



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



Ways to reach your audiences:

Customisable audience groups

Example:



Health & fitness fan



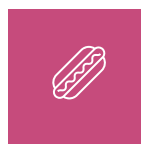
Yoga studio

Focus on your brand or a competitor brand

Example:



QSR1



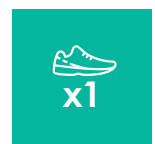
QSR2

Select behavioural patterns of specific audiences

Example:



Visits gym 3 times a week



Visits a sports store once a month

Blis Path can:



Intelligently target a user at the best possible moment.



Influence real world behaviour.



Deliver strong brand engagement and propensity to purchase.

Contact us