



Location makes advertising work.



## Blis Audience+

Enables advertisers to select profiles of users from 16 global audience packs, and re-target users in their homes, where they are most receptive to advertising and connected to Wi-Fi.

## Our Audience Packs

### Affluent

Male & Female, 25-54



### Commuter

Male & Female, 24-54



### Fashion & Beauty

Female, 18-34



### Retail

Female Skew, 18-34



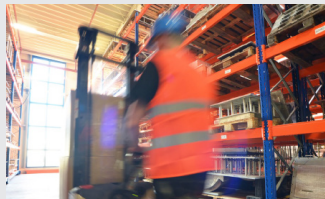
### Arts & Entertainment

Male & Female, 18-34



### C2DE

Male Skew, 34-55+



### Food & Drink

Male & Female, 18-55+



### Sport

Male Skew, 18-54



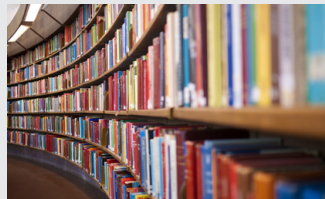
### Automotive

Male Skew, 24-54



### Education

Male & Female, 16-24



### Health & Fitness

Male & Female, 18-34



### Tech Enthusiast

Male Skew, 25-44



### Business

Male Skew, 34-54



### Family & Parenting

Female Skew, 24-54



### Home & Garden

Male & Female, 34-54



### Travel

Male & Female, 18-55+



## Blis Audience+ can:



Maximise engagement

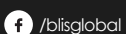


Drive performance



Scale audiences

## Contact us



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