



GEOPULSE AUDIENCES GUIDEBOOK

TABLE OF CONTENTS

- Geopulse Audience: Your Solution for Quality Audience Targeting..... 5
- Build Your Own Custom Geopulse Audiences 6
- Select from Ready-to-Use Geopulse Audiences..... 8
- Geopulse Audiences: Categories & Subcategories..... 10
- Geopulse Audiences: Sample Segments & Use Cases By Vertical
 - Retail*12
 - QSR & Restaurant* 16
 - Auto* 20
- Geopulse Audiences: List of All Segments24
- How To Get Started36
- The Location Strategy Team.....38
- The Factual Advantage 40



YOUR SOLUTION FOR QUALITY AUDIENCE TARGETING

The way people behave in the real world can reveal more about their needs and desires than online browsing behavior alone.

Factual's Geopulse Audience™ lets you target based on people's real world behavior using the best data available in mobile marketing — so you reach the right consumers with the right message, every time.

DESIGN YOUR OWN HIGHLY-CUSTOMIZED AUDIENCES

Build your own audiences based on nuanced behaviors, including recency, frequency, and patterns (*like drives to work*) using Factual's self-service Geopulse Audience Designer. Or reach out to our [Location Strategy Team](#) for assistance at no additional cost.

- or -

SELECT FROM READY-TO-USE GEOPULSE AUDIENCES

Select from Factual's Geopulse Audiences — a collection of **over 600 audiences** designed by our location experts—available in your favorite DSP, DMP, or ad buying platform.

[View our partners.](#)

GEOPULSE CUSTOM AUDIENCES

Use Factual's self-service Geopulse Audience Designer to create your own highly-customized audiences based on mobile users' real world behavior. Layer place-based audiences with Factual's geographic, demographic, behavioral, and brand affinity segments to create the perfect audience for your needs.



GEOPULSE AUDIENCE DESIGNER

DESIGN NAME: Bacon Egg Burrito | TARGETING CODE: qsr_breakfast | DATA SOURCE: GP Data Co-Op | Factual: strategy@factual.com

AUDIENCE NAME: Fast Food Breakfast Eaters

Places: United States

DEVICES THAT HAVE VISITED:

- FACTUAL PLACES IN: United States
- FREQUENCY: At least once
- TIME WINDOW: 1 month
- TIME OF DAY: Specific times: Morning
- DAY OF WEEK: Any day of the week

REACH: 3,056,700 | IMPRESSION CAPACITY: 90,282,100

Audience Summary: Fast Food Breakfast Eaters. Devices that have visited places in the United States where chain equals McDonald's, Taco Bell, Burger King, Subway, Chick-Fil-A, Jack in the Box, or Wendy's in the morning during the last month.

ADD PLACES: CHAIN EQUALS: McDonald's, Taco Bell, Burger King, Subway, Chick-Fil-A, Jack in the Box, or Wendy's

Geographic: Country, State/Region, City, Postcode, DMA (US Only)

Demographic: GENDER, PARENT, RACE (US ONLY)

Create custom segments across a comprehensive set of observed real world behaviors.

- Target place based behavior including visitation to specific places, merchants, and chains.
- Specify desired frequency and/or recency of place visitation.
- Narrow targeting to specific times or days.

DEVICES THAT HAVE VISITED:

- FACTUAL PLACES IN: United States
- FREQUENCY: At least once
- TIME WINDOW: 1 month
- TIME OF DAY: Specific times: Morning
- DAY OF WEEK: Any day of the week

ADD PLACES: CHAIN EQUALS: McDonald's, Taco Bell, Burger King, Subway, Chick-Fil-A, Jack in the Box, or Wendy's

LET OUR LOCATION EXPERTS HELP

Factual's Location Strategy Team helps with planning, targeting recommendations, and custom segment creation at no additional cost. Reach out to strategy@factual.com any time.

READY-TO-USE GEOPULSE AUDIENCES

Factual's Geopulse Audiences are a collection of **over 600 ready-to-use audiences** designed by our location experts. Target users based on specific places they visit, or select behavioral segments that describe *who they are* based on their place visitation and behavioral patterns over time.

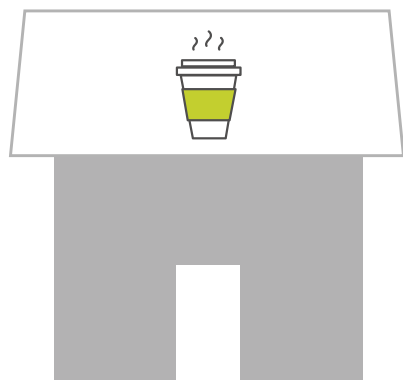
Factual's Geopulse Audiences are available in your favorite DSP, DMP, or ad buying platform. [View our partners.](#)

GEOPULSE AUDIENCES: TOP-LEVEL CATEGORIES

WHAT THEY DO:

BRAND SHOPPERS

Brand Shopper segments describe mobile device users based on real-world visits to specific, branded locations.



PLACE CATEGORY VISITORS

Place Category Visitor segments describe mobile device users based on the types of places they visit. These segments describe users' real-world visits to categories of businesses and points of interest.



WHO THEY ARE:

BEHAVIORAL SEGMENTS

Behavioral segments describe mobile device users based on their real-world behavioral patterns.



DEMOGRAPHIC SEGMENTS

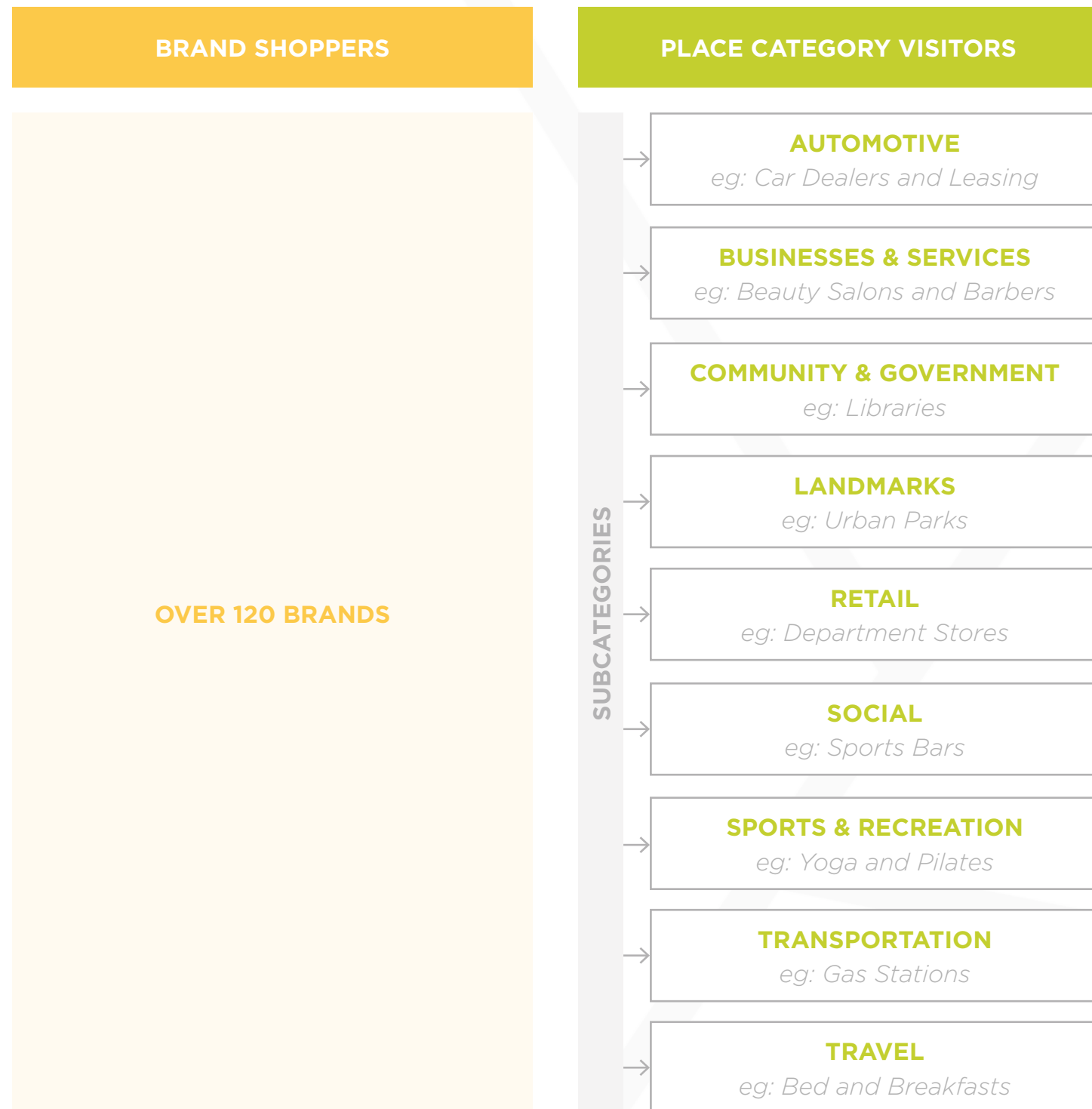
Demographic segments describe mobile device users based on their age, gender, parental status, race, and household income.



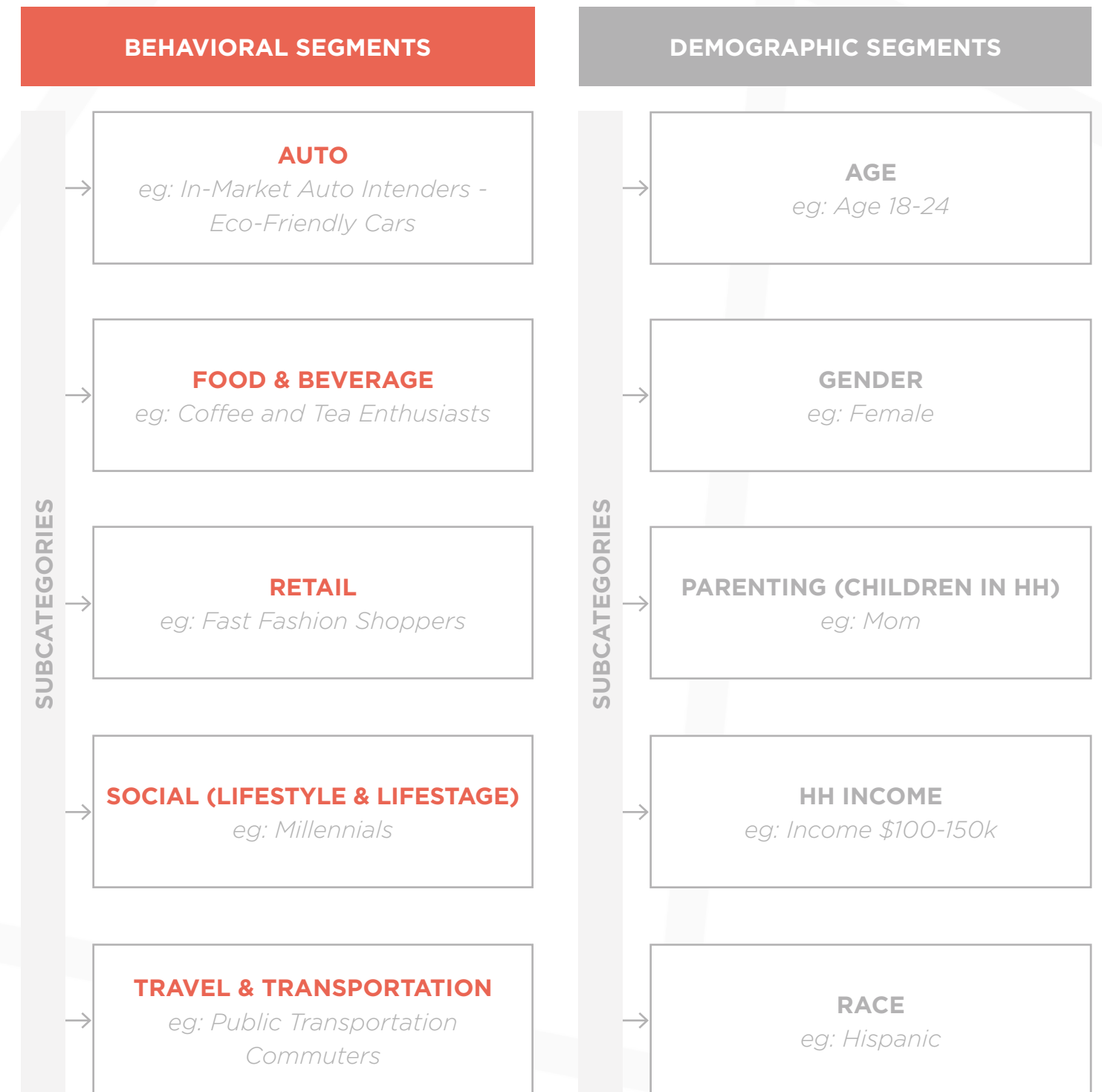
GEOPULSE AUDIENCES

TOP-LEVEL CATEGORIES & SUBCATEGORIES

WHAT THEY DO:



WHO THEY ARE:



GEOPULSE AUDIENCES

SAMPLE OF SEGMENTS FOR RETAIL

WHAT THEY DO:

WHO THEY ARE:

BRAND SHOPPERS

BRAND

Factual > Geopulse Audience > Brand Shoppers

Ace Hardware
 American Eagle Outfitters
 Autozone
 Barnes & Noble
 Bed Bath & Beyond
 Best Buy
 Big Lots
 Costco
 Dick's Sporting Goods
 Family Dollar Store
 Famous Footwear
 Foot Locker
 GameStop
 Jo-Ann Fabric and Craft Stores
 Kmart
 Kohl's
 Lane Bryant
 Lowe's
 Macy's
 Marshalls
 Michaels
 Nordstrom
 Office Depot
 Old Navy
 Sears
 Sephora

PLACE CATEGORY VISITORS

RETAIL

Factual > Geopulse Audience > Place Category Visitors > Retail >

Arts and Crafts
 Beauty Products
 Bicycles
 Bookstores
 Children
 Computers and Electronics
 Costumes
 Dance and Music
 Department Stores
 Discount Stores
 Fashion
 Food & Beverage
 Party Supplies
 Pets
 Shopping Centers and Malls

SPORTS AND RECREATION

Factual > Geopulse Audience > Place Category Visitors > Sports and Recreation >

Golf
 Water Sports > Boating
 Yoga and Pilates

BEHAVIORAL SEGMENTS

RETAIL

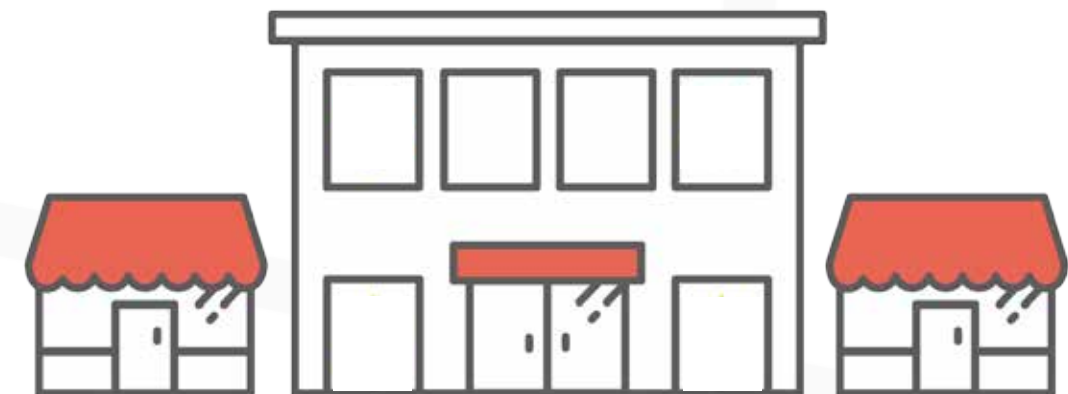
Factual > Geopulse Audience > Behavioral > Retail >

Activewear Shoppers
 Big Box Shoppers
 Eco-Friendly Shoppers (Green Shopper)
 Electronics Shoppers (Electronics Buyer)
 Fast Fashion Shoppers
 Holiday Shoppers
 Home Improvement Shoppers
 Luxury Fashion Shoppers
 Luxury Goods Shoppers (Affluent Consumer)
 Mobile Phone Shoppers
 Pet Owners and Pet Store Shoppers
 Pharmacy Shoppers
 Value Conscious Shoppers
 Video Game Shoppers

SOCIAL

Factual > Geopulse Audience > Behavioral > Social >

College Students
 Disney Enthusiasts
 Expecting Parents
 Family Fun Lifestyle (Family Fun Activities)
 Golfers
 Gym and Fitness Lifestyle
 Luxury Lifestyle
 Men's Lifestyle
 Millennials
 New Home Owners
 Newlyweds
 Young Professionals



EXAMPLE USE CASE: RETAIL

SCENARIO: A big box electronics retailer planning an upcoming holiday campaign promoting phones for moms on the go.

TARGET AUDIENCE: Families.



WHAT THEY DO:

WHO THEY ARE:

BRAND SHOPPERS

PLACE CATEGORY VISITORS

BEHAVIORAL SEGMENTS

DEMOGRAPHIC SEGMENTS

BRAND

RETAIL

RETAIL

SOCIAL (LIFESTYLE & LIFESTAGE)

PARENTING

AGE

Factual > Geopulse Audience > Brand Shoppers > **Best Buy**
Consumers that have recently been to Best Buy.

Factual > Geopulse Audience > Brand Shoppers > **AT&T Store**
Consumers that have recently been to an AT&T Store.

Factual > Geopulse Audience > Brand Shoppers > **Target**
Consumers that have recently been to a Target location.

Factual > Geopulse Audience > Place Category Visitors > Retail > **Computers and Electronics**
Consumers that have recently visited a place in the Computers

Factual > Geopulse Audience > Place Category Visitors > Retail > **Computers and Electronics > Mobile Phones**
Consumers that have recently visited a place in the Mobile Phones category.

Factual > Geopulse Audience > Behavioral > Retail > **Electronics Shoppers (Electronics Buyer)**
Consumers that frequently shop for products such as video games, mobile phones, connected televisions, and other electronics and tech products.

Factual > Geopulse Audience > Behavioral > Retail > **Holiday Shoppers**
Consumers that are seen shopping during the holidays.

Factual > Geopulse Audience > Behavioral > Social > **Family Fun Lifestyle (Family Fun Activities)**
Consumers that attend venues like amusement parks, zoos, and aquariums.

Factual > Geopulse Audience > Demographic > Parenting - Mom

Factual > Geopulse Audience > Demographic > Parenting - Dad

Factual > Geopulse Audience > Demographic > Age 35-44

GEOPULSE AUDIENCES

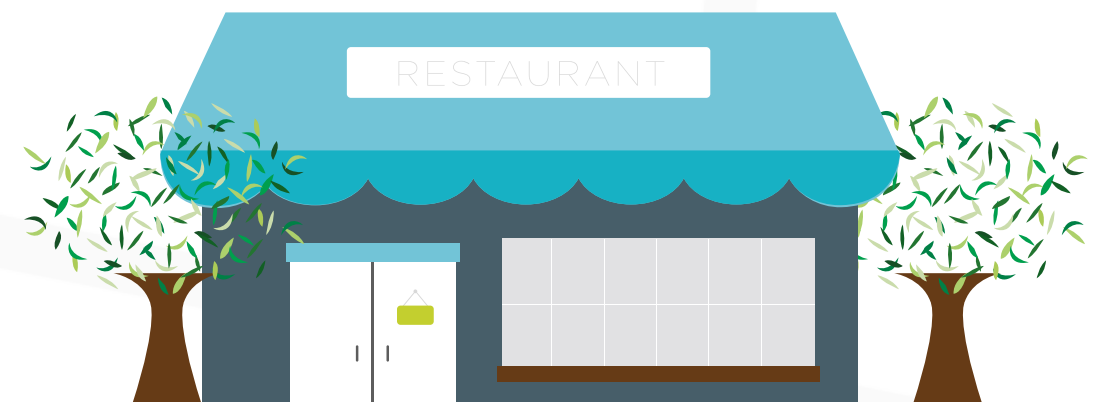
SAMPLE OF SEGMENTS FOR RESTAURANTS

WHAT THEY DO:

BRAND SHOPPERS	PLACE CATEGORY VISITORS
BRAND	SOCIAL
<p>Factual > Geopulse Audience > Brand Shoppers</p> <ul style="list-style-type: none"> Applebee's Arby's Buffalo Wild Wings Burger King Chick-Fil-A Chipotle Mexican Grill Dairy Queen Domino's Pizza Dunkin' Donuts Firehouse Subs IHOP Jack In The Box Jamba Juice Jimmy John's KFC Little Caesars Pizza Longhorn Steakhouse Moe's Southwest Grill Olive Garden Outback Steakhouse Panera Bread Papa John's Pizza Pizza Hut Popeyes Louisiana Kitchen Red Lobster Red Robin Gourmet Burgers Starbucks 	<p>Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining ></p> <ul style="list-style-type: none"> Bagels and Donuts Bakeries Breweries Cafes, Coffee and Tea Houses Dessert Ice Cream Parlors Juice Bars and Smoothies <p>SOCIAL > RESTAURANTS</p> <p>Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining > Restaurants</p> <ul style="list-style-type: none"> Barbecue Buffets Burgers Chinese Delis Diners Fast Food Food Trucks Italian Korean Vegan and Vegetarian

WHO THEY ARE:

BEHAVIORAL SEGMENTS	
FOOD AND BEVERAGE	SOCIAL
<p>Factual > Geopulse Audience > Behavioral > Food and Beverage ></p> <ul style="list-style-type: none"> Candy and Sweets Enthusiasts Coffee and Tea Enthusiasts Fast Casual Diners Fast Food and QSR Diners (Quick Serve Restaurant Diner) 	<p>Factual > Geopulse Audience > Behavioral > Social ></p> <ul style="list-style-type: none"> College Students Dating Lifestyle (Date Nighter) Family Fun Lifestyle (Family Fun Activities) Gym and Fitness Lifestyle Luxury Lifestyle Live Music Fans and Concert-goers Live Sports Fans Men's Lifestyle Millennials Moviegoers Young Professionals
TRAVEL AND TRANSPORTATION	
<p>Factual > Geopulse Audience > Behavioral > Travel and Transportation ></p> <ul style="list-style-type: none"> Car Commuters (Daily Commuter) Public Transportation Commuters (Daily Commuter) Business Travelers 	



Here's a sample of some segments that might be relevant to your Restaurant, QSR, or Fast Food campaign. [View the full list of 600+ Geopulse Audiences.](#)

EXAMPLE USE CASE: QSR

SCENARIO: A leading fast-food chain promoting late night meal deals.

TARGET AUDIENCE: Male, millennial consumers and college students.



WHAT THEY DO:

WHO THEY ARE:

BRAND SHOPPERS

PLACE CATEGORY VISITORS

BEHAVIORAL SEGMENTS

DEMOGRAPHIC SEGMENTS

BRAND

SOCIAL > FOOD AND DINING

FOOD AND BEVERAGE

SOCIAL (LIFESTYLE & LIFESTAGE)

AGE

GENDER

Factual > Geopulse Audience > Brand Shoppers > **Jack-In-The-Box**
Consumers that have recently visited a Jack-In-The-Box.

Factual > Geopulse Audience > Brand Shoppers > **Burger King**
Consumers that have recently visited a Burger King location.

Factual > Geopulse Audience > Brand Shoppers > **McDonald's**
Consumers that have recently visited a McDonald's location.

Factual > Geopulse Audience > Brand Shoppers > **Taco Bell**
Consumers that have recently visited a Taco Bell location.

Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining > Restaurants > **Burgers**
Consumers that have recently visited a place in the Burger Restaurants category.

Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining > Restaurants > **Fast Food**
Consumers that have recently visited a place in the Fast Food category.

Factual > Geopulse Audience > Place Category Visitors > Social > **Bars**
Consumers that have recently visited a Bar.

Factual > Geopulse Audience > Behavioral > Food and Beverage > **Fast Food and QSR Diners (Quick Serve Restaurant Diner)**
Consumers with location history patterns that include frequent visits to quick serve restaurants.

Factual > Geopulse Audience > Behavioral > Social > **Millennials**
Consumers whose age qualifies them as being a member of "Generation Y."

Factual > Geopulse Audience > Behavioral > Social > **College Students**
College or graduate students that spend time on campus.

Factual > Geopulse Audience > Behavioral > Social > **Nightlife Enthusiasts**

Factual > Geopulse Audience > Demographic > Age 18-24

Factual > Geopulse Audience > Demographic > Age 25-34

Factual > Geopulse Audience > Demographic > Gender -Male

GEOPULSE AUDIENCES

SAMPLE OF SEGMENTS FOR AUTOMOTIVE

WHAT THEY DO:

BRAND SHOPPERS	PLACE CATEGORY VISITORS
<p>BRAND</p> <p>Factual > Geopulse Audience > Brand Shoppers</p> <ul style="list-style-type: none"> Acura Dealer ARCO Gas Stations Autozone Chevrolet Dealer Dodge Dealer Fiat Dealer Ford Dealer Hertz Rent A Car Honda Dealer Hyundai Dealer Infiniti Dealer Jaguar Dealer Jeep Dealer Jiffy Lube Kia Dealer Lands' End Land Rover Dealer Lexus Dealer Mazda Dealer Mercedes Dealer MINI Dealer Mitsubishi Dealer Nissan Dealer Subaru Dealer Toyota Dealer Volkswagen Dealer Volvo Dealer 	<p>AUTOMOTIVE</p> <p>Factual > Geopulse Audience > Place Category Visitors > Automotive ></p> <ul style="list-style-type: none"> Car Dealers and Leasing Car Dealers and Leasing > Used Cars Car Parts and Accessories Car Wash and Detail Maintenance and Repair Maintenance and Repair > Oil and Lube Maintenance and Repair > Tires Maintenance and Repair > Transmissions Motorcycles, Mopeds and Scooters Motorcycles, Mopeds and Scooters > Repair Motorcycles, Mopeds and Scooters > Sales RVs and Motor Homes Towing <p>TRANSPORTATION</p> <p>Factual > Geopulse Audience > Place Category Visitors > Transportation</p> <ul style="list-style-type: none"> Gas Stations Public Transportation Services Taxi and Car Services Taxi and Car Services > Car and Truck Rentals

WHO THEY ARE:

BEHAVIORAL SEGMENTS	
AUTO	SOCIAL
<p>Factual > Geopulse Audience > Behavioral > Auto</p> <ul style="list-style-type: none"> In-Market Auto Intenders - All Cars In-Market Auto Intenders - Eco-Friendly Cars In-Market Auto Intenders - Luxury Cars In-Market Auto Intenders - SUVs and Crossovers In-Market Auto Intenders - Trucks Recent Auto Repair Customers <p>TRAVEL AND TRANSPORTATION</p> <p>Factual > Geopulse Audience > Behavioral > Travel and Transportation ></p> <ul style="list-style-type: none"> Car Commuters (Daily Commuter) Public Transportation Commuters (Daily Commuter) 	<p>Factual > Geopulse Audience > Behavioral > Social ></p> <ul style="list-style-type: none"> Adventure Seekers (Thrill Seeker) College Students Expecting Parents Family Fun Lifestyle (Family Fun Activities) Live Sports Fans Luxury Lifestyle Men's Lifestyle Millennials New Home Owners Newlyweds NFL Enthusiasts (Pro Football Fan) Outdoor Enthusiasts Young Professionals

Here's a sample of some segments that might be relevant to your Auto campaign. [View full list of over 600 Geopulse Audiences.](#)



EXAMPLE USE CASE: AUTO

SCENARIO: A Tier One auto brand is launching a new campaign promoting a SUV model that features low gas mileage. The brand has a large NFL sponsorship and would like to reinforce this across all channels.

TARGET AUDIENCE: Male working professionals that commute during the work week, but enjoy golfing and outdoor activities on weekends.



WHAT THEY DO:

BRAND SHOPPERS	PLACE CATEGORY VISITORS
<p>BRAND</p> <p>Factual > Geopulse Audience > Jeep Dealer Consumers that have recently been to Jeep Dealer.</p> <p>Factual > Geopulse Audience > Ford Dealer Consumers that have recently been to Ford Dealer.</p> <p>Factual > Geopulse Audience > Chevrolet Dealer Consumers that have recently been to Chevrolet Dealer.</p> <p>Factual > Geopulse Audience > Subaru Dealer Consumers that have recently been to a Subaru Dealer.</p>	<p>AUTOMOTIVE</p> <p>Factual > Geopulse Audience > Place Category Visitors > Automotive > Car Dealers and Leasing Consumers that have recently visited a place in the Car Dealers and Leasing category.</p> <p>SPORTS AND RECREATION</p> <p>Factual > Geopulse Audience > Place Category Visitors > Sports and Recreation > Golf Consumers that have recently visited a place in the Golf category.</p> <p>Factual > Geopulse Audience > Place Category Visitors > Sports and Recreation > Outdoors</p>

WHO THEY ARE:

BEHAVIORAL SEGMENTS		DEMOGRAPHIC SEGMENTS	
AUTO	SOCIAL (LIFESTYLE & LIFESTAGE)	INCOME	GENDER
<p>Factual > Geopulse Audience > Behavioral > Auto > In-Market Auto Intenders - SUVs and Crossovers Consumers that are likely to be interested in purchasing or leasing an SUV or Crossover.</p> <p>Factual > Geopulse Audience > Behavioral > Auto > In-Market Auto Intenders - Trucks Consumers that are likely to be interested in purchasing or leasing a truck.</p>	<p>Factual > Geopulse Audience > Behavioral > Social > Young Professionals Consumers between the ages of 18-34 who are frequently seen at offices and major business districts throughout the workweek.</p> <p>Factual > Geopulse Audience > Behavioral > Social > NFL Enthusiasts (Pro Football Fan) Consumers who attend live NFL football games and shop for NFL merchandise.</p>	<p>Factual > Geopulse Audience > Demographic > Income \$75-100k</p> <p>Factual > Geopulse Audience > Demographic > Income \$100-125k</p> <p>Factual > Geopulse Audience > Demographic > Income \$125-150k</p>	<p>Factual > Geopulse Audience > Demographic > Gender -Male</p>

GEOPULSE AUDIENCES: BEHAVIORAL SEGMENTS

Subcategory	Segment
Behavioral - Auto	In-Market Auto Intenders - All Cars (In Market Auto Buyer)
Behavioral - Auto	In-Market Auto Intenders - Eco-Friendly Cars (Green Cars)
Behavioral - Auto	In-Market Auto Intenders - Luxury Cars
Behavioral - Auto	In-Market Auto Intenders - SUVs and Crossovers
Behavioral - Auto	In-Market Auto Intenders - Trucks
Behavioral - Auto	Recent Auto Repair Customers
Behavioral - Food and Beverage	Candy and Sweets Enthusiasts
Behavioral - Food and Beverage	Coffee and Tea Enthusiasts
Behavioral - Food and Beverage	Fast Casual Diners
Behavioral - Food and Beverage	Fast Food and QSR Diners (Quick Serve Restaurant Diner)
Behavioral - Retail	Activewear Shoppers
Behavioral - Retail	Big Box Shoppers
Behavioral - Retail	Eco-Friendly Shoppers (Green Shopper)
Behavioral - Retail	Electronics Shoppers (Electronics Buyer)
Behavioral - Retail	Fast Fashion Shoppers
Behavioral - Retail	Financial Services Customers
Behavioral - Retail	Health Food Shoppers
Behavioral - Retail	Holiday Shoppers
Behavioral - Retail	Home Improvement Shoppers
Behavioral - Retail	Luxury Fashion Shoppers
Behavioral - Retail	Luxury Goods Shoppers (Affluent Consumer)
Behavioral - Retail	Mobile Phone Shoppers
Behavioral - Retail	Pet Owners and Pet Store Shoppers
Behavioral - Retail	Pharmacy Shoppers
Behavioral - Retail	Value Conscious Shoppers
Behavioral - Retail	Video Game Shoppers
Behavioral - Social	Adventure Seekers (Thrill Seeker)
Behavioral - Social	College Students
Behavioral - Social	Dating Lifestyle (Date Nighter)
Behavioral - Social	Disney Enthusiasts
Behavioral - Social	Expecting Parents
Behavioral - Social	Family Fun Lifestyle (Family Fun Activities)
Behavioral - Social	Golfers
Behavioral - Social	Gym and Fitness Lifestyle
Behavioral - Social	Live Music Fans and Concert-goers
Behavioral - Social	Live Sports Fans
Behavioral - Social	Luxury Lifestyle
Behavioral - Social	Men's Lifestyle
Behavioral - Social	Millennials
Behavioral - Social	Moviegoers
Behavioral - Social	New Home Owners
Behavioral - Social	Newlyweds
Behavioral - Social	NFL Enthusiasts (Pro Football Fan)
Behavioral - Social	Nightlife and Entertainment Enthusiasts
Behavioral - Social	Outdoor Enthusiasts

Subcategory	Segment
Behavioral - Social	Young Professionals
Behavioral - Travel and Transportation	Business Travelers
Behavioral - Travel and Transportation	Car Commuters (Daily Commuter)
Behavioral - Travel and Transportation	Car Renters
Behavioral - Travel and Transportation	Family Travelers
Behavioral - Travel and Transportation	Frequent Travelers
Behavioral - Travel and Transportation	Leisure Travelers
Behavioral - Travel and Transportation	Luxury Hotel Loyalists
Behavioral - Travel and Transportation	Public Transportation Commuters (Daily Commuter)
Behavioral - Travel and Transportation	Value Conscious Hotel Loyalists

GEOPULSE AUDIENCES: DEMOGRAPHIC SEGMENTS

Category	Segment			
Demographic	Age 18-24			
Demographic	Age 25-34			
Demographic	Age 35-44			
Demographic	Age 45-54			
Demographic	Age 55-64			
Demographic	Age 65+			
Demographic	Gender - Male			
Demographic	Gender - Female			
Demographic	Parenting - Mom			
Demographic	Parenting - Dad			
Demographic	Income \$0-25k			
Demographic	Income \$25-50k			
Demographic	Income \$50-75k			
Demographic	Income \$75-100k			
Demographic	Income \$100-125k			
Demographic	Income \$125-150k			
Demographic	Income \$150-175k			
Demographic	Income \$175-200k			
Demographic	Income \$200-225k			
Demographic	Race - African American			
Demographic	Race - Hispanic			

GEOPULSE AUDIENCES: BRAND SHOPPERS

Category	Segment	
Brand Shoppers	7-Eleven	
Brand Shoppers	76 Gas Stations	
Brand Shoppers	99 Cents Only Stores	
Brand Shoppers	AAMCO Transmissions and Total Car Care	
Brand Shoppers	Aaron's	
Brand Shoppers	Abercrombie & Fitch	
Brand Shoppers	Ace Hardware	
Brand Shoppers	Acura Dealer	
Brand Shoppers	Adidas	
Brand Shoppers	Aldo	
Brand Shoppers	Allstate Insurance	
Brand Shoppers	American Apparel	
Brand Shoppers	American Eagle Outfitters	
Brand Shoppers	American Family Insurance	
Brand Shoppers	Ann Taylor	
Brand Shoppers	Anthropologie	
Brand Shoppers	Anytime Fitness	
Brand Shoppers	Apple Store	
Brand Shoppers	Applebee's	
Brand Shoppers	Arby's	
Brand Shoppers	ARCO Gas Stations	
Brand Shoppers	Ashley Furniture HomeStore	
Brand Shoppers	AT&T Store	
Brand Shoppers	Athleta	
Brand Shoppers	Autozone	
Brand Shoppers	Avis Rent A Car	
Brand Shoppers	Babies"R"Us	
Brand Shoppers	Banana Republic	
Brand Shoppers	Bank of America	
Brand Shoppers	Barnes & Noble	
Brand Shoppers	Baskin-Robbins	
Brand Shoppers	Bass Pro Shops	
Brand Shoppers	Bath & Body Works	
Brand Shoppers	Bebe	
Brand Shoppers	Bed Bath & Beyond	
Brand Shoppers	Best Buy	
Brand Shoppers	BevMo!	
Brand Shoppers	Big Lots	
Brand Shoppers	Bloomingdale's	
Brand Shoppers	BP	
Brand Shoppers	Budget Rent A Car	
Brand Shoppers	Buffalo Wild Wings	
Brand Shoppers	Burger King	
Brand Shoppers	Burlington Coat Factory	
Brand Shoppers	Buy Buy Baby	

GEOPULSE AUDIENCES: BRAND SHOPPERS (continued)

Category	Segment	
Brand Shoppers	Calvin Klein	
Brand Shoppers	Caribou Coffee	
Brand Shoppers	Carl's Jr.	
Brand Shoppers	Century 21	
Brand Shoppers	Champs Sports	
Brand Shoppers	Charles Schwab	
Brand Shoppers	Chase Bank	
Brand Shoppers	Chevrolet Dealer	
Brand Shoppers	Chevron	
Brand Shoppers	Chick-Fil-A	
Brand Shoppers	Chili's Grill & Bar	
Brand Shoppers	Chipotle Mexican Grill	
Brand Shoppers	Circle K	
Brand Shoppers	CITGO	
Brand Shoppers	Citibank	
Brand Shoppers	Claire's	
Brand Shoppers	Club Monaco	
Brand Shoppers	Cost Plus World Market	
Brand Shoppers	Costco	
Brand Shoppers	Crate & Barrel	
Brand Shoppers	CVS Pharmacy	
Brand Shoppers	Dairy Queen	
Brand Shoppers	Days Inn	
Brand Shoppers	Denny's	
Brand Shoppers	Destination Maternity	
Brand Shoppers	Dick's Sporting Goods	
Brand Shoppers	Dillard's	
Brand Shoppers	Dodge Dealer	
Brand Shoppers	Dollar General	
Brand Shoppers	Dollar Tree	
Brand Shoppers	Domino's Pizza	
Brand Shoppers	DSW Designer Shoe Warehouse	
Brand Shoppers	Duane Reade	
Brand Shoppers	Dunkin' Donuts	
Brand Shoppers	Edward Jones	
Brand Shoppers	Enterprise Rent-A-Car	
Brand Shoppers	Express	
Brand Shoppers	Exxon	
Brand Shoppers	Fairfield Inn by Marriott	
Brand Shoppers	Family Dollar Store	
Brand Shoppers	Famous Footwear	
Brand Shoppers	FedEx Office Print & Ship Center	
Brand Shoppers	Fiat Dealer	
Brand Shoppers	Fidelity Investments	
Brand Shoppers	Firehouse Subs	

Category	Segment	
Brand Shoppers	Ford Dealer	
Brand Shoppers	Forever 21	
Brand Shoppers	GameStop	
Brand Shoppers	Gap	
Brand Shoppers	Giant Eagle	
Brand Shoppers	GNC	
Brand Shoppers	Gymboree	
Brand Shoppers	H&M	
Brand Shoppers	H&R Block	
Brand Shoppers	Helzberg Diamonds	
Brand Shoppers	Hertz Rent A Car	
Brand Shoppers	Hilton	
Brand Shoppers	Holiday Inn	
Brand Shoppers	Holiday Inn Express	
Brand Shoppers	HomeGoods	
Brand Shoppers	Honda Dealer	
Brand Shoppers	Hyundai Dealer	
Brand Shoppers	IHOP	
Brand Shoppers	IKEA	
Brand Shoppers	Infiniti Dealer	
Brand Shoppers	J.Crew	
Brand Shoppers	Jack In The Box	
Brand Shoppers	Jackson Hewitt Tax Service	
Brand Shoppers	Jaguar Dealer	
Brand Shoppers	Jamba Juice	
Brand Shoppers	JCPenney	
Brand Shoppers	Jeep Dealer	
Brand Shoppers	Jenny Craig Weight Loss Center	
Brand Shoppers	Jiffy Lube	
Brand Shoppers	Jimmy John's	
Brand Shoppers	Jo-Ann Fabric and Craft Stores	
Brand Shoppers	JW Marriott	
Brand Shoppers	Kay Jewelers	
Brand Shoppers	KFC	
Brand Shoppers	Kia Dealer	
Brand Shoppers	Kmart	
Brand Shoppers	Kohl's	
Brand Shoppers	Kroger	
Brand Shoppers	La Quinta Inn & Suites	
Brand Shoppers	La-Z-Boy	
Brand Shoppers	Land Rover Dealer	
Brand Shoppers	Lands' End	
Brand Shoppers	Lane Bryant	
Brand Shoppers	LensCrafters	
Brand Shoppers	Lexus Dealer	

GEOPULSE AUDIENCES: BRAND SHOPPERS (continued)

Category	Segment	
Brand Shoppers	LOFT	
Brand Shoppers	Longhorn Steakhouse	
Brand Shoppers	Lowe's	
Brand Shoppers	Lululemon Athletica	
Brand Shoppers	Macy's	
Brand Shoppers	Madewell	
Brand Shoppers	Marathon	
Brand Shoppers	Marriott Hotels & Resorts	
Brand Shoppers	Marshalls	
Brand Shoppers	Mazda Dealer	
Brand Shoppers	McDonald's	
Brand Shoppers	Meijer	
Brand Shoppers	Men's Wearhouse	
Brand Shoppers	Mercedes Dealer	
Brand Shoppers	Metro PCS	
Brand Shoppers	Michaels	
Brand Shoppers	Microsoft Store	
Brand Shoppers	Midas	
Brand Shoppers	MINI Dealer	
Brand Shoppers	Mitsubishi Dealer	
Brand Shoppers	Mobil	
Brand Shoppers	Moe's Southwest Grill	
Brand Shoppers	NAPA Auto Parts	
Brand Shoppers	Neiman Marcus	
Brand Shoppers	Nike Store	
Brand Shoppers	Nissan Dealer	
Brand Shoppers	Nordstrom	
Brand Shoppers	Nordstrom Rack	
Brand Shoppers	O'Reilly Auto Parts	
Brand Shoppers	Office Depot	
Brand Shoppers	Old Navy	
Brand Shoppers	Olive Garden	
Brand Shoppers	Outback Steakhouse	
Brand Shoppers	P.F. Chang's China Bistro	
Brand Shoppers	PacSun	
Brand Shoppers	Panda Express	
Brand Shoppers	Pandora Jewelry	
Brand Shoppers	Panera Bread	
Brand Shoppers	Papa John's Pizza	
Brand Shoppers	Party City	
Brand Shoppers	Payless Shoe Source	
Brand Shoppers	Peet's Coffee and Tea	
Brand Shoppers	Petco	
Brand Shoppers	PetSmart	
Brand Shoppers	Pier 1 Imports	

Category	Segment	
Brand Shoppers	PNC Bank	
Brand Shoppers	Popeyes Louisiana Kitchen	
Brand Shoppers	Pottery Barn	
Brand Shoppers	Publix	
Brand Shoppers	Quiktrip	
Brand Shoppers	RadioShack	
Brand Shoppers	Ralph Lauren	
Brand Shoppers	Ralphs	
Brand Shoppers	Raymond James	
Brand Shoppers	Red Lobster	
Brand Shoppers	Red Robin Gourmet Burgers	
Brand Shoppers	Regal Entertainment Group	
Brand Shoppers	REI	
Brand Shoppers	Residence Inn by Marriott	
Brand Shoppers	Rite Aid	
Brand Shoppers	Ruby Tuesday	
Brand Shoppers	rue21	
Brand Shoppers	Saks Fifth Avenue	
Brand Shoppers	Saks OFF 5TH	
Brand Shoppers	Sam's Club	
Brand Shoppers	Sears	
Brand Shoppers	Sears Auto Center	
Brand Shoppers	Sephora	
Brand Shoppers	Shell	
Brand Shoppers	Sheraton	
Brand Shoppers	Sherwin-Williams	
Brand Shoppers	Sleep Number	
Brand Shoppers	Sleepy's Mattress	
Brand Shoppers	Sonic Drive-In	
Brand Shoppers	Sports Authority	
Brand Shoppers	SpringHill Suites by Marriott	
Brand Shoppers	Sprint	
Brand Shoppers	Staples	
Brand Shoppers	Starbucks	
Brand Shoppers	State Farm Insurance	
Brand Shoppers	Steak 'n Shake	
Brand Shoppers	Subaru Dealer	
Brand Shoppers	Subway	
Brand Shoppers	Sunglass Hut	
Brand Shoppers	Sunoco	
Brand Shoppers	Suntrust Bank	
Brand Shoppers	Super 8 Motel	
Brand Shoppers	Supercuts	
Brand Shoppers	T-Mobile	
Brand Shoppers	T.J.Maxx	

GROPULSE AUDIENCES: PLACE CATEGORY VISITORS (continued)

Category	Subcategories/Segments		
Place Category Visitors	Businesses and Services	Home Improvement	Upholstery
Place Category Visitors	Businesses and Services	Import and Export	
Place Category Visitors	Businesses and Services	Industrial Machinery and Vehicles	
Place Category Visitors	Businesses and Services	Insurance	
Place Category Visitors	Businesses and Services	Legal	
Place Category Visitors	Businesses and Services	Legal	Notary
Place Category Visitors	Businesses and Services	Machine Shops	
Place Category Visitors	Businesses and Services	Management	
Place Category Visitors	Businesses and Services	Manufacturing	
Place Category Visitors	Businesses and Services	Metals	
Place Category Visitors	Businesses and Services	Packaging	
Place Category Visitors	Businesses and Services	Personal Care	
Place Category Visitors	Businesses and Services	Personal Care	Beauty Salons and Barbers
Place Category Visitors	Businesses and Services	Personal Care	Dry Cleaning, Ironing and Laundry
Place Category Visitors	Businesses and Services	Personal Care	Hair Removal
Place Category Visitors	Businesses and Services	Personal Care	Manicures and Pedicures
Place Category Visitors	Businesses and Services	Personal Care	Massage Clinics and Therapists
Place Category Visitors	Businesses and Services	Personal Care	Skin Care
Place Category Visitors	Businesses and Services	Personal Care	Spas
Place Category Visitors	Businesses and Services	Personal Care	Tanning Salons
Place Category Visitors	Businesses and Services	Personal Care	Tattooing
Place Category Visitors	Businesses and Services	Petroleum	
Place Category Visitors	Businesses and Services	Photography	
Place Category Visitors	Businesses and Services	Plastics	
Place Category Visitors	Businesses and Services	Printing, Copying and Signage	
Place Category Visitors	Businesses and Services	Professional Cleaning	
Place Category Visitors	Businesses and Services	Publishing	
Place Category Visitors	Businesses and Services	Real Estate	
Place Category Visitors	Businesses and Services	Real Estate	Apartments, Condos, and Houses
Place Category Visitors	Businesses and Services	Real Estate	Building and Land Surveyors
Place Category Visitors	Businesses and Services	Real Estate	Commercial Real Estate
Place Category Visitors	Businesses and Services	Real Estate	Mobile Homes
Place Category Visitors	Businesses and Services	Real Estate	Property Management
Place Category Visitors	Businesses and Services	Real Estate	Real Estate Agents
Place Category Visitors	Businesses and Services	Real Estate	Real Estate Appraiser
Place Category Visitors	Businesses and Services	Real Estate	Real Estate Development and Title Companies
Place Category Visitors	Businesses and Services	Repair Services	
Place Category Visitors	Businesses and Services	Scientific	
Place Category Visitors	Businesses and Services	Security and Safety	
Place Category Visitors	Businesses and Services	Shipping, Freight, and Material Transportation	
Place Category Visitors	Businesses and Services	Storage	
Place Category Visitors	Businesses and Services	Tailors	
Place Category Visitors	Businesses and Services	Technology	
Place Category Visitors	Businesses and Services	Technology	Mobile
Place Category Visitors	Businesses and Services	Technology	Web Design and Development
Place Category Visitors	Businesses and Services	Telecommunication Services	
Place Category Visitors	Businesses and Services	Textiles	
Place Category Visitors	Businesses and Services	Veterinarians	
Place Category Visitors	Businesses and Services	Water and Waste Management	
Place Category Visitors	Businesses and Services	Wholesale	
Place Category Visitors	Community and Government	Animal Shelters and Humane Societies	
Place Category Visitors	Community and Government	Cemeteries	
Place Category Visitors	Community and Government	Education	
Place Category Visitors	Community and Government	Education	Art Lessons and Schools
Place Category Visitors	Community and Government	Education	Colleges and Universities

Category	Subcategories/Segments		
Place Category Visitors	Community and Government	Education	Driving Schools
Place Category Visitors	Community and Government	Education	Vocational Schools
Place Category Visitors	Community and Government	Government Departments and Agencies	
Place Category Visitors	Community and Government	Law Enforcement and Public Safety	Fire Stations
Place Category Visitors	Community and Government	Libraries	
Place Category Visitors	Community and Government	Organizations and Associations	
Place Category Visitors	Community and Government	Organizations and Associations	Charities and Non-Profits
Place Category Visitors	Community and Government	Organizations and Associations	Environmental
Place Category Visitors	Community and Government	Post Offices	
Place Category Visitors	Community and Government	Public and Social Services	
Place Category Visitors	Community and Government	Senior Citizen Services	
Place Category Visitors	Community and Government	Senior Citizen Services	Retirement
Place Category Visitors	Community and Government	Utility Companies	
Place Category Visitors	Landmarks	Buildings and Structures	
Place Category Visitors	Landmarks	Historic and Protected Sites	
Place Category Visitors	Landmarks	Monuments and Memorials	
Place Category Visitors	Landmarks	Natural	Beaches
Place Category Visitors	Landmarks	Parks	
Place Category Visitors	Retail	Antiques	
Place Category Visitors	Retail	Arts and Crafts	
Place Category Visitors	Retail	Auctions	
Place Category Visitors	Retail	Beauty Products	
Place Category Visitors	Retail	Bicycles	
Place Category Visitors	Retail	Bookstores	
Place Category Visitors	Retail	Cards and Stationery	
Place Category Visitors	Retail	Children	
Place Category Visitors	Retail	Computers and Electronics	
Place Category Visitors	Retail	Computers and Electronics	Mobile Phones
Place Category Visitors	Retail	Computers and Electronics	Video Games
Place Category Visitors	Retail	Construction Supplies	
Place Category Visitors	Retail	Convenience Stores	
Place Category Visitors	Retail	Costumes	
Place Category Visitors	Retail	Dance and Music	
Place Category Visitors	Retail	Department Stores	
Place Category Visitors	Retail	Discount Stores	
Place Category Visitors	Retail	Fashion	
Place Category Visitors	Retail	Fashion	Clothing and Accessories
Place Category Visitors	Retail	Fashion	Jewelry and Watches
Place Category Visitors	Retail	Fashion	Shoes
Place Category Visitors	Retail	Flea Markets	
Place Category Visitors	Retail	Florists	
Place Category Visitors	Retail	Food and Beverage	
Place Category Visitors	Retail	Food and Beverage	Beer, Wine and Spirits
Place Category Visitors	Retail	Food and Beverage	Candy Stores
Place Category Visitors	Retail	Food and Beverage	Farmers' Markets
Place Category Visitors	Retail	Food and Beverage	Health and Diet Food
Place Category Visitors	Retail	Food and Beverage	Meat and Seafood
Place Category Visitors	Retail	Furniture and Decor	
Place Category Visitors	Retail	Gift and Novelty	
Place Category Visitors	Retail	Glasses	
Place Category Visitors	Retail	Hobby and Collectibles	
Place Category Visitors	Retail	Home Appliances	
Place Category Visitors	Retail	Music, Video and DVD	
Place Category Visitors	Retail	Nurseries and Garden Centers	
Place Category Visitors	Retail	Office Supplies	
Place Category Visitors	Retail	Outlet	
Place Category Visitors	Retail	Party Supplies	
Place Category Visitors	Retail	Pawn Shops	
Place Category Visitors	Retail	Pets	

GROPULSE AUDIENCES: PLACE CATEGORY VISITORS (continued)

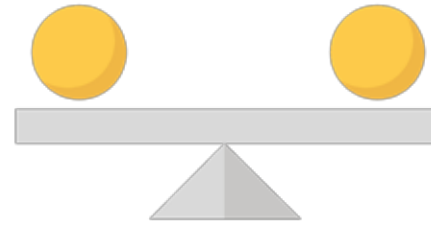
Category	Subcategories/Segments			
Place Category Visitors	Retail	Photos and Frames		
Place Category Visitors	Retail	Shopping Centers and Malls		
Place Category Visitors	Retail	Sporting Goods		
Place Category Visitors	Retail	Supermarkets and Groceries		
Place Category Visitors	Retail	Tobacco		
Place Category Visitors	Retail	Toys		
Place Category Visitors	Retail	Vintage and Thrift		
Place Category Visitors	Retail	Warehouses and Wholesale Stores		
Place Category Visitors	Retail	Wedding and Bridal		
Place Category Visitors	Social	Arts		
Place Category Visitors	Social	Arts	Art Dealers and Galleries	
Place Category Visitors	Social	Arts	Museums	
Place Category Visitors	Social	Bars		
Place Category Visitors	Social	Bars	Hotel Lounges	
Place Category Visitors	Social	Bars	Sports Bars	
Place Category Visitors	Social	Bars	Wine Bars	
Place Category Visitors	Social	Country Clubs		
Place Category Visitors	Social	Entertainment		
Place Category Visitors	Social	Entertainment	Amusement Parks	
Place Category Visitors	Social	Entertainment	Arcades	
Place Category Visitors	Social	Entertainment	Billiard and Pool	
Place Category Visitors	Social	Entertainment	Bowling	
Place Category Visitors	Social	Entertainment	Karaoke	
Place Category Visitors	Social	Entertainment	Movie Theatres	
Place Category Visitors	Social	Entertainment	Music and Show Venues	
Place Category Visitors	Social	Entertainment	Night Clubs	
Place Category Visitors	Social	Entertainment	Psychics and Astrologers	
Place Category Visitors	Social	Entertainment	Ticket Sales	
Place Category Visitors	Social	Food and Dining		
Place Category Visitors	Social	Food and Dining	Bagels and Donuts	
Place Category Visitors	Social	Food and Dining	Bakeries	
Place Category Visitors	Social	Food and Dining	Breweries	
Place Category Visitors	Social	Food and Dining	Cafes, Coffee and Tea Houses	
Place Category Visitors	Social	Food and Dining	Dessert	
Place Category Visitors	Social	Food and Dining	Ice Cream Parlors	
Place Category Visitors	Social	Food and Dining	Juice Bars and Smoothies	
Place Category Visitors	Social	Food and Dining	Restaurants	
Place Category Visitors	Social	Food and Dining	Restaurants	American
Place Category Visitors	Social	Food and Dining	Restaurants	Asian
Place Category Visitors	Social	Food and Dining	Restaurants	Barbecue
Place Category Visitors	Social	Food and Dining	Restaurants	Buffets
Place Category Visitors	Social	Food and Dining	Restaurants	Burgers
Place Category Visitors	Social	Food and Dining	Restaurants	Chinese
Place Category Visitors	Social	Food and Dining	Restaurants	Delis
Place Category Visitors	Social	Food and Dining	Restaurants	Diners
Place Category Visitors	Social	Food and Dining	Restaurants	Fast Food
Place Category Visitors	Social	Food and Dining	Restaurants	Food Trucks
Place Category Visitors	Social	Food and Dining	Restaurants	French
Place Category Visitors	Social	Food and Dining	Restaurants	Indian
Place Category Visitors	Social	Food and Dining	Restaurants	International
Place Category Visitors	Social	Food and Dining	Restaurants	Italian
Place Category Visitors	Social	Food and Dining	Restaurants	Japanese
Place Category Visitors	Social	Food and Dining	Restaurants	Korean
Place Category Visitors	Social	Food and Dining	Restaurants	Mexican
Place Category Visitors	Social	Food and Dining	Restaurants	Middle Eastern
Place Category Visitors	Social	Food and Dining	Restaurants	Pizza
Place Category Visitors	Social	Food and Dining	Restaurants	Seafood
Place Category Visitors	Social	Food and Dining	Restaurants	Steakhouses
Place Category Visitors	Social	Food and Dining	Restaurants	Sushi

Category	Subcategories/Segments			
Place Category Visitors	Social	Food and Dining	Restaurants	Thai
Place Category Visitors	Social	Food and Dining	Restaurants	Vegan and Vegetarian
Place Category Visitors	Sports and Recreation	Athletic Fields		
Place Category Visitors	Sports and Recreation	Baseball		
Place Category Visitors	Sports and Recreation	Combat Sports		
Place Category Visitors	Sports and Recreation	Dance		
Place Category Visitors	Sports and Recreation	Golf		
Place Category Visitors	Sports and Recreation	Golf	Golf Courses	
Place Category Visitors	Sports and Recreation	Gun Ranges		
Place Category Visitors	Sports and Recreation	Gymnastics		
Place Category Visitors	Sports and Recreation	Gyms and Fitness Centers		
Place Category Visitors	Sports and Recreation	Outdoors		
Place Category Visitors	Sports and Recreation	Outdoors	Campgrounds and RV Parks	
Place Category Visitors	Sports and Recreation	Outdoors	Hunting and Fishing	
Place Category Visitors	Sports and Recreation	Personal Trainers		
Place Category Visitors	Sports and Recreation	Recreation Centers		
Place Category Visitors	Sports and Recreation	Skating		
Place Category Visitors	Sports and Recreation	Soccer		
Place Category Visitors	Sports and Recreation	Stadiums and Arenas		
Place Category Visitors	Sports and Recreation	Swimming Pools		
Place Category Visitors	Sports and Recreation	Water Sports	Boating	
Place Category Visitors	Sports and Recreation	Yoga and Pilates		
Place Category Visitors	Transportation	Airlines and Aviation Services		
Place Category Visitors	Transportation	Gas Stations		
Place Category Visitors	Transportation	Parking		
Place Category Visitors	Transportation	Public Transportation Services		
Place Category Visitors	Transportation	Taxi and Car Services		
Place Category Visitors	Transportation	Taxi and Car Services	Car and Truck Rentals	
Place Category Visitors	Transportation	Taxi and Car Services	Charter Buses	
Place Category Visitors	Transportation	Taxi and Car Services	Limos and Chauffeurs	
Place Category Visitors	Transportation	Transport Hubs		
Place Category Visitors	Transportation	Transport Hubs	Airports	
Place Category Visitors	Transportation	Transport Hubs	Bus Stations	
Place Category Visitors	Transportation	Transport Hubs	Rail Stations	
Place Category Visitors	Travel	Lodging		
Place Category Visitors	Travel	Lodging	Bed and Breakfasts	
Place Category Visitors	Travel	Lodging	Hotels and Motels	
Place Category Visitors	Travel	Lodging	Lodges and Vacation Rentals	
Place Category Visitors	Travel	Lodging	Resorts	
Place Category Visitors	Travel	Tourist Information and Services		
Place Category Visitors	Travel	Travel Agents and Tour Operators		

GET STARTED

LOOK FOR GEOPULSE AUDIENCES IN YOUR PREFERRED AD BUYING PLATFORM.

Factual is a neutral data company. We don't sell media. We focus on making high quality data easily accessible.



Brands can access Factual data via their preferred data and adtech platforms, in order to create highly-customized audiences. We're integrated with all leading DMPs and DSPs, and many top-tier publishers. View the full list of our integrated partners here.

Over 600 ready-to-use Geopulse Audiences are available on a self-service basis via all major DMPs — as well as many of our DSPs and publisher partners. Look for ready-to-use Geopulse Audiences within your preferred buying platform's UI.

Here are some of our integrated partners:

Data Platforms



DSPs



Publishers



View the full list of our integrated ad partners [here](#).
Don't see your preferred platform? Contact us at strategy@factual.com.

HAVE QUESTIONS? LET OUR EXPERTS HELP.

MEET THE FACTUAL LOCATION STRATEGY TEAM:

WEDNESDAY 10:30AM

JOHN IS A MEDIA PLANNER. HE IS IN HIGH DEMAND, MANAGING MEETINGS, CLIENT REQUESTS, AND CAMPAIGNS ALL DAY.

JOHN'S CLIENT REACHES OUT WITH AN URGENT NEW CAMPAIGN.

URGENT !

Major brand promoting a new product aimed at people who have active outdoor lifestyles. Recommendations due EOD.

HI FACTUAL STRATEGY TEAM, HOW CAN WE USE LOCATION DATA TO HELP WITH MY CAMPAIGN?

WEDNESDAY 11:15AM

WEDNESDAY 12:30PM

FACTUAL'S STRATEGY TEAM TO THE RESCUE, WITH GREAT IDEAS!

WEDNESDAY 3:00PM

FACTUAL DELIVERS CUSTOM AUDIENCE RECOMMENDATIONS FOR THIS RFP

TARGETING RECOMMENDATIONS:

- Beach Goer
- Dog Owner
- Sports Enthusiast

JOHN USES FACTUAL'S CUSTOM AUDIENCES TO DELIVER WINNING RECOMMENDATIONS TO HIS CLIENT

THANK YOU, JOHN. THESE ARE GREAT IDEAS. THIS MEDIA PLAN IS APPROVED. YOU'RE A SUPERHERO!

WEDNESDAY 4:00PM

ON A DAY LIKE ANY OTHER, FACTUAL STRATEGY HELPED JOHN GET THE JOB DONE WITH A HIGH-PERFORMING CAMPAIGN.



Factual's Location Strategy Team is always ready to help with planning and targeting recommendations at no additional cost.

What is the Location Strategy Team?
The Location Strategy Team is a value-added resource for you. It's a team of neutral, location experts whose job is to provide ideas and services to help you meet your goals... all at no extra cost!

- How does this work?**
Easily. Just shoot us a note!
Our common services include:
- Strategic guidance for specific verticals, brands, or target audiences.
 - Targeting recommendations tailored to specific campaigns and KPIs.
 - Custom audience design and deployment.

Reach out to strategy@factual.com any time.

THE factual™ ADVANTAGE

Quality Data

Targeting is only as good as the data it's based on. If you rely on poor quality data, you risk wasting dollars by sending ads to the wrong people. Factual offers real-world location data you can trust—built from first party, mobile-first data and proprietary technology—so you can reach the right consumers with the right message, every time.

Flexibility

Factual allows you to tailor your audience targeting to specific campaign needs and KPIs. Build your own high-customized audiences based on nuanced behaviors, or select from ready-to-use audiences in your favorite DSP, DMP, or ad buying platform.

Neutrality

Factual is a neutral data company. We don't sell media — we focus on delivering the highest quality data to publishers and ad platforms globally. With Factual, your location strategy doesn't have to be siloed to one partner. Factual provides a neutral data layer that enables location-based targeting across an entire media buy - DSPs, networks, and premium pubs alike.

White Glove Service

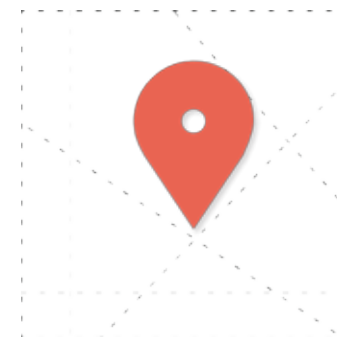
Factual offers a location strategy and managed services team to aid in creating the right target audience to meet your campaign needs at no additional cost. Our location strategy and managed services teams are always ready to help with planning, targeting recommendations, RFP response, custom segment creation, and execution at no cost.

Contact us at strategy@factual.com

FACTUAL'S SOLUTIONS FOR QUALITY LOCATION TARGETING

Geopulse Audience is powered by Factual's first party data and proprietary technology, including:

LAT / LONG DATA QUALITY



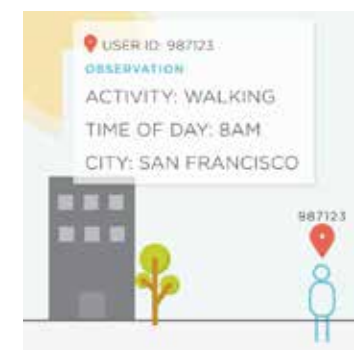
Factual's **Location Validation Stack** continually validates mobile location data against rigorous criteria.

PLACES DATA QUALITY



Factual's **Global Places data** provides the context needed to turn location data into high-performing audience segments.

OBSERVATION GRAPH



Observation Graph combines location data and sensor data from mobile devices with Factual's digital understanding of the world to create discrete "observations" on mobile users.

PLACE ATTACHMENT



Place Attachment considers inputs like aggregate user behavior and location history to locate users at a specific place.

Have questions?
We have answers.

Email us at
strategy@factual.com



factual™