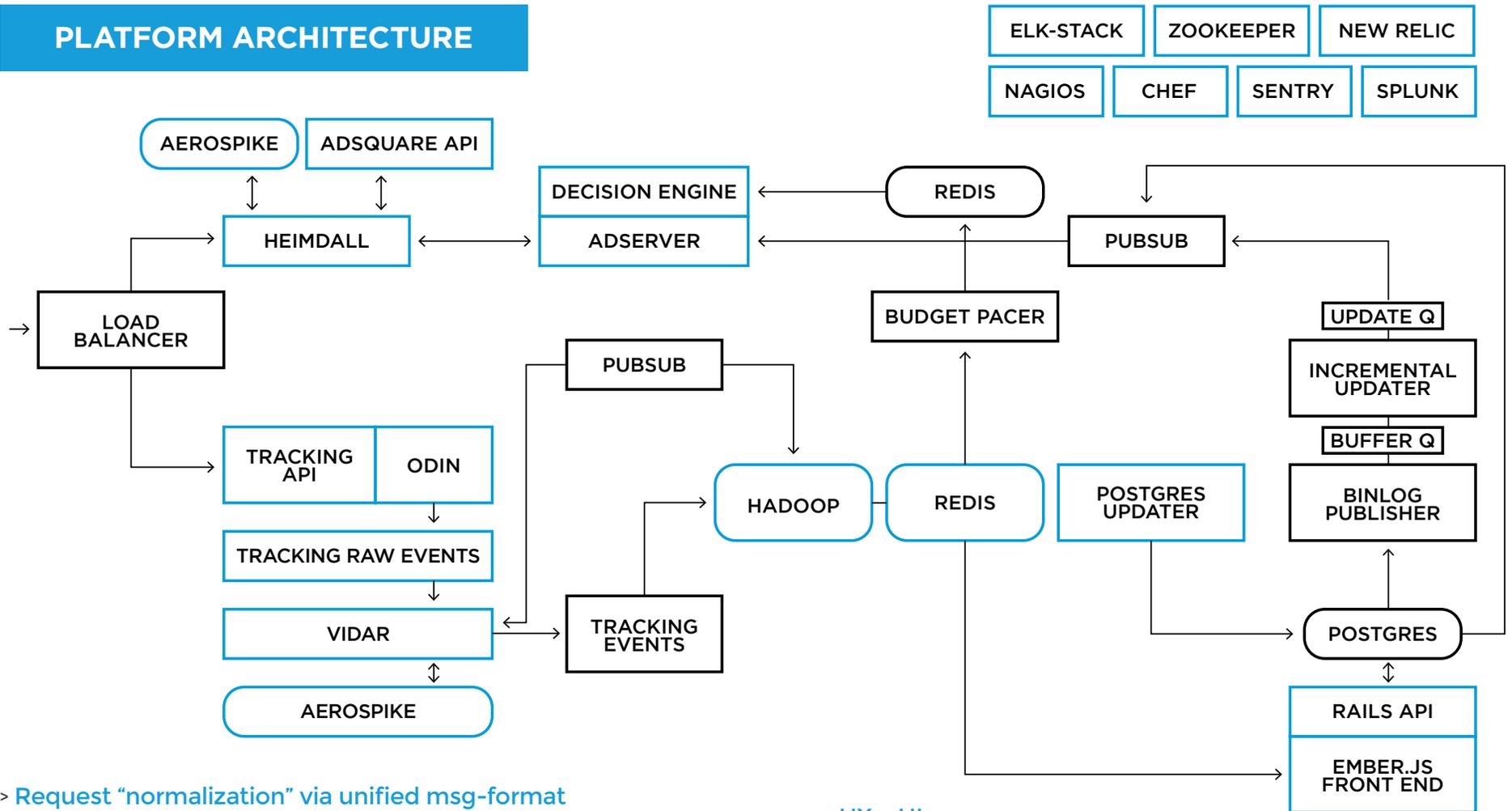
## THE PLATFORM

{Your Business Name} helps media companies connect with audiences one-to-one, while on the go:

**Geofencing / GeoRetargeting / GeoAudiences**

**GeoVideo / Foot Traffic Attribution**

# PLATFORM ARCHITECTURE



- > Request “normalization” via unified msg-format
- > Enrichment and frequency capping (user profiles)
- > Async. data-input stream for DMPs or proprietary data sources
- > Reliable tracking system for revenue relevant events
- > Integration with 3rd party tracking partners
- > Scalable RT-Reporting System
- > Multi-dimension support

\* no SPOF - all services are running on multiple instance  
 \* architecture has multi-data center support

- > UX a UI
- > Accessible via API
- > White-label functionality
- > High grade of automation
- > Horizontal services for monitoring, deployment, metrics, etc.
- > The replaceable “brain”: Optimization consisting of conversion estimation, CTR prediction, budget pacing, clearing price prediction
- > Filtering and delivery-decision making

## The leading platform for hyperlocal

- > Mobile DSP with location verification technology
- > Only bid on location verified impressions for display and video
- > Simple UI for geofencing specific POI's
- > Rich reporting module with complete transparency and control

## Global reach

- > 36 SSP integrations
- > Providing global scale with over 150 billion impressions/day

## Integrations

INTEGRATIONS WITH BEST IN CLASS PARTNERS:

- > DMP integrations with Factual and AdSquare
- > Reporting integration with TapAnalytics
- > Foot traffic integrations with Cuebiq

