



Real Life. Mapped.

# Press kit

September 2019

#RealWorldIntelligence

# About Blis

Blis is the global leader in **real-world intelligence**. We specialise in understanding real, human behaviour by analysing vast quantities of mobile location data. This gives businesses a uniquely powerful tool: the truth about what people actually do, to improve consumer engagement and deliver measurable sales uplift.

Our Smart Platform provides **unmatched transparency, accuracy and scale** through three proprietary technologies: SmartPin, Smart Scale and Smart Places. This enables more effective planning, activation and measurement for marketers and business decision makers alike, fuelling the next generation of insight-driven marketing.

With **33 offices across five continents**, Blis works with the world's largest and most customer-driven companies across all verticals including Unilever, Samsung, McDonald's, HSBC, Mercedes Benz and Peugeot, as well as every major media agency to reach over a billion mobile devices a year.

Blis is backed by



BERINGEA



Unilever  
VENTURES

**2004**

Blis was established in the UK, bringing audience location data, consumer targeting expertise and real-world intelligence to brands

**2010**

Smart Scale rolled out for WiFi scaling on networks in UK, US and Australia

**2012**

Audience Targeting launched, our first historical location targeting solution

**2016**

\$25m Series B funding raised to launch Blis USA and expand the tech and executive team

**2008**

Blis raises its first VC funding round – Bluetooth and Infrared devices deployed at airports and events

**2011**

The first location ad impression purchased in real time using the Blis platform

**2014**

Blis continues international expansion with new hub offices in Singapore and Australia

**2019**

Blis operating in 33 markets and reaching over 1 billion devices annually

## Blis leadership



**Greg Isbister**  
Chief Executive  
Officer



**Aaron McKee**  
Chief Technology  
Officer



**Diane Perlman**  
Chief Marketing  
Officer



**Parm Dhami**  
Chief Financial  
Officer



**Dave King**  
Global Commercial  
Officer



**Harry Dewhirst**  
President

## Our technology

The Blis Smart Platform delivers actionable, real-world intelligence with unmatched accuracy, scale and transparency at its core. Derived from vast quantities of mobile location data, the platform provides valuable insights and precision targeting that delivers quantifiable results across Blis Analytics, Activation and Attribution solutions.



### Smart Pin

The first line of defence: our proprietary validation tool, Blis Smart Pin detects, cleanses and eliminates fraudulent location data via a multi-stage filtration process. Rest assured that our intelligence and insights are pulled from only the highest quality, most accurate location data. Our filtering is so stringent, we throw out about 80% of the raw data that we take in.



### Smart Scale

Global-scale and reach: We scale the data back up through our unique Wi-Fi scaling technology, which identifies and stores relationships between Wi-Fi IP addresses and specific geo-locations, such as an airport, shopping mall or university to provide accurate location targeting on a global scale.



### Smart Places

Points of interest database: home to over 300 million global locations in over 75 markets, we work with leading partners like Here, Google and Open Street Maps, alongside our dedicated POI team, to constantly add, verify and validate point of interest data, enriching our real-world intelligence.

## Key stats

75

markets

200+

employees

33

offices worldwide

## On the Blis Smart Platform

5 petabyte

Data Lake

100k

locations  
processed/sec

1 billion

unique devices  
reached

1/7th

of the world's  
population reached

8.5 billion

ads shown

In 2018

Every second, the Blis Smart Platform tracks mobile devices, worldwide, seen in...



13,000 airports



520,000 fast  
food restaurants



127,000 shopping  
malls



110,000 fitness  
centers



580,000 hotels

## Blis insights

Throughout the year we conduct research using data from the Blis Smart Platform. We also partner with industry-leading research companies around the world to deliver key insights into how audiences behave in the real world.

These reports vary across region and industry but always focus on providing real-world intelligence. To receive these reports as they are published do get in touch with our press team by contacting [press@blis.com](mailto:press@blis.com).

### Some recent examples include:

#### US Automotive State of the Nation 2019 Report

The study explores how auto brands and marketers must utilize visits, loyalty and crossover to stay ahead in the midst of disruption.

#### Real-world intelligence: Mapping human behaviour to effective mobile marketing

Shedding light on digital marketing preferences and strategy, the study uncovers why marketers are turning to real-world intelligence, how they are using it and what can be done to optimise their efforts.



## Contact us

Our press team loves working with media around the world to share news about Blis. If you're a member of the media and would like to talk, please get in touch with the team.

### Global

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### USA

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## Blis brand assets

For more insights, Blis design assets, further information about our leadership team or if there's anything you can't find on our website, do get in touch and the team would be happy to help.