

**blis**[illegible]



Who we are

Blis is reinventing programmatic location-powered advertising for a privacy first-world.

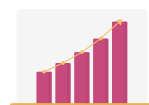
We deliver accurate targeting at scale without reliance on personal data, helping the world's largest brands and media agencies drive key business outcomes through personalised and high-performing digital advertising.



200+
employees



40+
global markets



25% YoY growth
during pandemic

6 terabytes of compressed data processed daily

Equal to:



1,300 full-length
DVD movies

or



300 copies
of Wikipedia!

5 petabytes stored in our data lake

Enough space to:

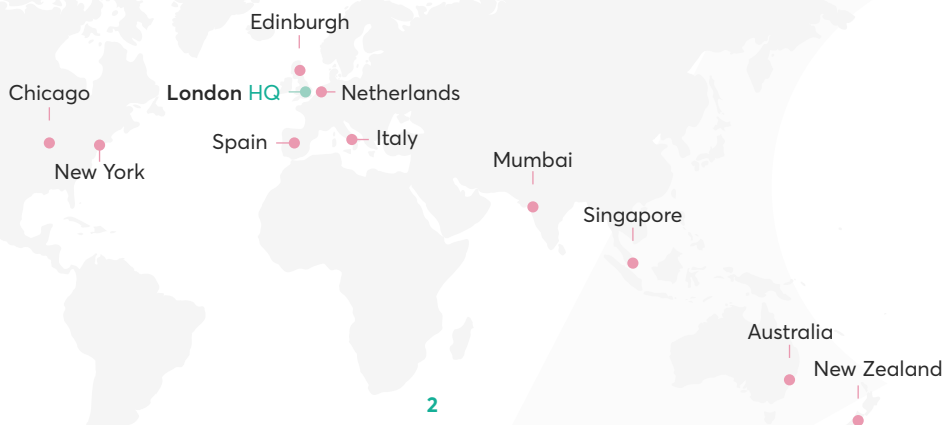
Film your
entire life...



24/7 in HD
for almost
20 years!

Blis has global offices including our HQ in London.

Plus resellers in over a dozen more countries.

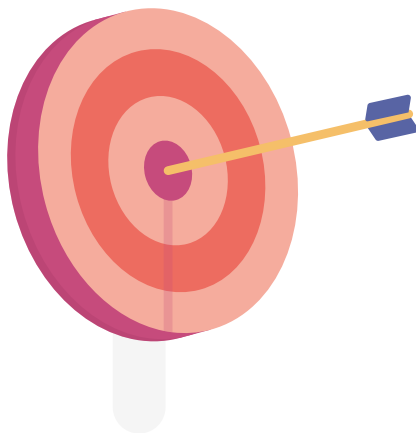




Our vision:

Our vision is simple but ambitious:

To be the undisputed leader
in location-powered advertising
and analytics.



Our mission:

To deliver impactful client outcomes using the power of our location intelligence in innovative ways to get the richest understanding of consumers and target them in a privacy friendly way. Our focus, determination and company values drive us toward these ambitious aims.

Our values:

Our values reflect our dynamic, inclusive and agile culture that we've built over 17 years. Our culture is made up of over 200 unique and diverse personalities.



Brave

We're leaders not followers

- Use a growth mindset
- Have the passion to innovate
- See possibilities, not barriers
- Take ownership

Love our clients

We're client obsessed

- Do what we say we'll do
- Build trusted relationships
- Act with integrity & honesty
- Deliver WOW!

Inclusive

We're one team

- Embrace diversity
- Have empathy & humility
- Be authentic & open
- Respect & support others

Solutions-driven

We're action oriented

- Simplify
- Know that speed matters
- Take calculated risks
- Be resourceful & agile
- Collaborate & break silos

Culture matters: People at Blis love our culture.

It's as simple as that. We hear it time and again. Even with people joining remotely during the pandemic, we consistently hear how friendly and welcoming everyone in the team is.



sports day



awards night!



river clean-up day



community engagement



community day



team bowling



growing successes...



Welcome



Cheers!



Diversity and inclusion matter: We are fully committed to creating a powerful culture of inclusivity and belonging through Rise, our grassroots, employee-led initiative that:

- **Embraces** diversity
- **Encourages** people to bring their authentic selves to work
- **Educates** everyone at Blis about matters of equality
- **Engages** with the wider industry community to drive social change

We partner to nurture industry talent:



"I think Blis goes beyond to make sure everyone feels welcome, everyone is themselves, there is no extra layer they have to put on just to fit in. And I think that's a plus in these days where you can bring yourself and your authenticity and also, not only that, get appreciated."

Yene Mulatu, Senior Software Engineer

People matter: At Blis, the people are our lifeblood. We hire for 'culture add' not culture fit.

We encourage people to bring their authentic selves to work and add to our culture – not just to fit in. Diversity of thought, ideas, backgrounds and cultures make us who we are. We're looking for more people to help us build an even more exciting, diverse and inclusive culture.

"The best thing about working at Blis? The culture, the team, it's extremely innovative and every day is a new challenge – I love that. I love coming to work every day."

Mitul Patel, Finance Director



"It's a great place to be creative and do all of the different things I love to do and work with some really fun people."

Shireen Kasad, Head of Design



Leadership matters: We have an experienced and diverse senior leadership team, who lead with empathy and openness.

They are all passionate about Blis and driven to create great teams and help the company succeed. We have a little motto at Blis, which is 'Enthusiasm is common. Endurance is rare.' **Our leaders are up for the challenge!**



Greg Isbister
CEO



Dave King
GCO



Parm Dhami
CFO



Diane Perlman
CMO



Aaron McKee
CTO



Amy Fox
VP of Product

We're industry recognised



We're proud of our award wins not only for being a great place to work, but also for our campaigns!

campaign
BEST PLACES
TO WORK 2021

Great
Place
To
Work.

2018 – 2020



MMA
MOBILE MARKETING ASSOCIATION
SMARTIES

THE MEDIUM
MARKETING
AWARDS



THE MEDIUM
MOMA
AWARDS

EFFECTIVE
MOBILE
MARKETING
AWARDS

Our leaders are also industry recognised:



40
OVER
40
campaign

Greg Isbister
CEO



2021 HONOREE
TOP WOMEN IN MEDIA
powered by **CRASH**

Diane Perlman
CMO



WACL Talent Award
Winner 2021

Jess Tagg
Group Head, UK Sales



Our technology & products

Blis uses real-world and online data, as well as behaviour and lifestyle indicators, to profile and understand audiences better than anyone else.

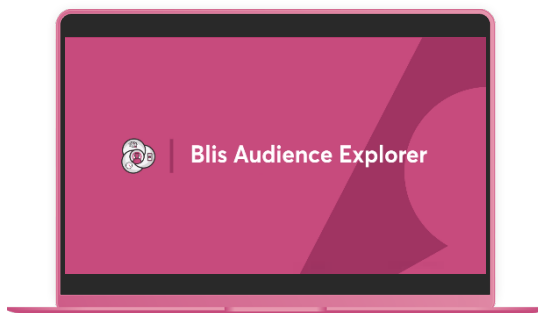
Using our proprietary technology, including GPS data verification and WiFi scaling technology, and our 370m opted-in global planning and measurement panel, we reach precise audiences at scale without reliance on personal data. This is key in this time of heightened focus on consumer privacy.

[Read more about our tech.](#)

And in 2021, we launched our most groundbreaking product yet.

**Watch our
Audience
Explorer
video
to learn
more.**


click to play



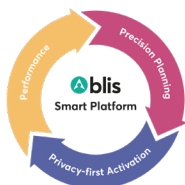
"It's an ever-changing environment. There's always something new to learn every day...spinning a lot of plates at one time...You always have to be thinking fast in order to get things done, and I find that really exciting!"

Adelaide Atomey, Technical Account Executive



We help clients plan, activate and measure their campaigns in a privacy-friendly way.

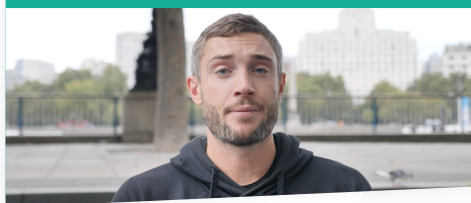
[Read more about our solutions.](#)



We partner 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. And we deliver ads to 1/5th of the world's population. We even rolled out new products during the pandemic to help solve our clients' challenges.

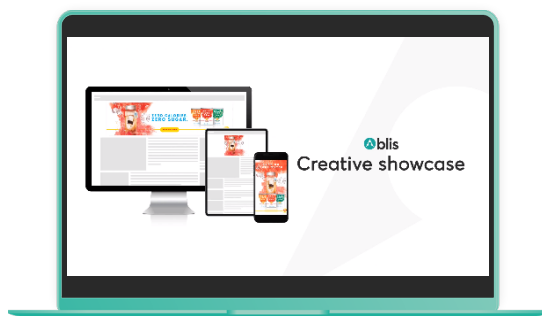
"The thing that really resonates with me is the culture. The people here are just brilliant, really pioneering in their way of thinking, also the diversity of the brands we work across...there's a lot of passion points for me and it's a really brilliant company to work for."

Scott Holder, Head of Sales, International



Our Creative Showcase


[click to play](#)



To sum it all up, we're:



Globally battle tested to deliver results



A GDPR & CCPA compliant location-powered DSP



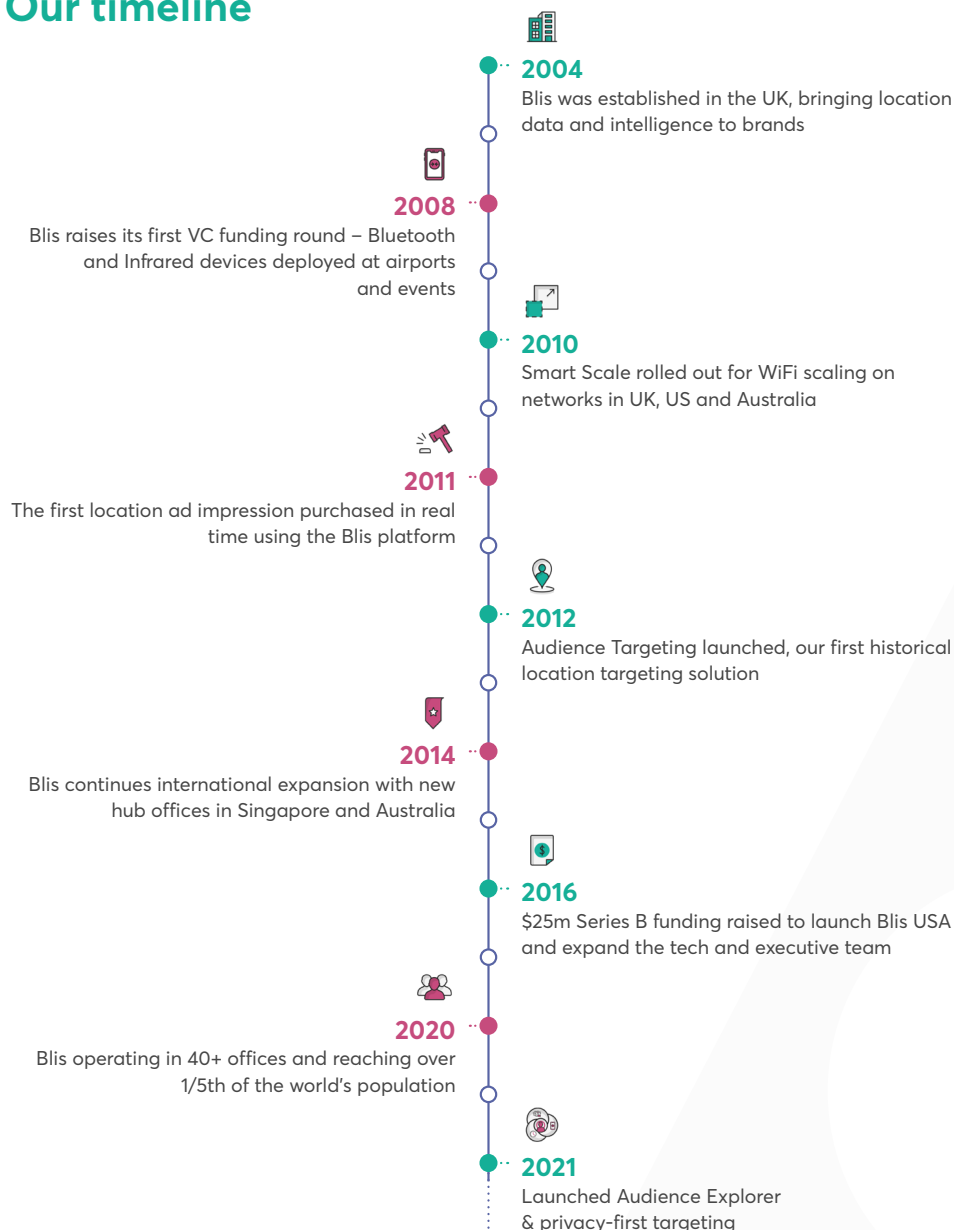
Strong in the CPG, Retail, QSR, Grocer, Auto and Travel/Tourism categories



We own our own tech stack

And we're backed by one of the top CPG brands in the world via Unilever Ventures.

Our timeline



Why work at Blis?

Our culture is second to none.



We're open and transparent with our team



We hire on 'culture add' – not 'do you fit?' but 'what do you bring?'



Our flat organisation means quick decision making & high impact



Our scale-up mentality means everyone has a voice



Diversity, inclusion & belonging are embedded into company values & DNA



"Diversity is a huge thing in our organisation as one of our central pillars of the business and we want to create an environment where people feel they can bring their authentic self to the company and feel accepted for their beliefs. It's something that we've put a huge amount of effort into as a business."

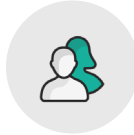
Charlie Smith, MD, Europe

Benefits:

We offer flexibility, growth and community.



Flexible, hybrid
working



Shared parental leave



Birthday day off



Life, career and
wellbeing coaching



Global volunteer day



Peer-to-peer employee
rewards platform



'Early finish' Fridays



"I love the flexibility. Being a mom, being able to work from home and go into the office when you can enjoy the time with the team – that's definitely my favourite thing."

Beatriz Vieira, Global head of PR & Content



Join us

What are you waiting for?

#LifeisBlis



Real Life. Mapped.

