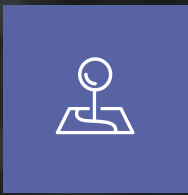# blis

Location makes advertising work.

Blis Path

Re-target audiences based on their historical behavioural data

Blis analyses where people have been and the content they have consumed in order to create customisable audience profiles.
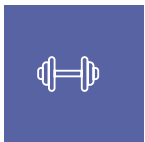
Location = Space + Time

trainline
3:00 pm
Football Stadium

tunein
9:00 am
Gym

Westfield

AccuWeather.com
6:30 pm
Shopping Centre

sky SPORTS
12:00 pm
Pub

Esquire
10:30 am
Coffee Shop

Soccer Legends
BUY NOW

Ways to reach your audiences:

Customisable audience groups	Focus on your brand or a competitor brand	Select behavioural patterns of specific audiences
Example:	Example:	Example:
Health & fitness fan **+** Yoga studio	QSR1 **+** QSR2	Visits gym 3 times a week (x3) **+** Visits a sports store once a month (x1)
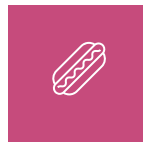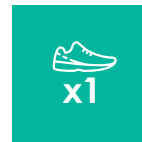
Blis Path can:

✓ Intelligently target a user at the best possible moment.

✓ Influence real world behaviour.

✓ Deliver strong brand engagement and propensity to purchase.