

FACTUAL

GLOBAL DATA. LOCAL CONTEXT.

BACKGROUND

Founded in 2007 by Gil Elbaz, founder of Applied Semantics (created AdSense) and former Google Los Angeles head of engineering

- ~100 Employees (75% Engineers).
- Headquartered in Los Angeles - offices in San Francisco, Chicago, New York City and Shanghai.
- Team from Google, Yahoo, McKinsey, Idealab, Millennial Media, DoubleClick.
- \$25MM Series A in December '10.
- Funded by Andreessen Horowitz and Index Ventures.



LOCATION IS MORE THAN A POINT - CONTEXT

GEOGRAPHIC

230 CALIFORNIA ST
SAN FRANCISCO, CA
94111

CATEGORY

SOCIAL › FOOD AND
DINING › RESTAURANTS ›
ITALIAN

PLACE ATTRIBUTES

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HOURS Mon-Fri 11:30 AM-10:00 PM;

Sat 5:30 PM-10:00 PM



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PERBACCO

37.419829, -122.211914

COMMON NEXT DESTINATION

BOURBON & BRANCH
ALEMBIC

EVENTS NEARBY

RINGO STARR AT SF MASONIC

AUDIENCE HISTORY



CURRENT LOCATION



DEMOGRAPHIC

35 Y/O – 50 Y/O

HIGHLY EDUCATED

WE'RE A DATA COMPANY

WE FIGURE OUT WHAT KIND OF CONSUMERS PEOPLE ARE BY ANALYZING THE PLACES THEY GO



THE BEST PLACES DATA

Comprehensive Factual data covers 80 million places in 50 countries, and it is available in 29 languages. We have 17 million places in the US alone.

Accurate Our data is always fresh and updated in real time, built from over 20B+ inputs.

Trusted Apple, Facebook, and Yelp are among the companies that trust Factual to provide the highest quality places data.



NEUTRAL

Neutral data provider Our technology sits across Ad Servers, SSPs, and Data Management Platforms, so you can choose how to integrate w/ us.

We never sell I/Os We focus completely on delivering the highest quality ad targeting technology.

We're the most transparent You can see all of our location data right from our website, and we let you see geofences and mobile audiences as you build them.

FACTUAL DATA POWERS LOCATION FOR...



Dropbox



THE BEDROCK: GLOBAL PLACES DATASET

80MM LOCAL BUSINESSES AND POINTS OF INTEREST



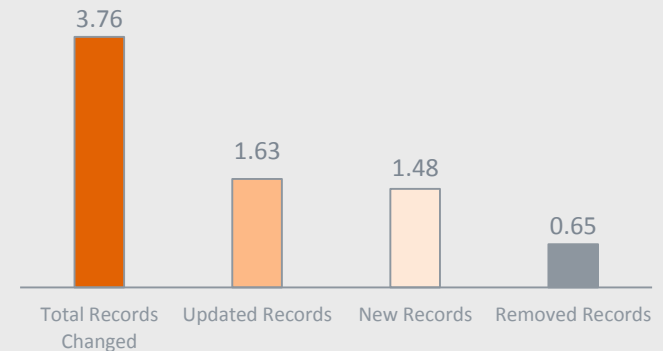
80 MM+
PLACES

29
LANGUAGES

50
COUNTRIES

466
CATEGORIES

CHANGES TO US PLACES, Q3 2015
(MILLIONS OF RECORDS)



FACTUAL PRODUCTS

PLACE DATA MANAGEMENT

Factual's place data management system cleanses, de-dupes, and normalizes location data from numerous sources. Private instances to manage partners' disparate place data sources are available.

GEOPULSE AUDIENCE

User level profiles for personalization and ad-targeting generated from user geographic data.

GEOPULSE PROXIMITY

High volume, low latency, operationally simple geofencing coupled with Factual Place Data.

SEARCH API

Core API allows searching, filtering, and field-level faceting.

PLACES RESOLVE

Enriches your data and matches it to Factual Place Data.

GEOTAG

Reverse geocoding to easily convert geo-coordinates into meaningful places.

WRITE API

Submit data to Factual and watch it get incorporated in real time.

DIFF API

Stream of data changes to keep downloaded dataset up-to-date.

CROSSWALK

Mapping of Factual places to third party place identifiers (Yelp, Foursquare, Facebook, etc.).

WORLD GEOGRAPHIES

Names and relationships of 5 million geographies around the globe, with translations in 19 different languages.

GLOBAL PLACES

Global dataset of places (businesses, landmarks, points-of-interest). Extensive category specific attributes for Restaurants, Hotels, and Doctors. Accessible through APIs and bulk downloads.

INSIGHTS

APIs

DATA

GEOPULSE AUDIENCE & PROXIMITY

USE YOUR FIRST-PARTY LOCATION DATA TO GAIN DEEP INSIGHT ON YOUR USERS FOR MOBILE ADVERTISING AND PERSONALIZED APP EXPERIENCES

Endlessly customizable mobile user segments based on where users go over time.



Deliver ads/content to mobile users based on where they are in real time using geofences.



DRIVE REVENUE BY TURNING YOUR LOCATION DATA INTO MOBILE AUDIENCES AND GEOFENCES.

1 DIRECT SALES

Location targeted ads have a 20% ROI lift. Easily Activate Factual ad targeting in your ad server. **Factual is embedded in DFP, AppNexus & Mopub Ad Servers.**



2 PROGRAMMATIC

Use Factual data on your inventory for programmatic sales, set up PMPs for specific audiences and take advantage of Factual's existing network of demand. DSPs integrated with Factual include DBM, AppNexus, Turn, Adelphic, Drawbridge, StrikeAd, and others.



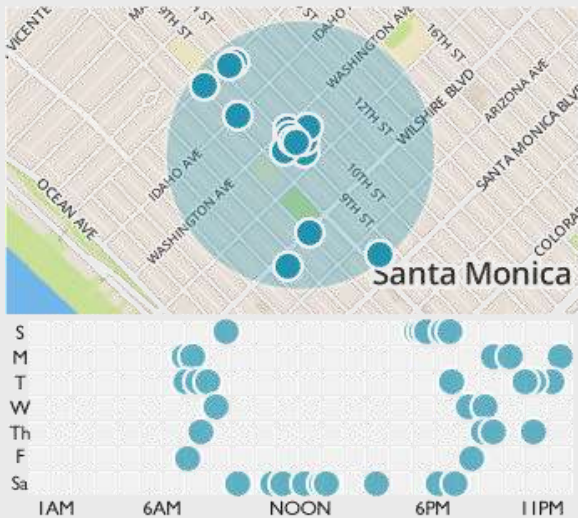
3 DATA LICENSING

Audience data can be monetized outside of your application. Segments built on your data can be made available across 3rd party inventory to generate an additional revenue stream for you.



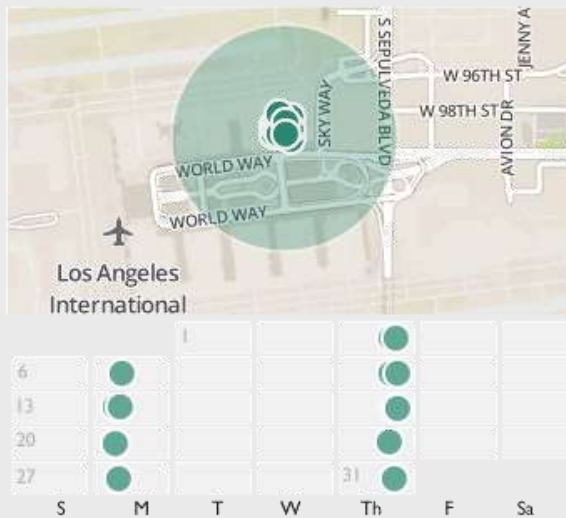
GEOPULSE AUDIENCE

HOW IT WORKS – BUILT MOBILE-FIRST



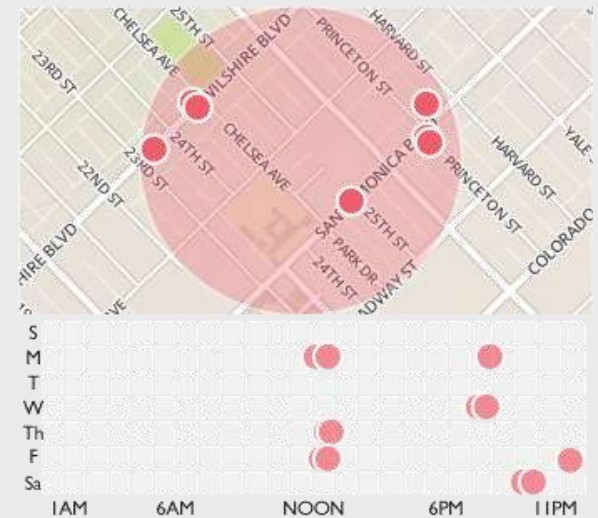
Coordinates clustered around a single city, including early morning and evenings on weekdays; sporadic usage on weekends.

Segment: Lives in Santa Monica, CA



Coordinates regularly clustered around LAX airport on Monday mornings and Thursday evenings.

Segment: Business Traveler



Coordinates clustered around fast food restaurants numerous times throughout a week.

Segment: Quick-Serve Restaurant Diner

GEOPULSE AUDIENCE

UNDER THE HOOD: UNDERSTANDING LAT/LONG DATA

Raw Input Data

(31.254, -98.529, 07:44 PM) (32.376, -98.504, 02:24 PM)
(31.965, -97.588, 05:08 PM) (32.946, -97.580, 12:22 AM)
(33.296, -96.132, 03:27 AM) (30.298, -96.729, 04:48 PM)
(31.160, -97.992, 02:37 PM) (30.593, -97.593, 12:52 PM)
(30.902, -98.944, 06:47 AM) (31.486, -98.131, 01:54 AM)
(32.427, -98.426, 09:31 PM) (31.905, -95.396, 12:53 AM)
(33.739, -97.836, 11:58 AM) (32.731, -95.102, 01:08 PM)
(32.278, -95.668, 06:16 PM) (33.740, -95.514, 07:49 AM)
(33.946, -97.165, 04:54 PM) (33.516, -98.349, 08:58 PM)
(32.935, -98.346, 04:23 AM) (32.410, -98.946, 10:17 PM)
(31.558, -95.277, 07:43 PM) (31.546, -96.842, 04:46 PM)
(31.970, -95.210, 11:20 PM) (33.616, -95.213, 10:05 AM)
(30.571, -96.292, 01:54 PM) (31.160, -97.992, 02:37 PM)
(32.151, -98.660, 10:14 PM) (30.902, -98.944, 06:47 AM)
(30.304, -97.233, 01:30 PM) (32.427, -98.426, 09:31 PM)
(33.359, -96.606, 11:07 AM) (33.739, -97.836, 11:58 AM)
(32.965, -95.901, 01:57 AM) (32.278, -95.668, 06:16 PM)



Factual Processes Data For Context

# Sessions	Lat	Long	City	State	
142	30.640311	-96.251226	College Station	TX	Home
15	32.732846	-97.372314	Fort Worth	TX	
10	30.616667	-96.32373	College Station	TX	TX A&M University
8	30.649334	-96.341561	Bryan	TX	Taco Bell
7	30.563719	-96.257736	College Station	TX	
5	30.559973	-96.261421	College Station	TX	
4	30.656624	-96.343592	Bryan	TX	



AUDIENCE SEGMENTS

GEOGRAPHIC AND DEMOGRAPHIC

GEOGRAPHIC

HOME LOCATION

We can tell what a user's home location is, measured by City, Postcode, State, or Country.

FREQUENTED GEOGRAPHIC AREAS

We understand the places people tend to spend time, not just the places they go once. We can measure this by City, Postcode, State, DMA, MSA, and Hyper-local areas of activity.

DEMOGRAPHIC

HOUSEHOLD INCOME

AGE

GENDER

RACE

PARENT (MOM/DAD)

AUDIENCE SEGMENTS

BEHAVIORAL

- Affluent user
- Business traveler
- Electronics buyer
- Frequent traveler
- Golfer
- Health care provider
- In-market auto buyer
- Leisure traveler
- Live sports fan
- Movie-goer
- Daily Commuter
- QSR (quick-serve restaurant) diner
- Outdoor enthusiast
- Electronic conference attendee
- College student
- Shopper
- Active socializer
- Financial services user
- Outdoor leisure seeker
- Superstore shopper
- Mattress shopper
- NFL enthusiast

AUDIENCE SEGMENTS

BRAND AFFINITY

Target users based on the specific retail locations they visit regularly in the real world. Need to target a brand that isn't listed below? Just tell us which one.

- | | | | | | | |
|----------------------|-------------------------|-------------------|-------------------|---------------------|------------------------|---------------------|
| ▪ Ace Hardware | ▪ Chipotle | ▪ Hyundai Dealer | ▪ Napa Auto Parts | ▪ Starbucks | ▪ Am. Eagle Outfitters | ▪ Mazda Dealer |
| ▪ Allen Edmonds | ▪ CVS | ▪ Ikea | ▪ Nike | ▪ Subway | ▪ Audi Dealer | ▪ Mercedes Dealer |
| ▪ Applebee's | ▪ Dairy Queen | ▪ Jack In The Box | ▪ Nordstrom | ▪ Taco Bell | ▪ Buick Dealer | ▪ Mini Dealer |
| ▪ Apple Store | ▪ Darden | ▪ JC Penney | ▪ Old Navy | ▪ Target | ▪ Cadillac Dealer | ▪ Mitsubishi Dealer |
| ▪ Arby's | ▪ Del Taco | ▪ Jimmy John's | ▪ Panera Bread | ▪ TGI Fridays | ▪ Chevrolet Dealer | ▪ Petsmart |
| ▪ Ashley Furniture | ▪ Dick's Sporting Goods | ▪ KFC | ▪ Papa John's | ▪ Tim Horton's | ▪ Dodge Dealer | ▪ Scion Dealer |
| ▪ ATM Banks | ▪ Disney Resorts USA | ▪ Kmart | ▪ Petco | ▪ Toyota Dealer | ▪ Fiat Dealer | ▪ Subaru Dealer |
| ▪ Auto Dealers | ▪ Dominos | ▪ Kohl's | ▪ Pier 1 Imports | ▪ Toys R Us | ▪ GameStop | ▪ Tesla Dealer |
| ▪ Banana Republic | ▪ Dunkin Donuts | ▪ Kroger | ▪ Pizza Hut | ▪ Victoria's Secret | ▪ Guitar Center | ▪ Volvo Dealer |
| ▪ Bank Of America | ▪ Family Dollar | ▪ LL Bean | ▪ ProCuts | ▪ Walgreens | ▪ Honda Dealer | ▪ VW Dealer |
| ▪ Best Buy | ▪ Famous Footwear | ▪ Lowe's | ▪ Quiznos | ▪ Walmart | ▪ IHOP | |
| ▪ BP | ▪ Gap | ▪ Macaroni Grill | ▪ Raymond James | ▪ Wendy's | ▪ Jeep Dealer | |
| ▪ Buffalo Wild Wings | ▪ H & M | ▪ Macy's | ▪ REI | ▪ Abercrombie & | ▪ Kia Dealer | |
| ▪ Burger King | ▪ Haverty's Furniture | ▪ McDonald's | ▪ Sears | ▪ Fitch | ▪ Land Rover Dealer | |
| ▪ Caribou Coffee | ▪ Home Depot | ▪ Movie Theaters | ▪ Sonic | ▪ Acura Dealer | ▪ Lexus Dealer | |
| | | | | ▪ American Apparel | | |

TAILORED LOCATION SEGMENTS

CREATE A SEGMENT FROM SCRATCH BY DEFINING THE PLACES YOUR DESIRED USERS GO

1 Indicate any set of places you want to include in your Tailored Location Segment

2 We'll look back to see which users have visited those places in the past

3 Reach those users with mobile ads

TAILORED LOCATION SEGMENTS


LOOKBACK WINDOW

3 MONTHS

GEOFENCE SETS

	RADIUS (METERS)	
<input checked="" type="checkbox"/> Starbucks 500m	500	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Coffee Bean 500m	500	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> McDonalds 99182	200	<input checked="" type="checkbox"/>

ADD ADDITIONAL SEGMENTS



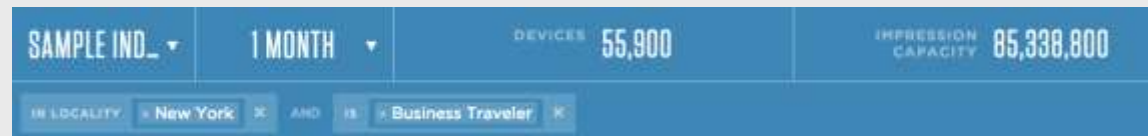
DYNAMICALLY ANALYZE YOUR AUDIENCE

VIEW AND ANALYZE YOUR AUDIENCE SEGMENTS DIRECTLY FROM FACTUAL'S AUDIENCE OVERVIEW DASHBOARD

Explore the characteristics of your audience. Select any of hundreds of segments to see the breakdown of that particular user segment.



Calculate device reach and impression capacity. See your potential reach given the precise audience segments you aim to target.



GEOPULSE PROXIMITY: PROVIDE RELEVANT CONTENT THAT USERS WILL RESPOND TO BY ENGAGING THEM IN THE RIGHT LOCATIONS

Place Targeting: Reach users while they're visiting any business or point of interest



Funnel Messaging: Target users at varying distances from point of purchase



Geo Conquesting: Target users around competitors' locations



Related Places: Target users in places your product is top of mind



GEOPULSE PROXIMITY DESIGNER: POWERFUL AND EASY-TO-USE GEOFENCES

Jamba Juice

FILTER RESULTS

Region equals **California**

Categories in **Juice Bars and Smoothies**

[+ Additional Filter](#)

COLOR **RADIUS (METERS)** **VIEW** **SIZE**

SHOW	NAME	GROUP ID	VIEW	RESULTS	METERS
<input checked="" type="checkbox"/>	Jamba Juice	Gyms and Juice	US Places	497	200
<input checked="" type="checkbox"/>	Gyms	Gyms and Juice	US Places	8,867	100
<input checked="" type="checkbox"/>	Juice	Gyms and Juice	US Places	1,572	100



TOP BRANDS USING FACTUAL AD TARGETING



NORDSTROM



DATA FOR MOBILE ADS EXAMPLE: GENERAL MOTORS



USE CASE

GM wants to reach auto-intenders with mobile ad campaigns

FACTUAL SOLUTION

Proximity targeting: Users near GM and competitive lots

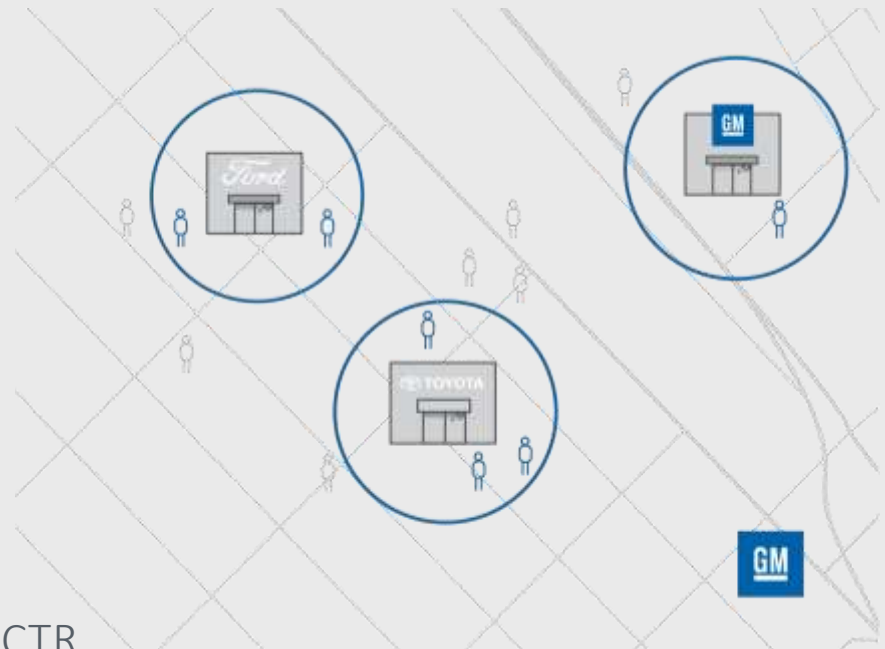
Audience re-targeting: Those that clicked & showed up on Auto Lot

BENEFIT

2X DoubleClick Auto Industry Benchmark CTR
(.28% CTR vs DCLK .15% CTR)

18,000 Qualified Dealership Visits

~3X Post-Event (re-targeting) CTR far exceeded
(.19% goal vs .54% Actual)



Thank you!

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201-919-8193