



DRIVEN BY WHO'S INSIDE:

The Power of Mobile Data for Outdoor Advertising





ADAM PICKETT
SENIOR PRODUCT MANAGER



BROOKE BOBE
DIRECTOR OF BUSINESS DEVELOPMENT

OUR DATA DIFFERENTIATORS

WE SEE **OVER 600** LOCATION EVENTS
PER USER PER DAY

20 BILLION LOCATION EVENTS

20:1

TURNED INTO 1 BIL. ROUTES

USER IDENTIFIED EVERY

1.7

MINUTE

USER LOCATION UPDATED

1.5

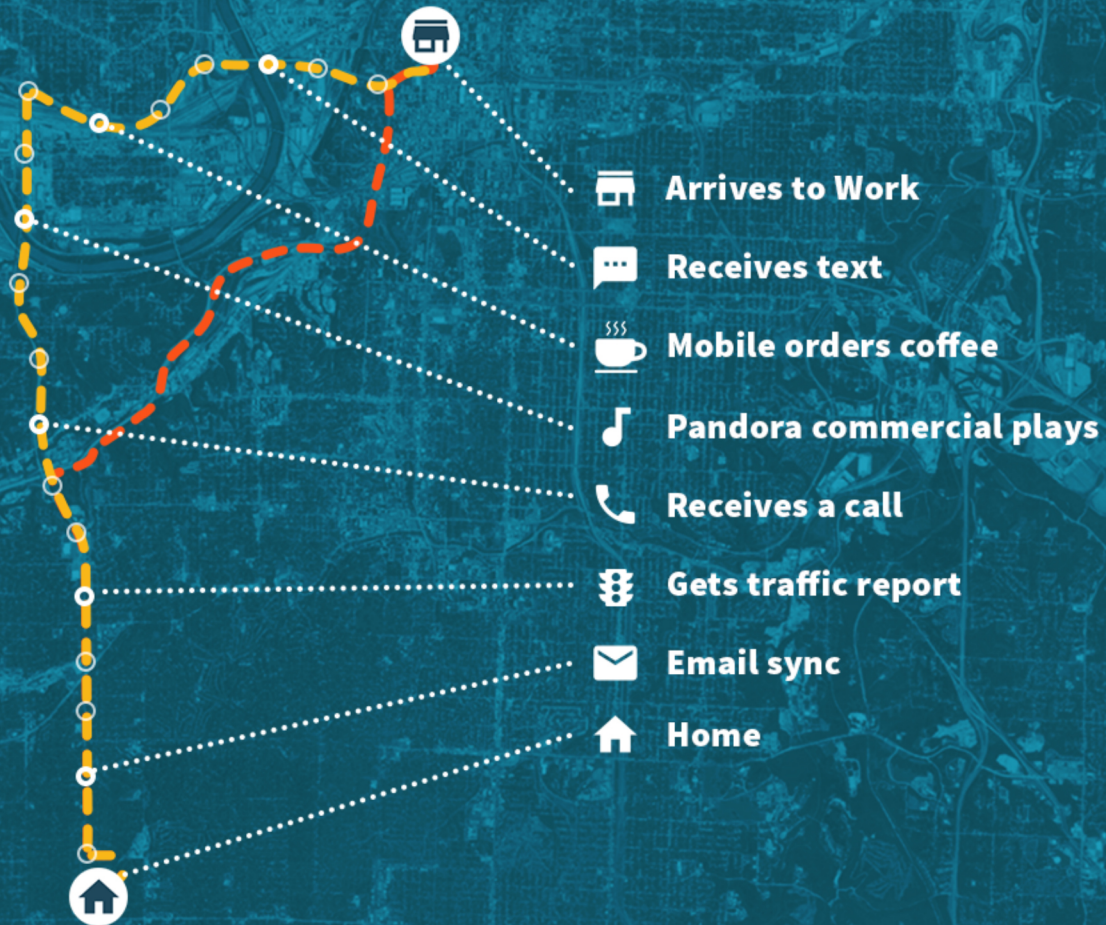
TIMES A MINUTE

WE ID DEVICE LOCATION

36

TIMES PER HOUR

DETERMINISTIC VS. PROBABILISTIC DATA



TODAY'S MOBILE CARRIERS ARE SITTING ON A VAST AMOUNT OF CRUDE OIL

P.F. CHANGS

MCDONALD'S

TACO BELL

ADVERTISEMENT

PANERA BREAD

BURGER KING

TEXAS ROADHOUSE

Q&A