



Real Life. Mapped.

# Press kit

April 2020

#RealLifeMapped



# About Blis

Blis is your **trusted location-powered advertising and analytics partner**, helping brands understand, reach and engage consumers globally to deliver measurable results. Because location data is the most accurate indicator of 'real' behaviour and intent at scale vs any other type of data, Blis uses this data to map real-world consumer behaviours based on where people are and where they've been, uncovering the truth about what people actually do.

Blis' Smart Platform provides unmatched transparency, accuracy and scale. Its three tried and tested proprietary technologies – Smart Pin, Smart Scale and Smart Places – and its new Smart Households technology allow for more effective planning, activation and measurement for marketers and business decision-makers alike.

Established in the UK in 2004, Blis now operates in 42 offices across five continents. Working 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, Blis reaches over a billion mobile devices a year.

Blis is backed by

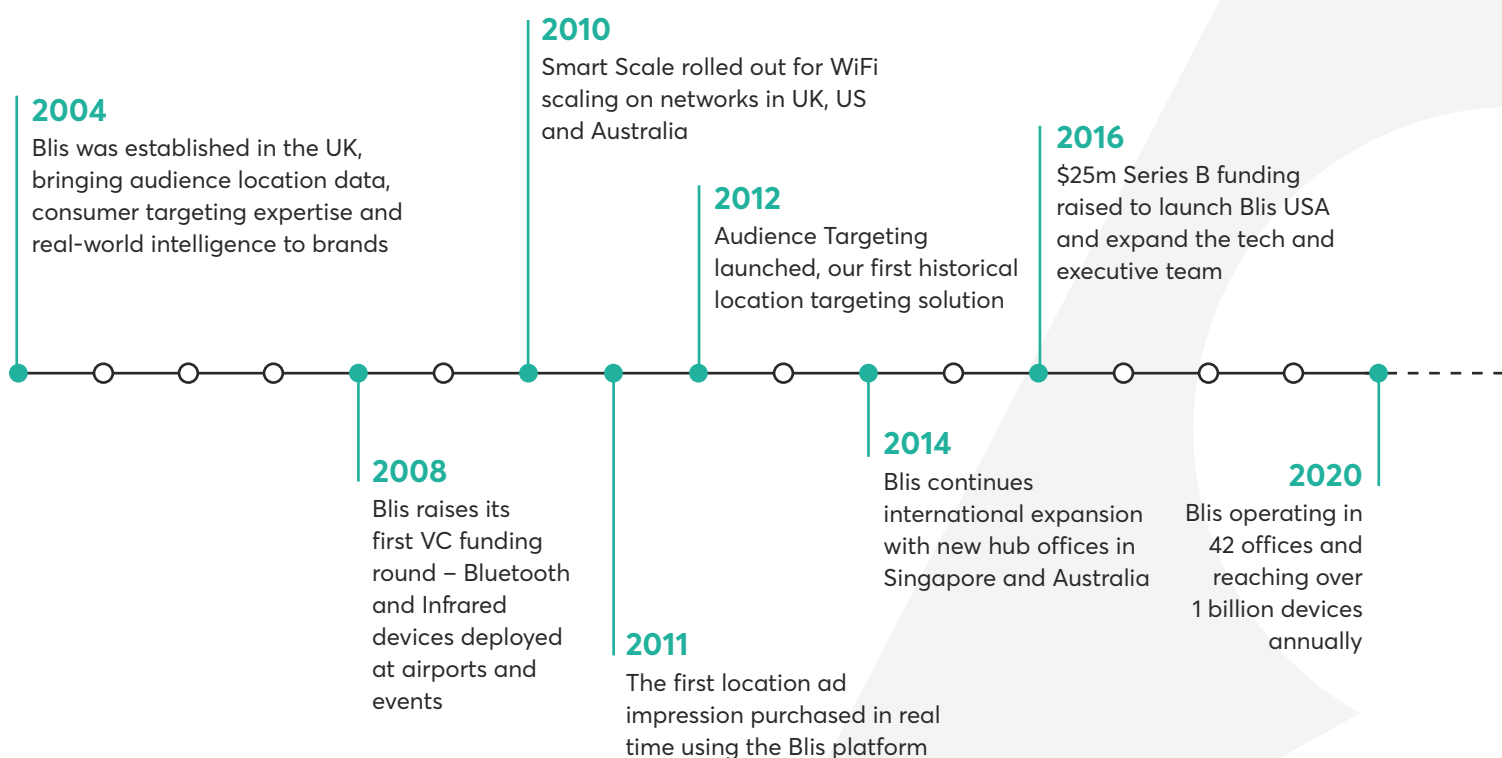


**BERINGEA**



Unilever

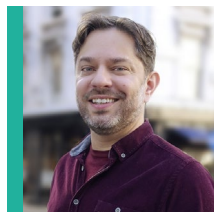
VENTURES



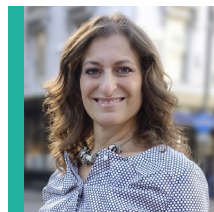
## Blis leadership



**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

## Our technology

The Blis Smart Platform delivers actionable, location 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.



### Smart Households

Connecting devices to homes globally: this proprietary technology enables increased scale and targeting potential for use across Blis products by connecting multiple device IDs with residential IP addresses creating an accurate and scaled household dataset.

## Key stats

**75**  
markets

**200+**  
employees

**42**  
offices worldwide

### Every day we...

Process  
**7 terabytes**  
of data

Monitor more than  
**1/4 billion**  
mobile devices  
worldwide

Listen to  
**18 billion**  
ad requests

Filter out  
**80%**  
of location data  
using Smart Pin

**1 billion**  
devices reached  
approximately

**1/7th**  
of the world's  
population reached

**8.8 billion**  
ads shown

In 2019

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



8,700 airports



1,708,000 fast  
food restaurants



355,000 shopping  
malls



1,023,000 fitness  
centers



1,075,000 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.





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## 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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## 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.



[press@blis.com](mailto:press@blis.com)