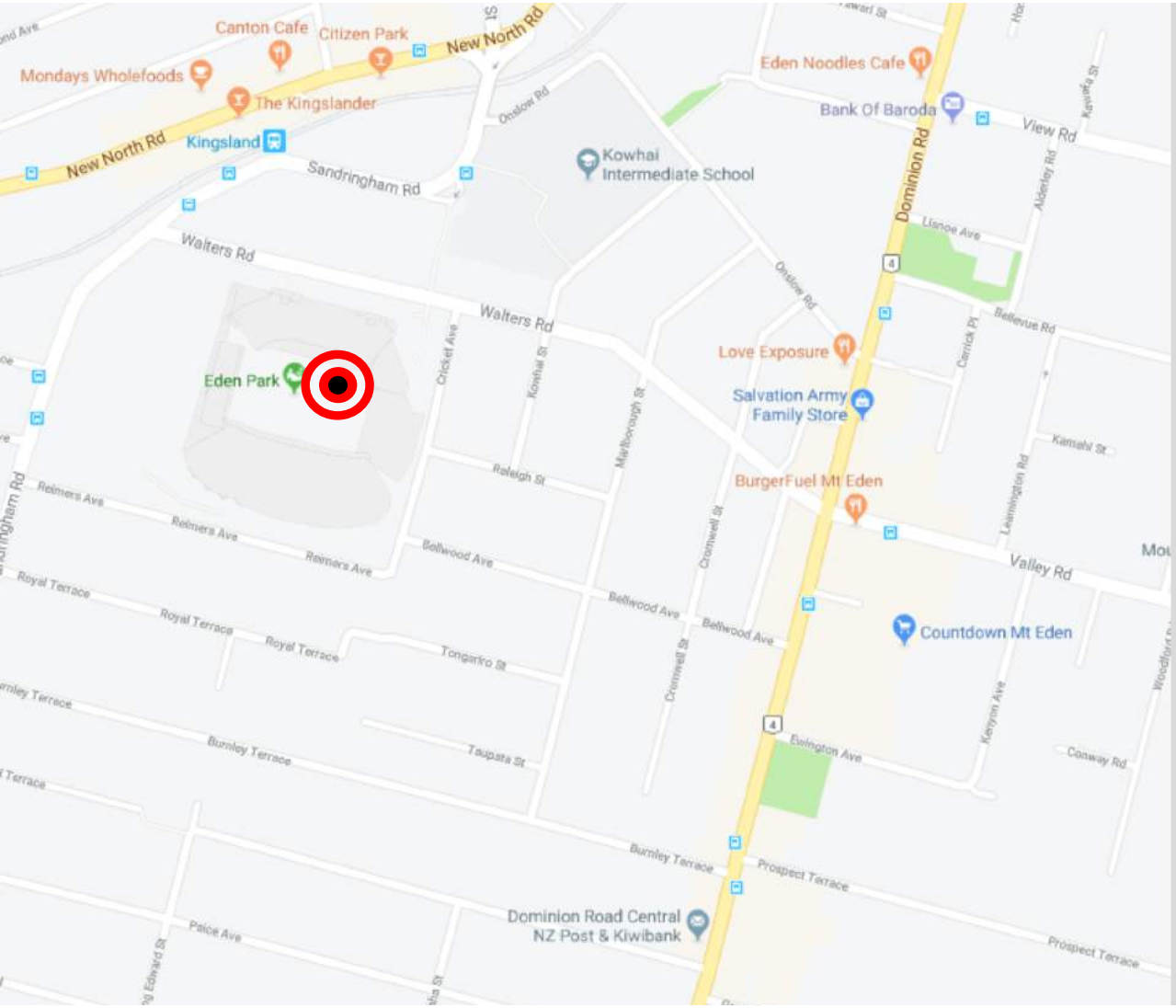
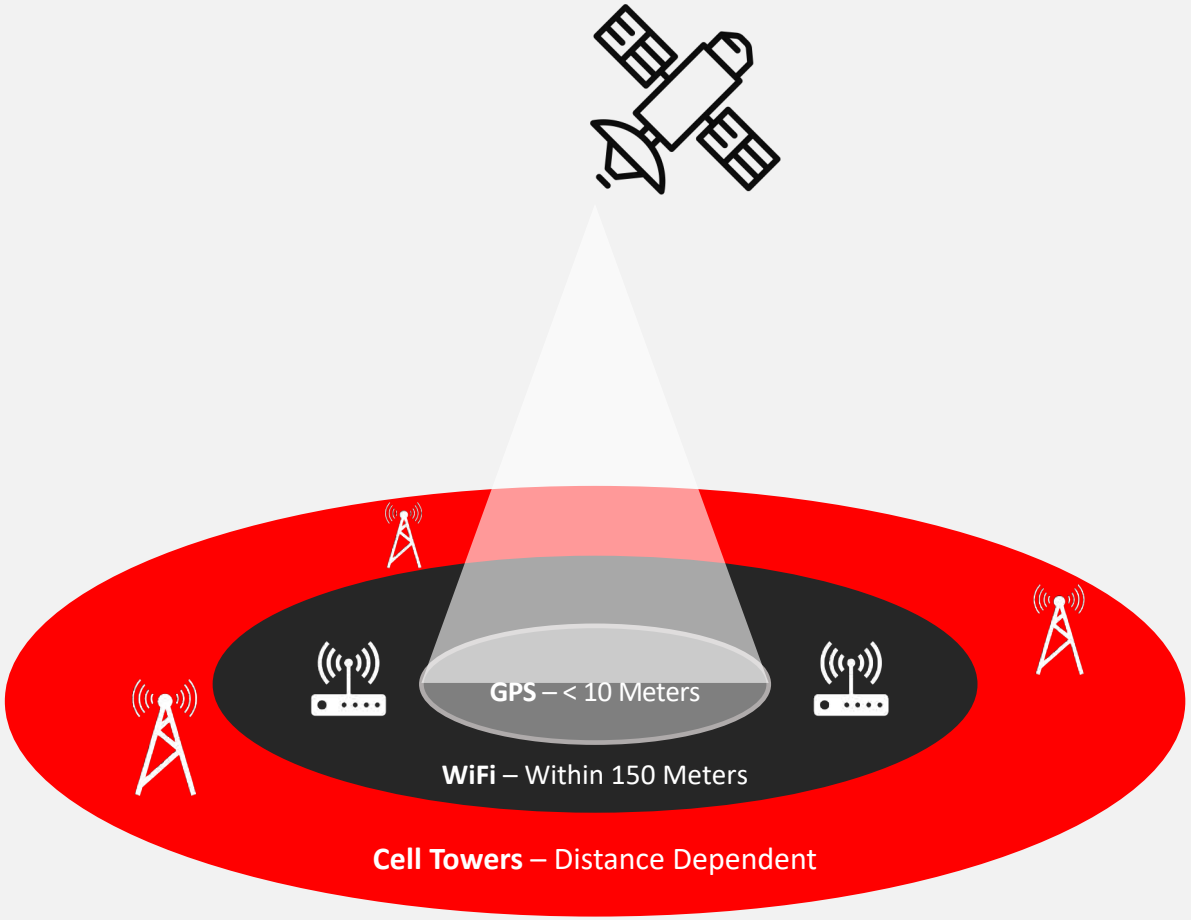
MAPMYAUDIENCE



PRECISE GEO LOCATION

UNDERSTANDING LOCATION SIGNALS?

Mobile Location Services Accuracy



GPS location data is the most accurate unlike IP location. Combining in-app data and GPS, you will have the most precise location data of your customers.

Test Your IP Location to find out where it says you are. It is not accurate:

WWW.IPLOCATON.NET

BREAKING DOWN A MOBILE GPS CO-ORDINATE

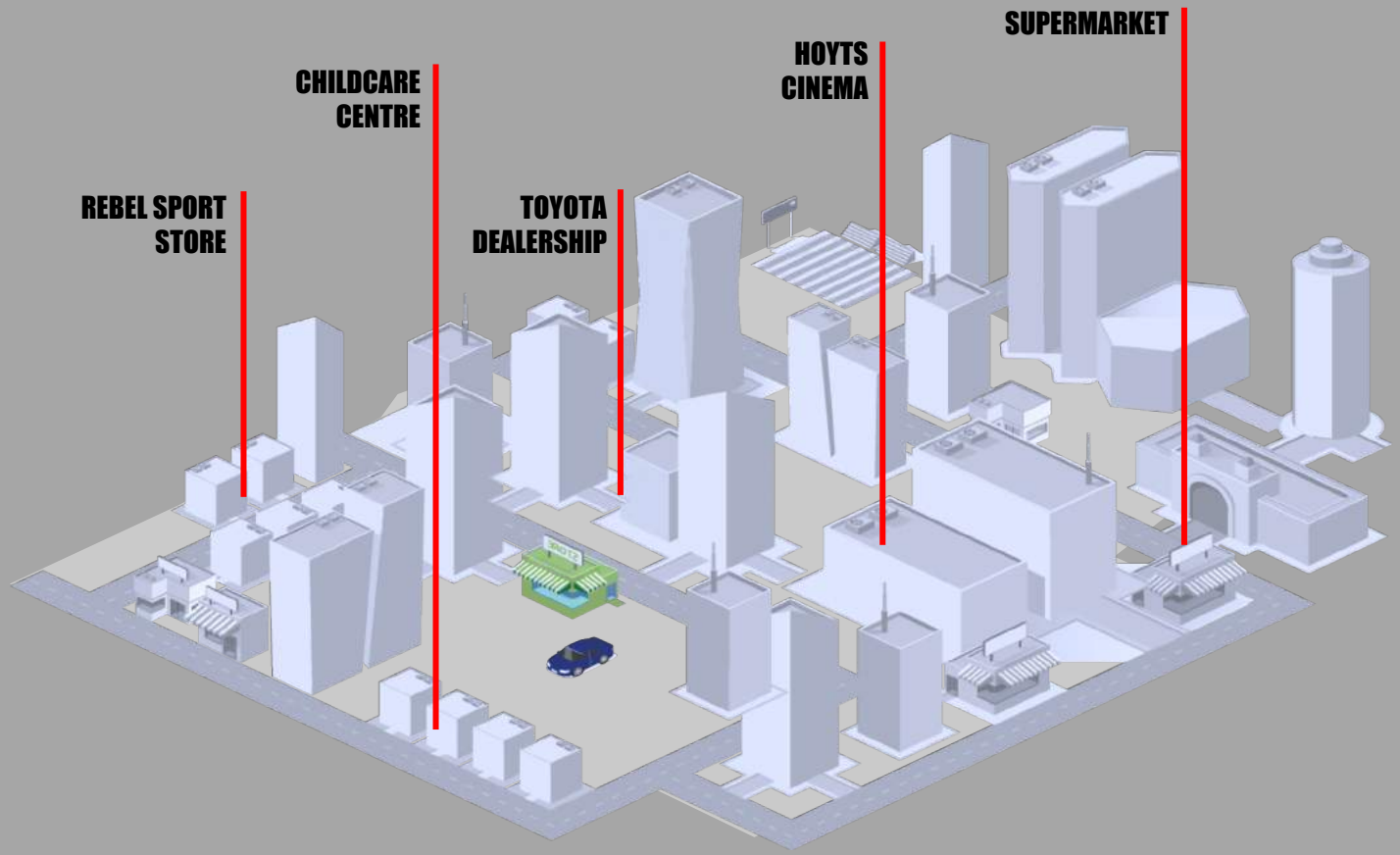
In a typical in-app mobile ad request, a publisher has the ability to pass through latitude and longitude information.

We use lat/long data that has at least 6 digits after the decimal point.

MAPMYAUDIENCE has the most precise geo location targeting with accuracy of within 10cm. This enables us to map your target audiences precisely and target them wherever they may be.

MAPPING THE WORLD WITH ACCURATE LOCATION DATA

Defining places using accurate location signals and technology



POLYGON MAPPING TECHNOLOGY

DEFINING LOCATION BOUNDARIES

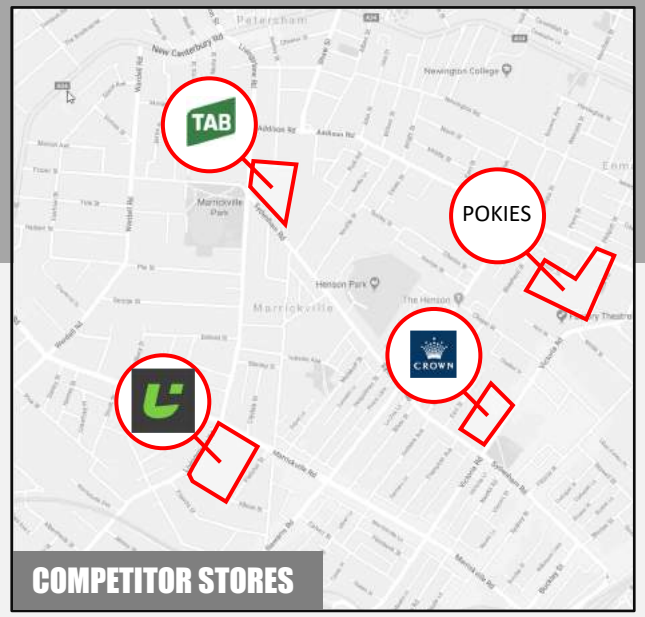
Our polygon tool allows us to draw precise boundaries of competitor stores and find out who had visited those stores in the last few days or years.

Exact boundaries of stores, points of interest, venues and events can be drawn within a simple platform. These polygons are used to define audiences and measure visitation.

HOW IS LOCATION TECHNOLOGY USED?

BEHAVIORAL AUDIENCES

The physical behaviours of a user defines what sort of person they are.
Accurate audiences can be created based on users who frequently visit specific locations.



HISTORICAL AUDIENCE

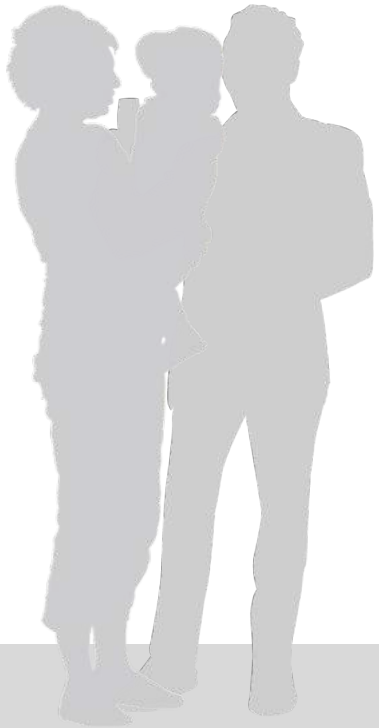
Drive awareness, consideration and store visits by targeting users who have previously visited your stores or your competitor stores.

REAL TIME PROXIMITY

Proximity targeting particular locations enables you to reach users in real time to drive impulse purchases and to drive higher awareness to local customers.

MAPMYAUDIENCE

BEHAVIOURAL SEGMENT PARENTS & FAMILES WITH KIDS UNDER 18



1. GEO- LOCATION

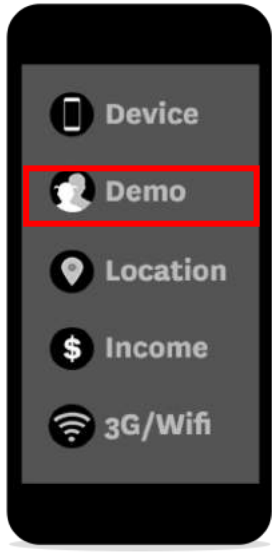
Live & historical Location data of individuals at listed addresses related to parenting

2. CONTENT

News or video viewing behaviors of content related to parenting

3. SOCIAL SIGNAL

Following or sharing social or video content related to to parenting



4. ATTRIBUTES

All People aged 25-45

Location Examples: Baby and kids retails stores, kids' events and entertainment venues, schools, kindergartens +++
Parenting Content: Kids cloths, toys, gifts, Music, Events, toys, Baby Names, Photos and Special Moments, parent's advice+++