



**Location is nothing new**

Internet Hungary, September 2018

A dark gray background featuring a complex, abstract network graph composed of numerous small white dots (nodes) connected by thin white lines (edges), creating a sense of data connectivity and complexity.

Alex Wright

Head of Insight



## Location Pioneers. Global Reach. Local Service

Founded in 2004, Blis is an award winning pioneer in advanced location data solutions. With offices that span the world from New York to Sydney, our clients benefit from truly international talent & expertise.



Verified Location Data



Innovation Led



Unique Location Tech



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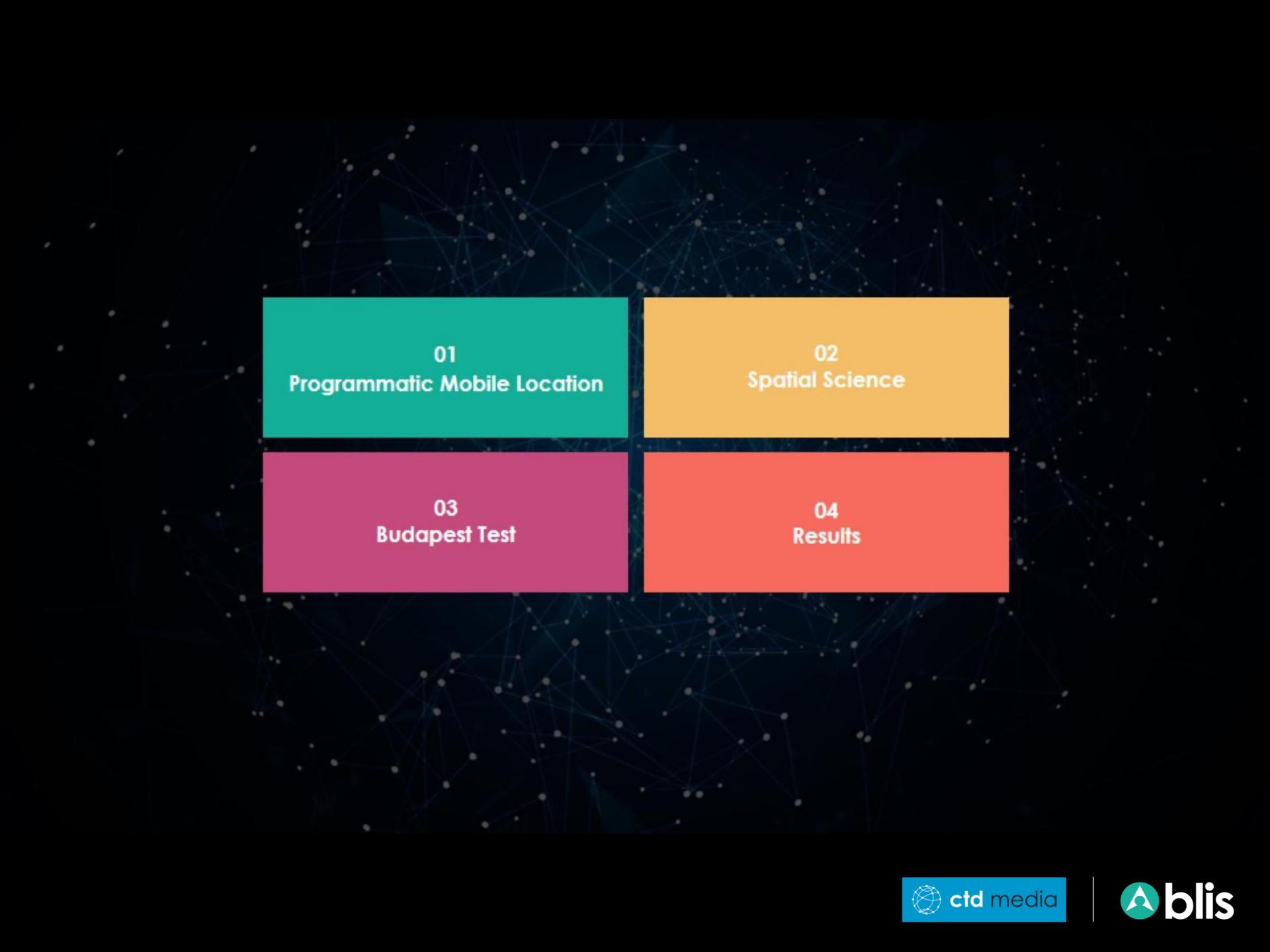
Unique Location Tech



# Connecting the Dots

contact | [marton.sandor@ctdmedia.hu](mailto:marton.sandor@ctdmedia.hu)



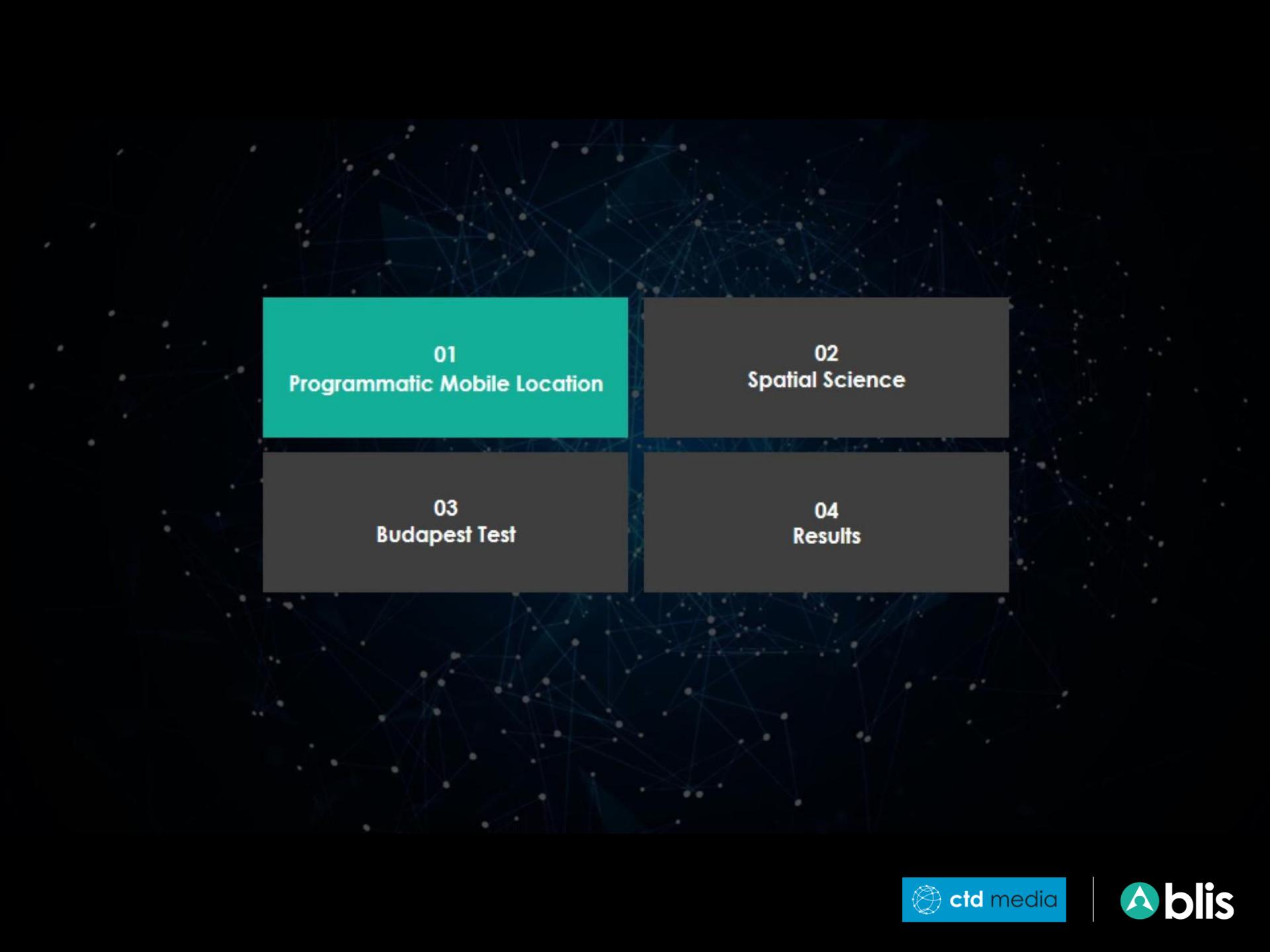


01  
**Programmatic Mobile Location**

02  
**Spatial Science**

03  
**Budapest Test**

04  
**Results**



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**Results**

**Programmatic  
is nothing new**



**Mobile**  
**is nothing new**



**Location  
is nothing new**





**Location is at the core of identity**

**10,000,000  
years ago**

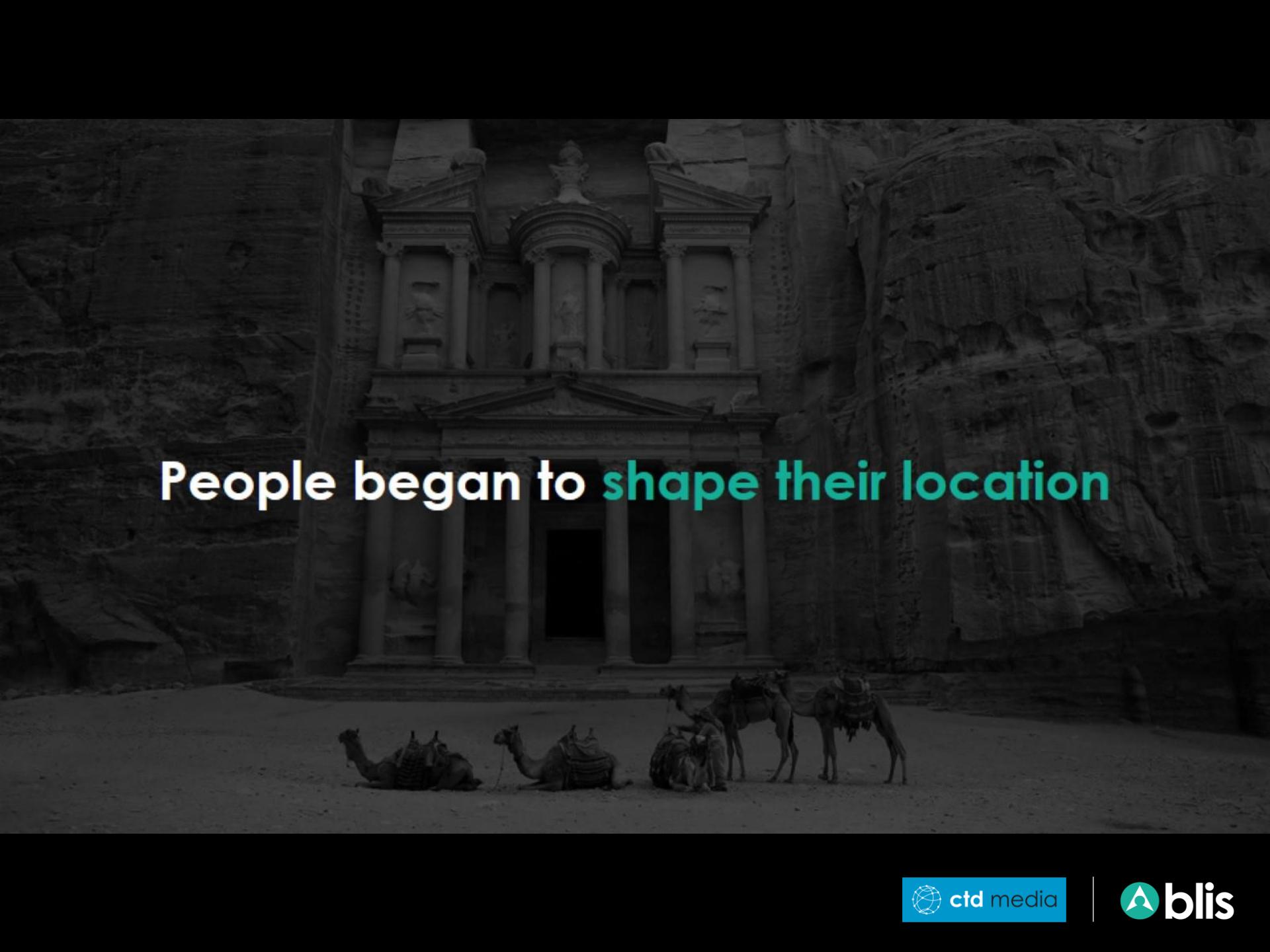


1,000,000  
years ago



**10,000  
years ago**





**People began to shape their location**

10  
years ago



01

**Programmatic Mobile Location**

02

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04

**Results**

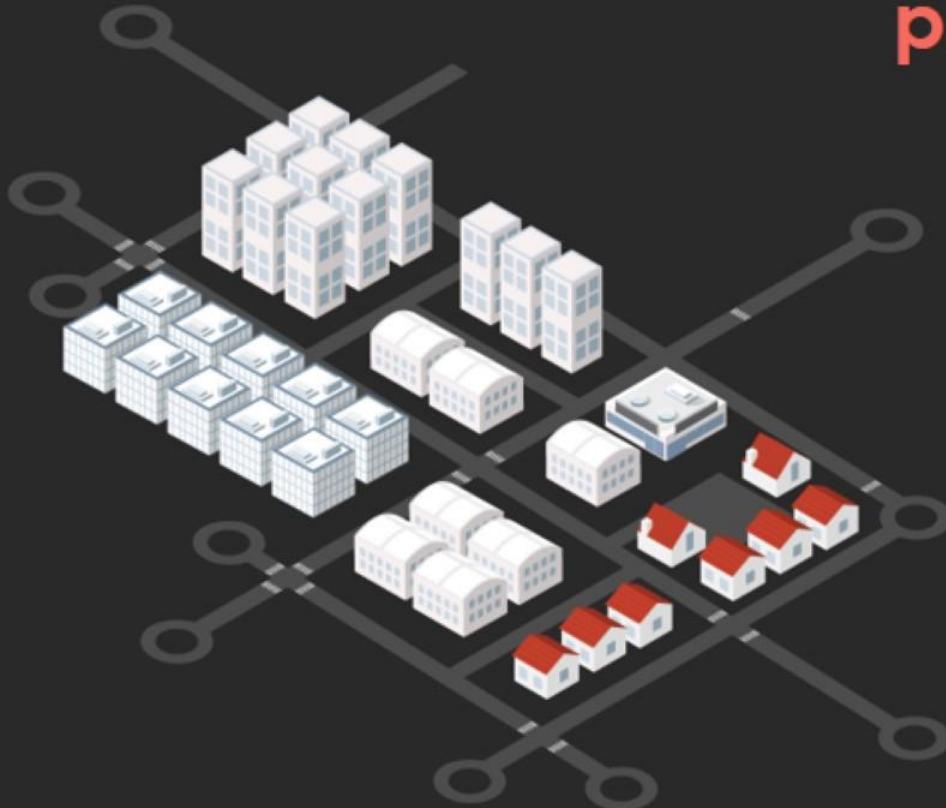


location



**location**  
**latitude + longitude**

place



# place verification



# identity



# identity points of interest



# interaction



# interaction mobile data



## 3 key datapoints

A time-stamped location can identify a shopper



Latitude  
/Longitude



POI



Time & Date

## 3 key datapoints

And the Unique Device ID becomes a person proxy





## Location data



Geography



Now



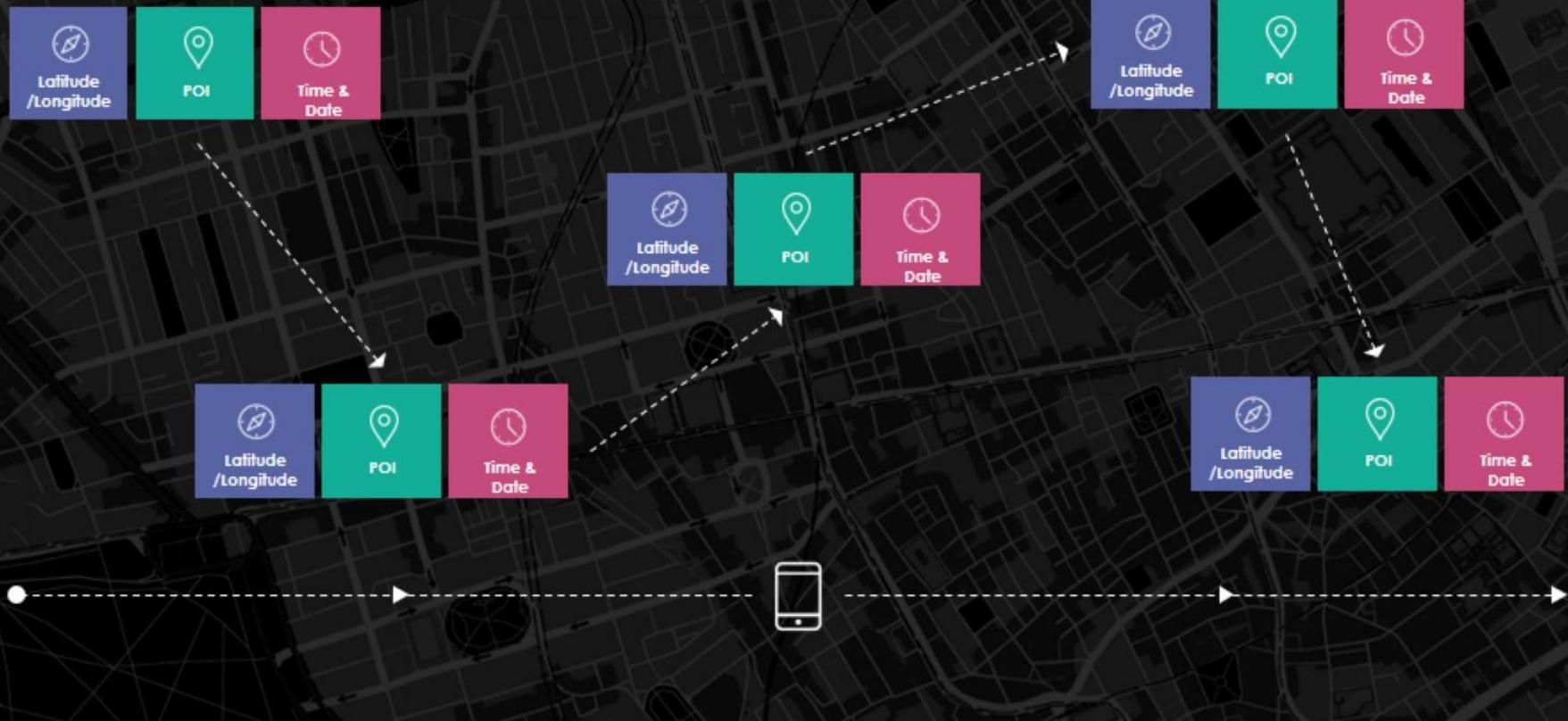
Targeting



Measurement

## 3 key datapoints

Accumulating location datapoints helps us build a behavioural profile



## 3 key datapoints

Accumulating location datapoints helps us build a behavioural profile



SUPERMARKET

1300, 15/08/2018



RESTAURANT

2000, 15/08/2018



GYM

1800, 15/08/2018



BUSINESS IP

1400, 15/08/2018



HOTEL WIFI

2200, 15/08/2018





# Movement data



Behaviour



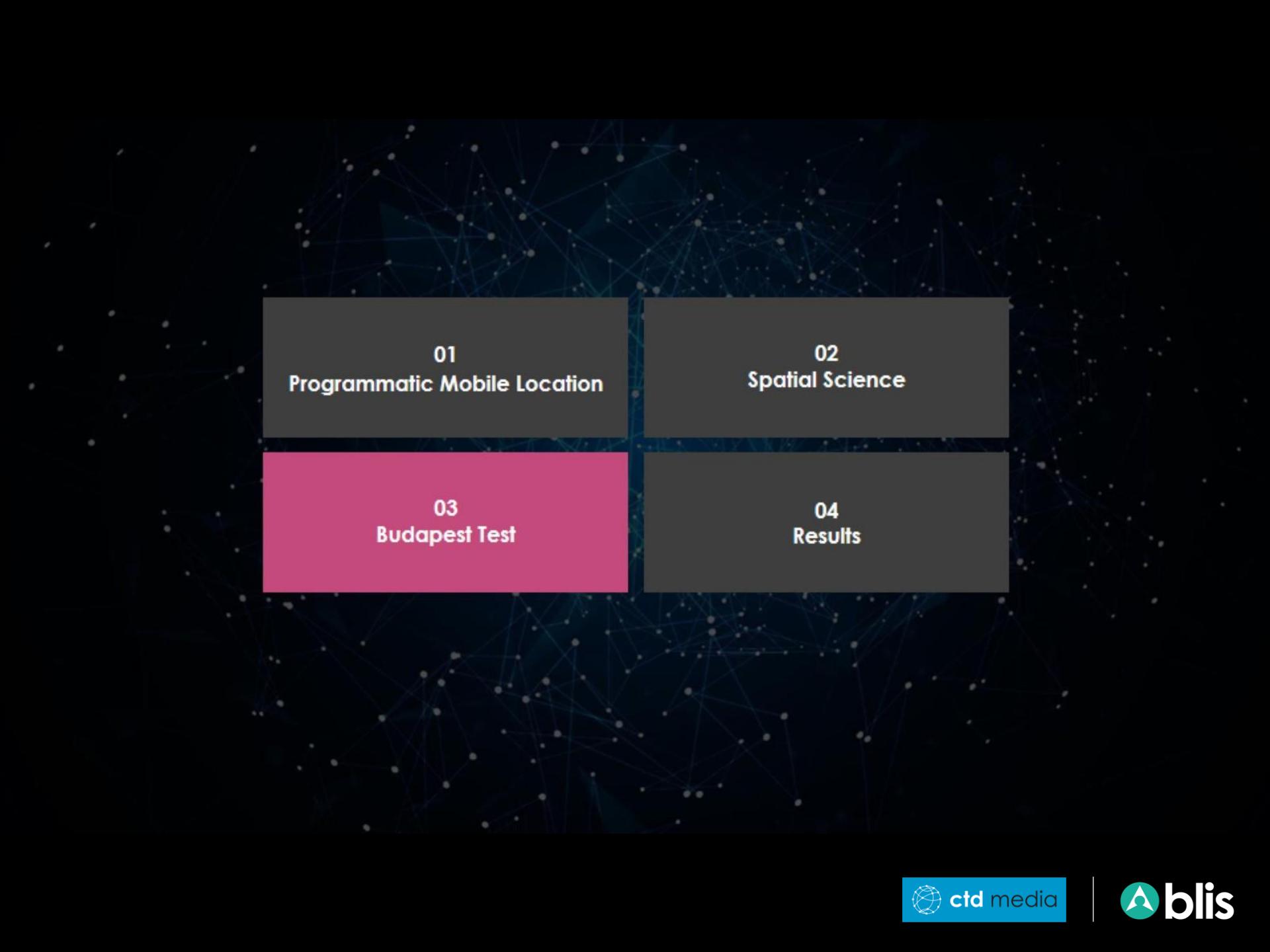
Then



Audience Profiling



Planning



01

**Programmatic Mobile Location**

02

**Spatial Science**

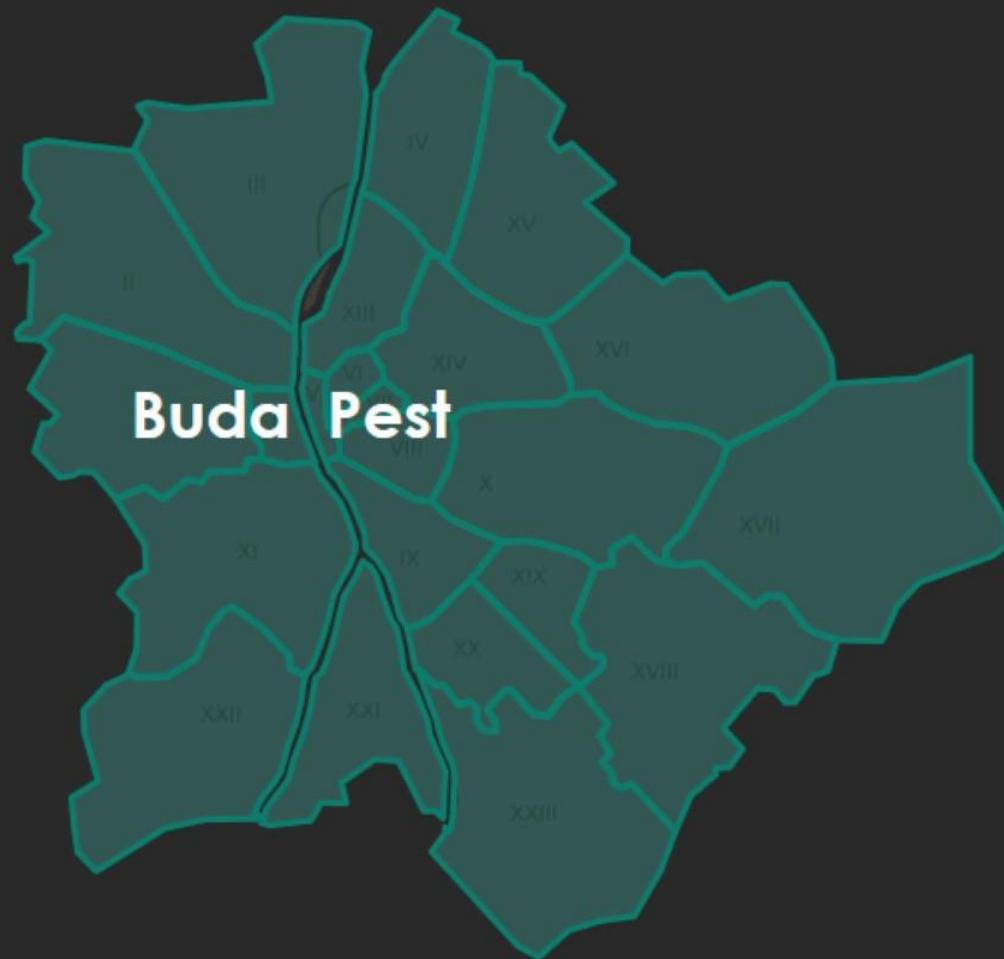
03

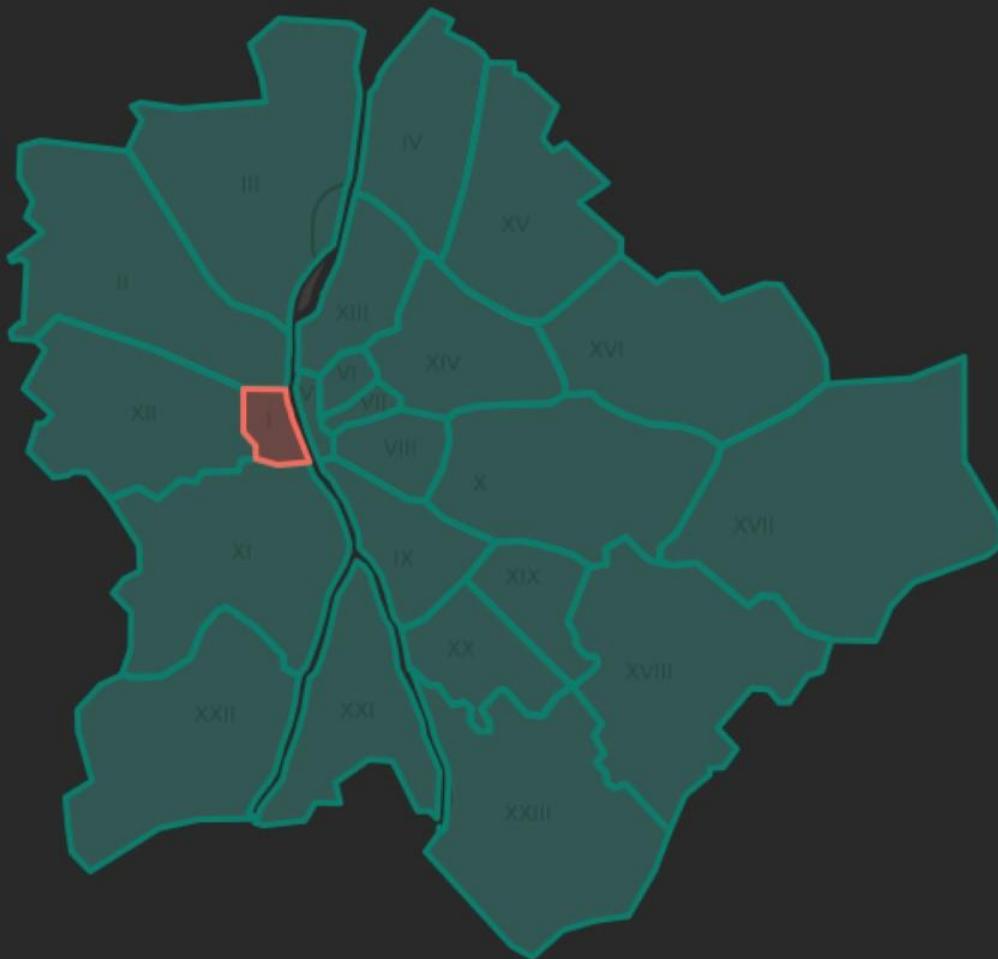
**Budapest Test**

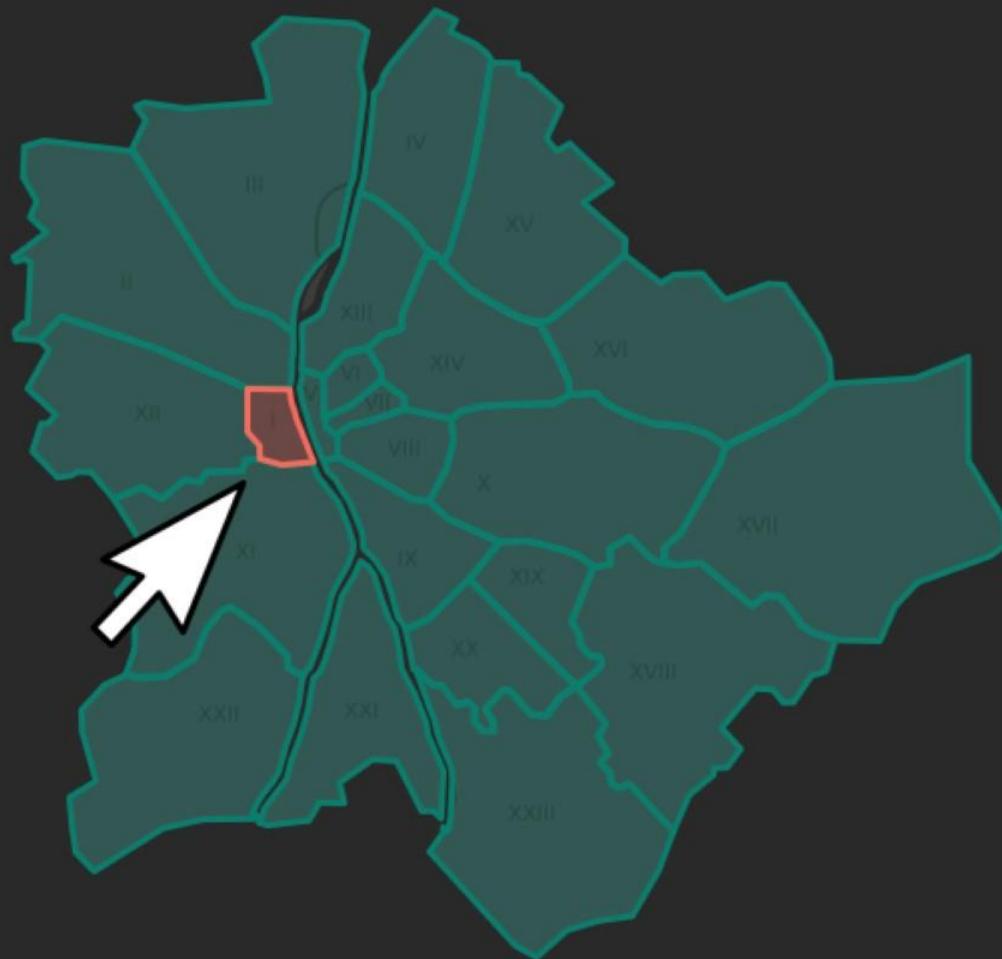
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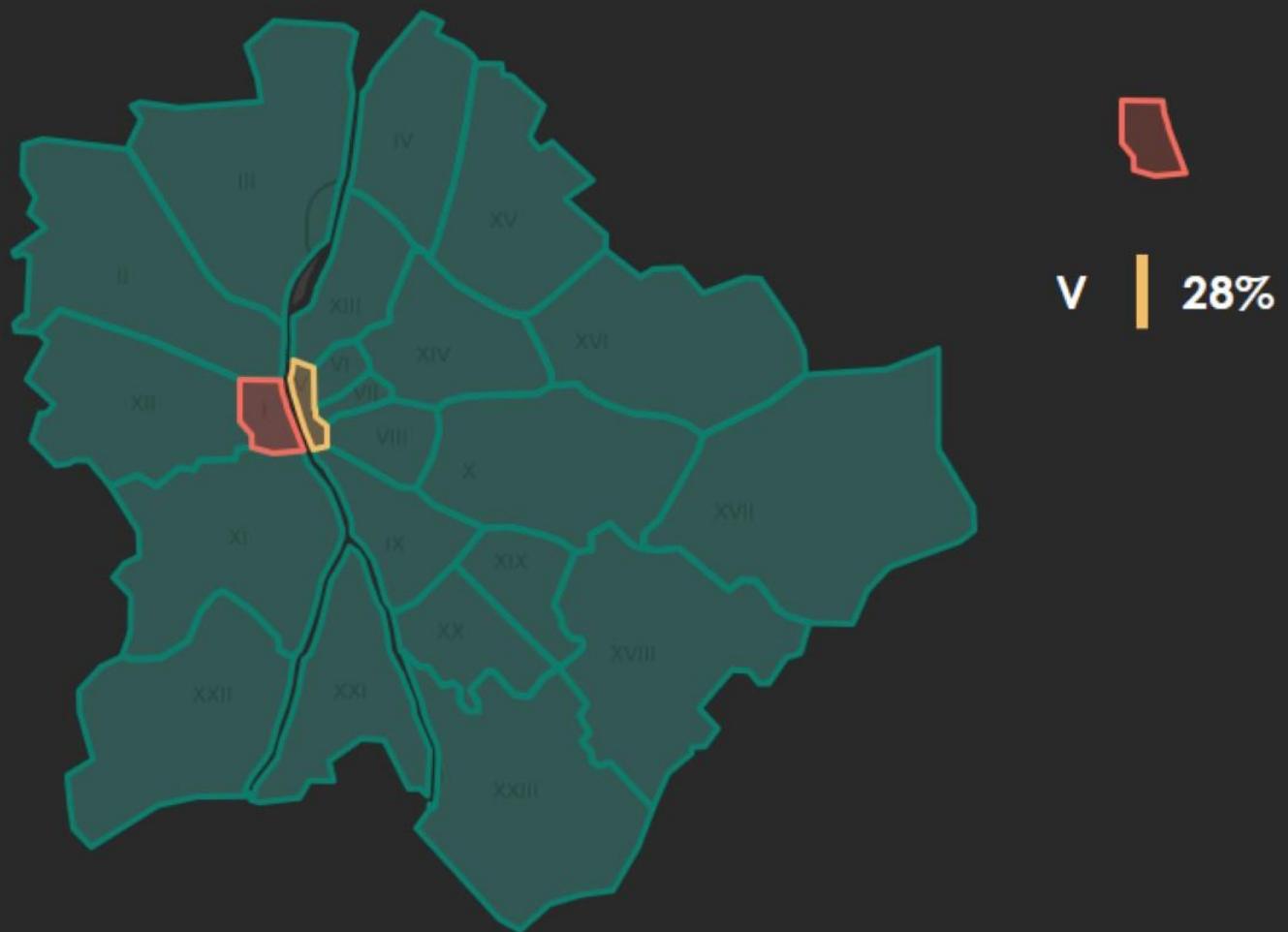
**Results**

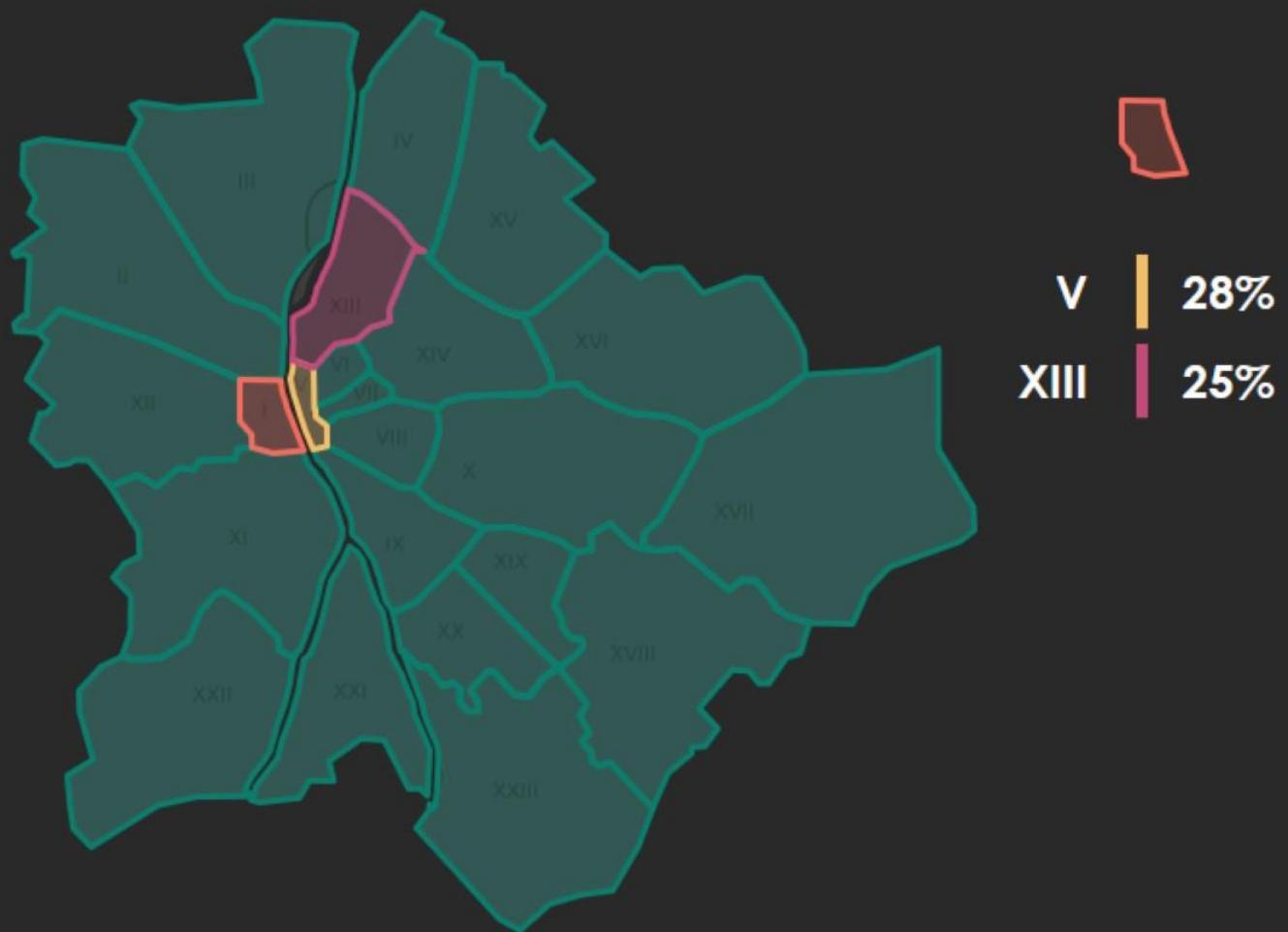


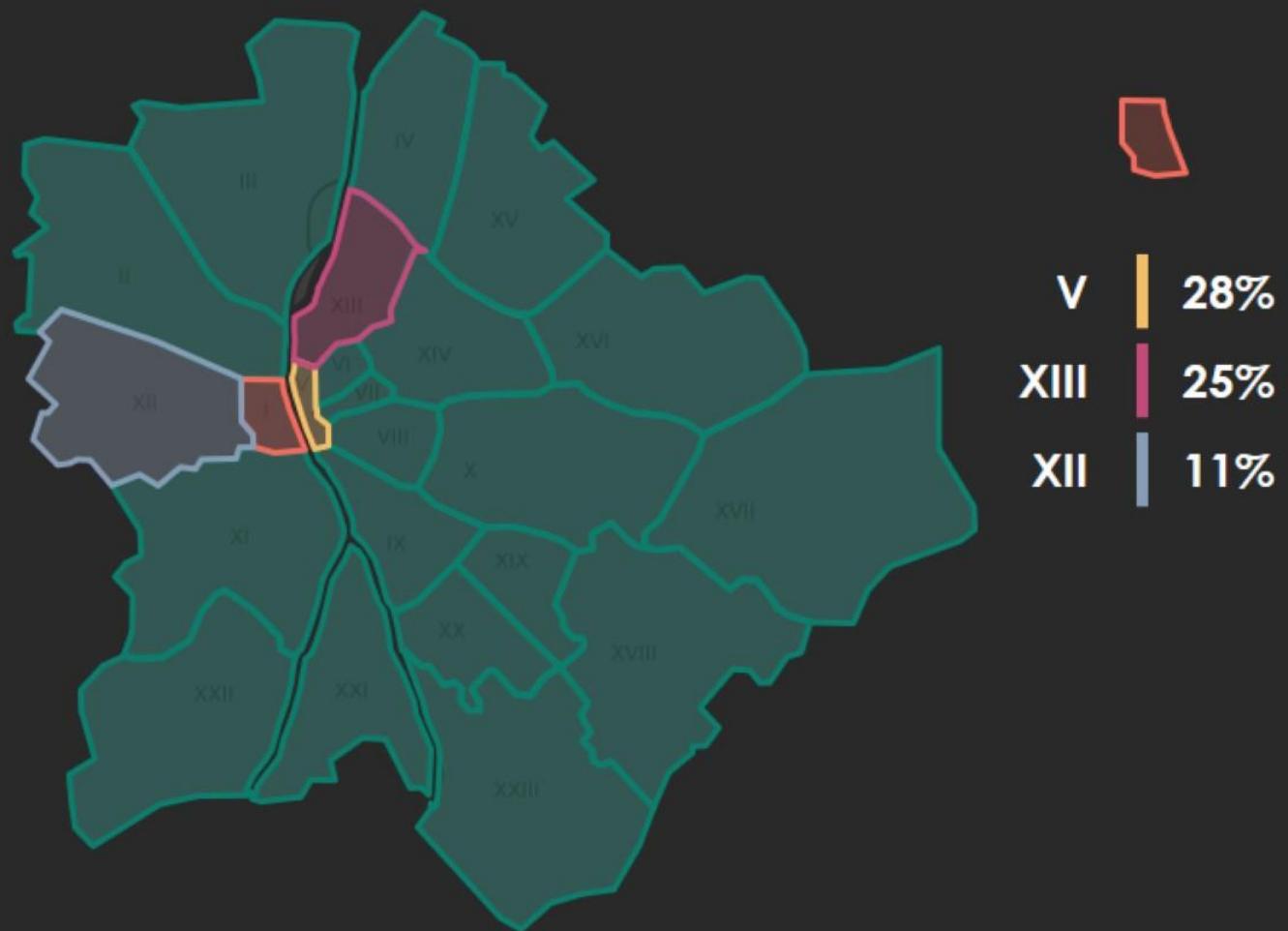


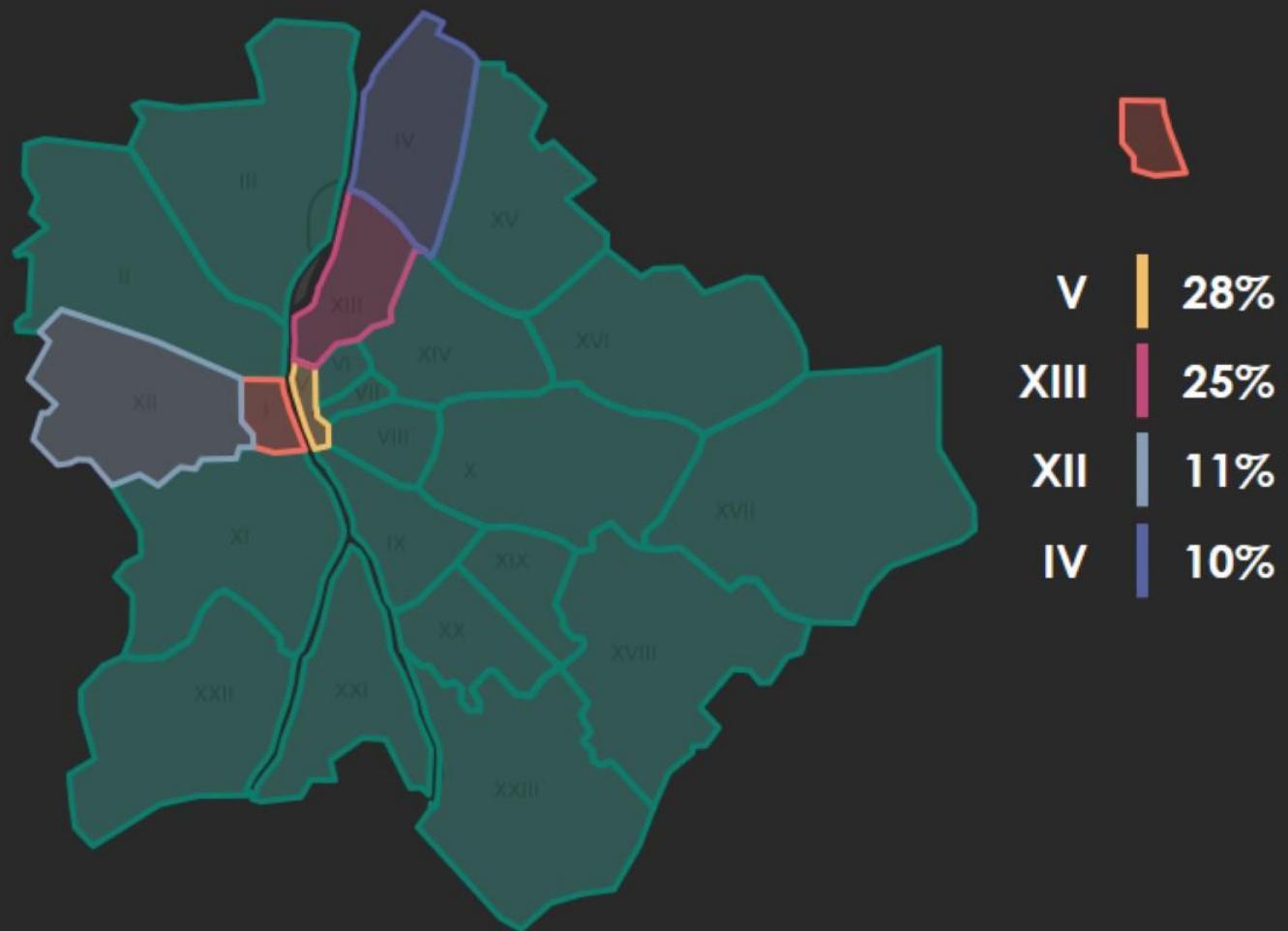


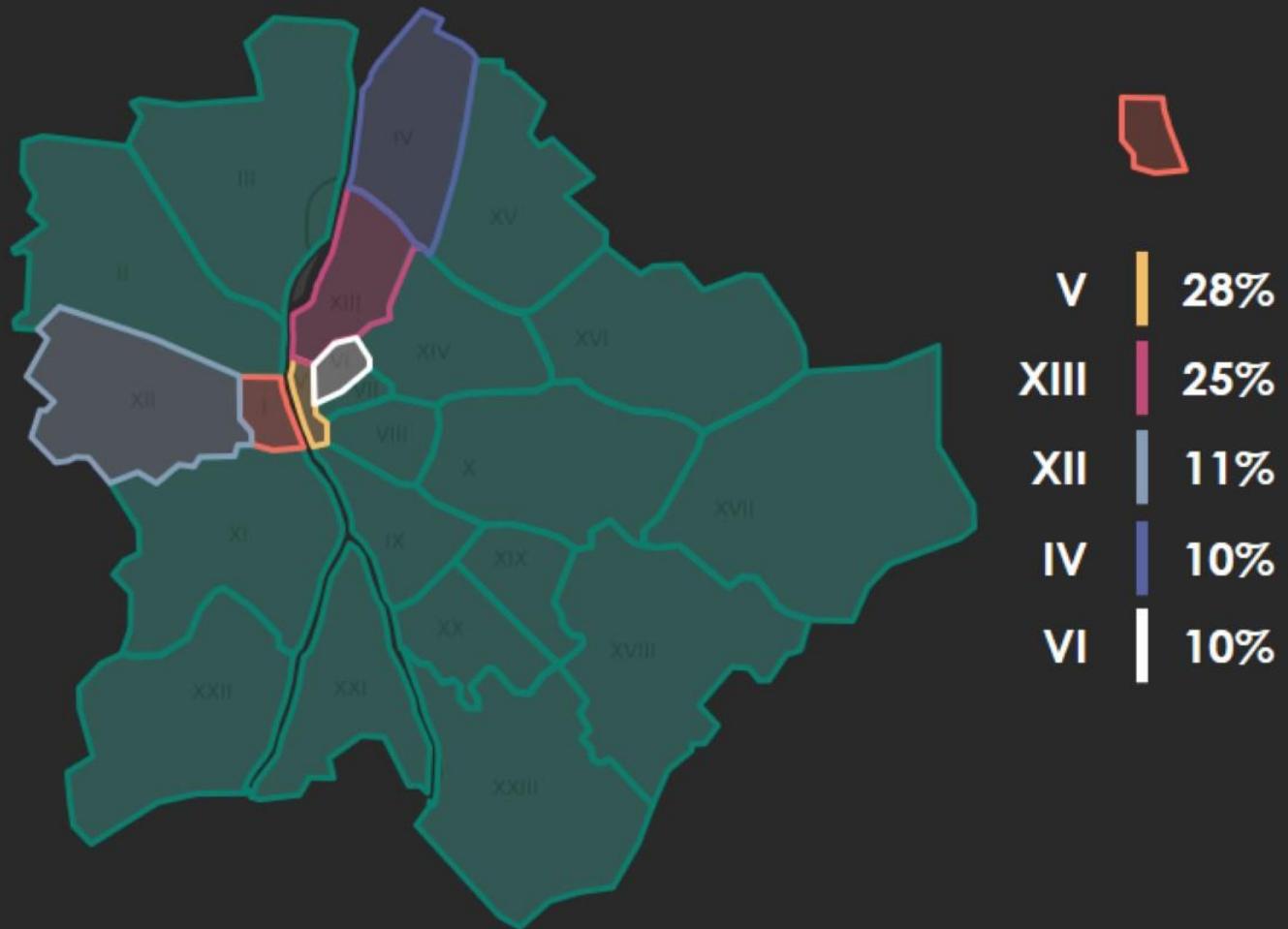
















Affluent



Arts & Ent



Automotive



Business



C2DE



Commuter



Travel



Fashion &  
Beauty



Food &  
Drink



Health &  
Fitness



Home &  
Garden



Retail



Sport



Tech  
Enthusiast





Affluent



Arts & Ent



Automotive



Business



C-Suite



Connected



Travel



Fashion &  
Beauty



Food &  
Drink



Health &  
Fitness



Home &  
Garden

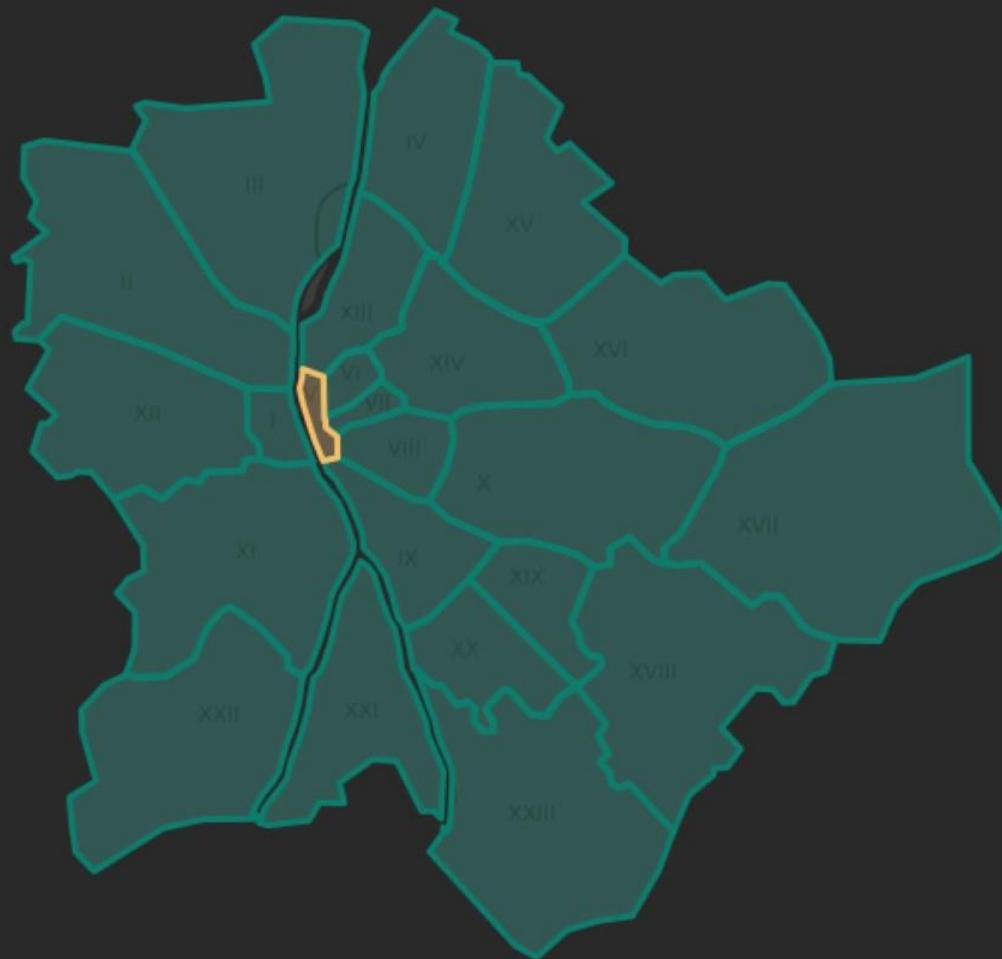


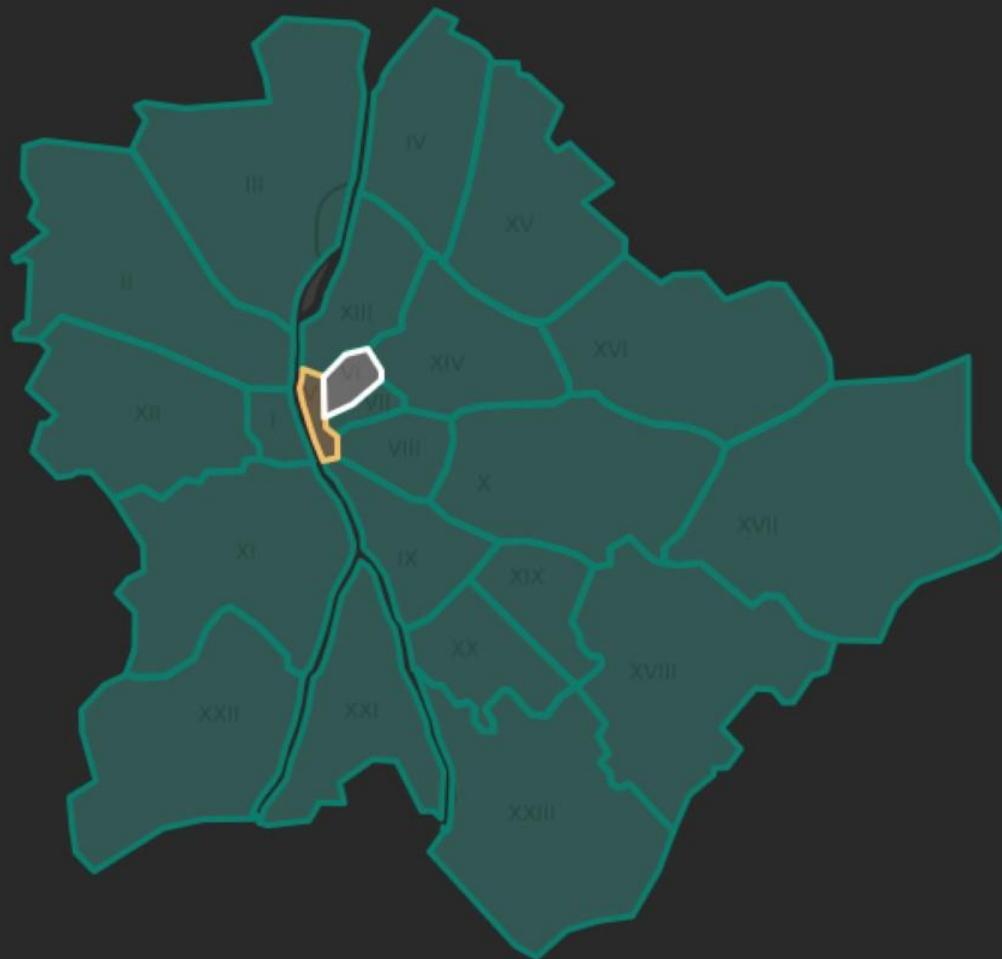
Retail



Tech  
Enthusiast





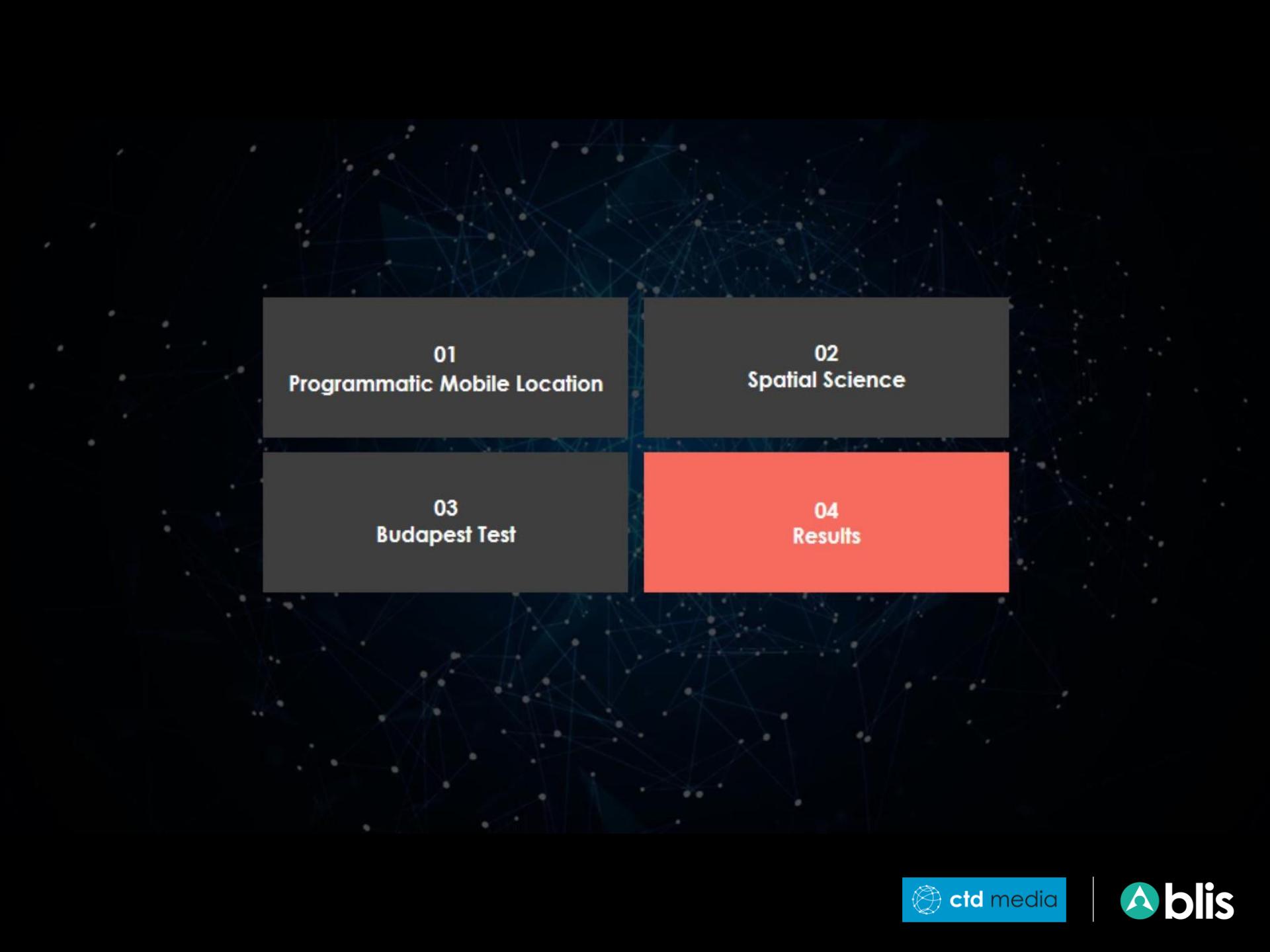












01

**Programmatic Mobile Location**

02

**Spatial Science**

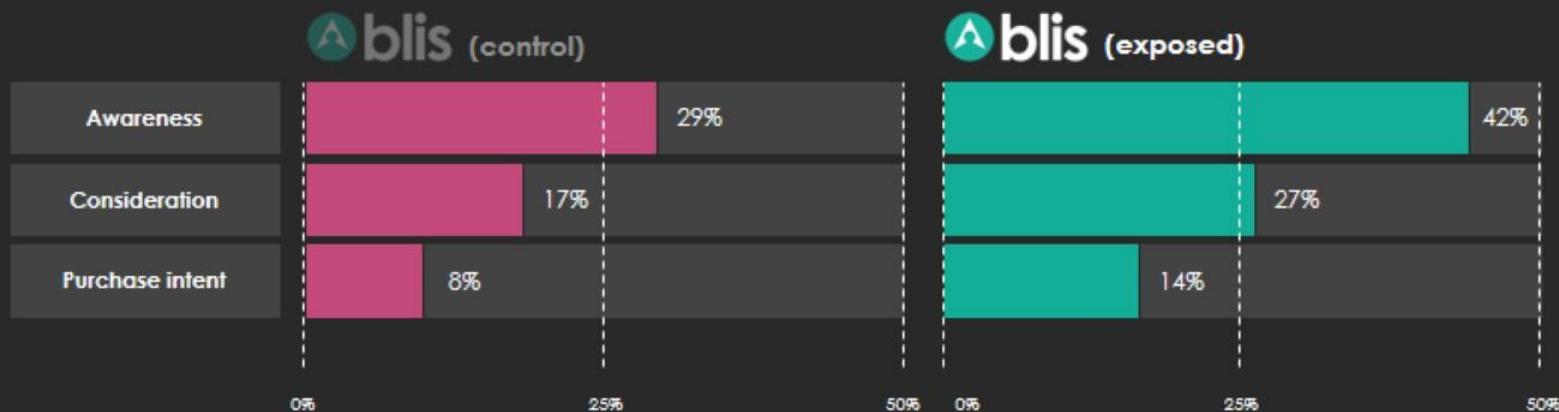
03

**Budapest Test**

04

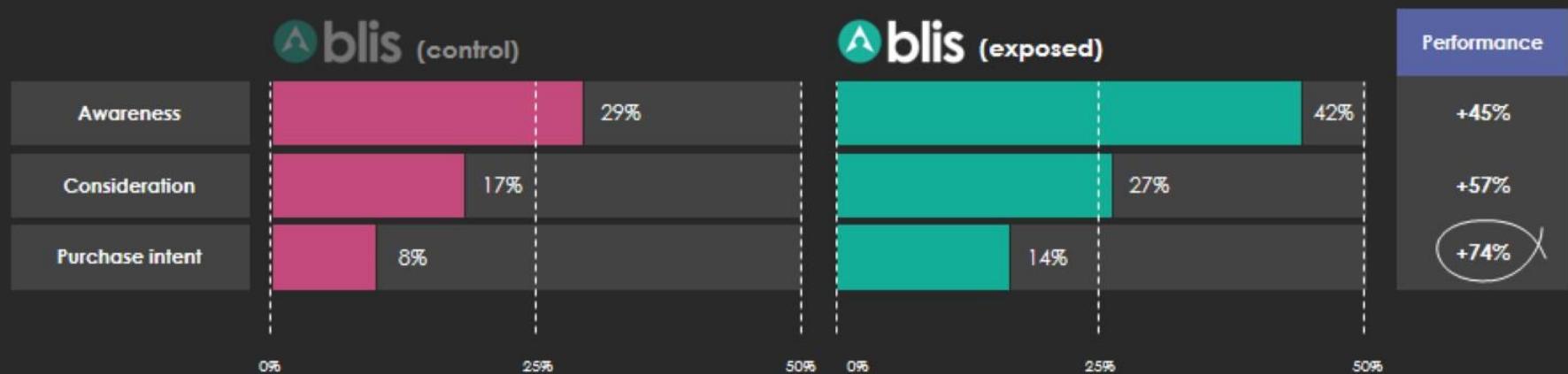
**Results**

## Soft metrics



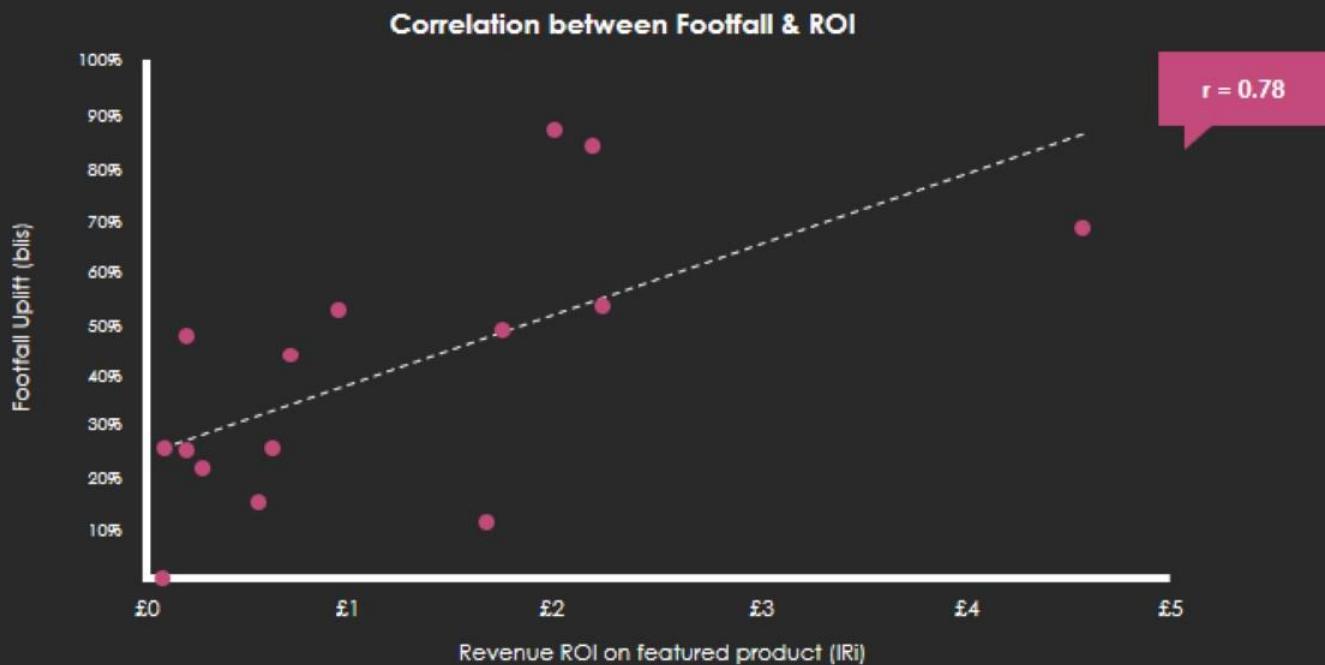
Source: OnDevice Research | Blis Brand Uplift Studies 2016-17 (n = 36 studies)

## Soft metrics

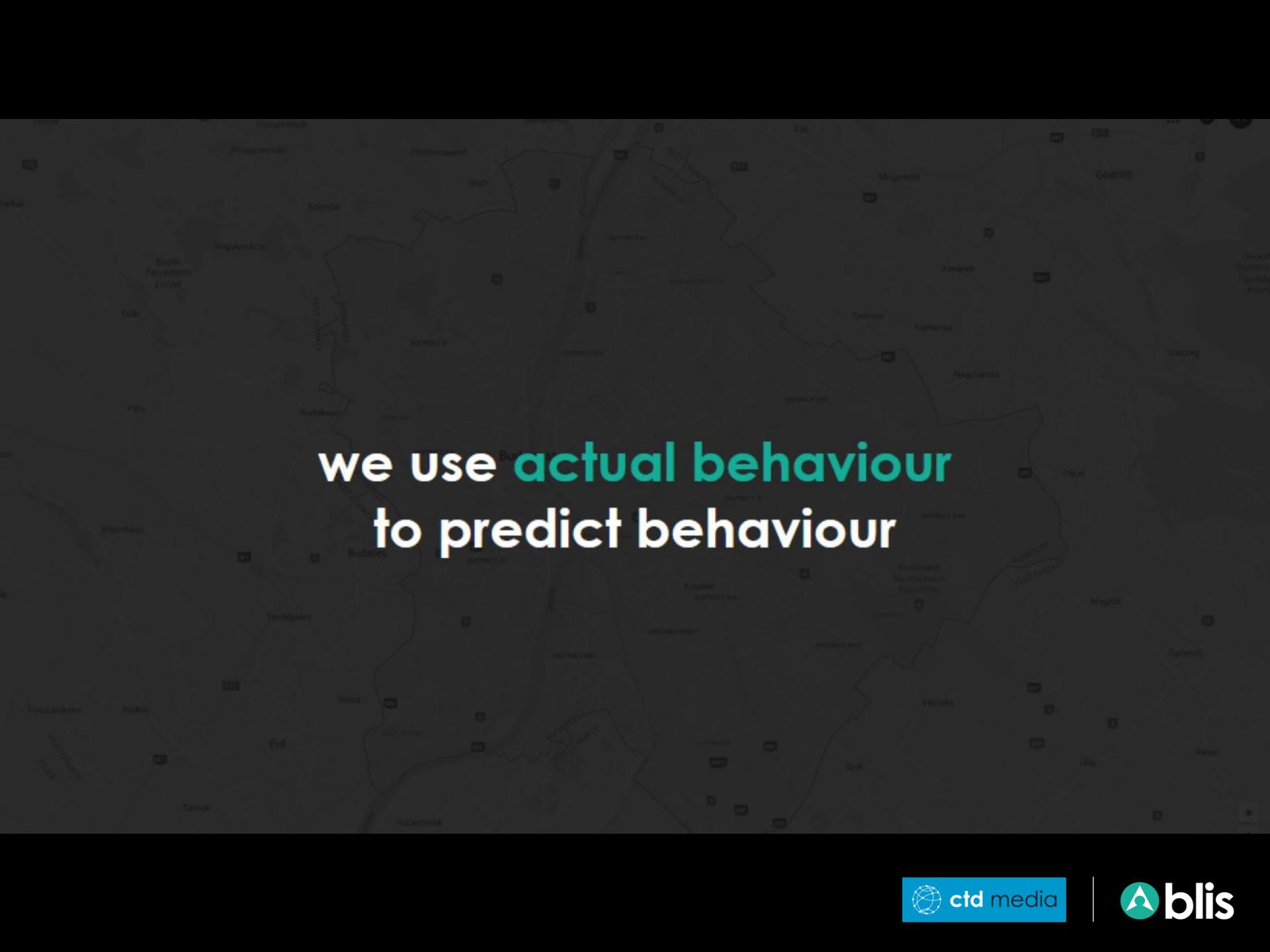


Source: OnDevice Research | Blis Brand Uplift Studies 2016-17 (n = 36 studies)

## Hard metrics



Source: IRI | Blis Sales Uplift Studies 2016-17 (n = 15 studies)



we use **actual behaviour**  
to predict behaviour



**Thank you**

Alex Wright // Head of Insight



# Connecting the Dots

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