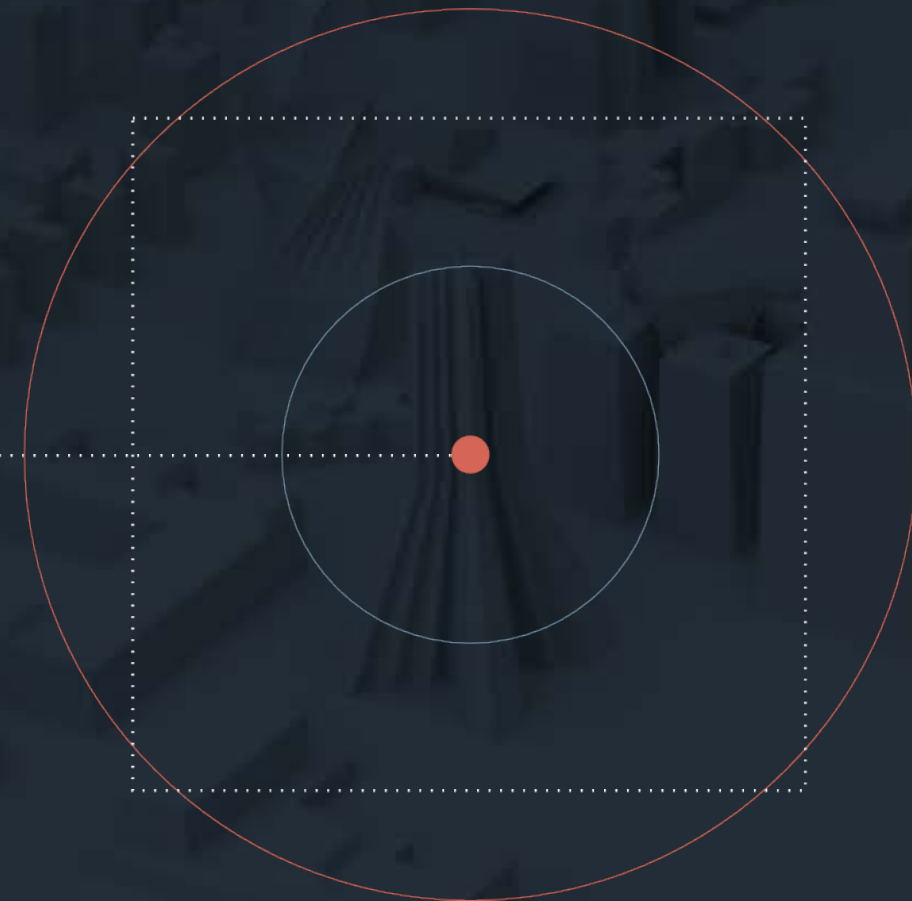


# LOCATION 2.0

HOW TO HARNESS THE POWER  
OF ALWAYS-ON LOCATION DATA



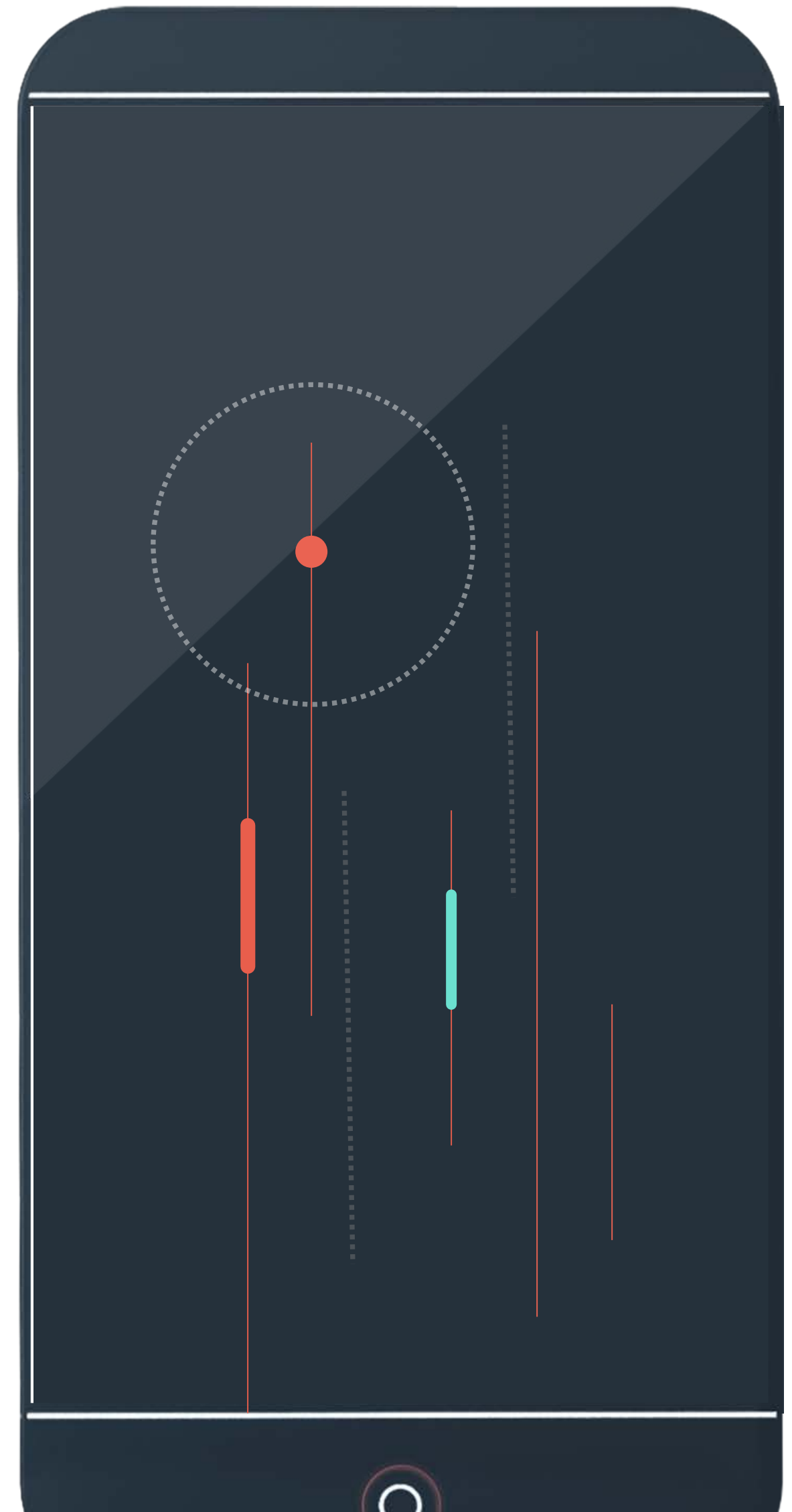
GIMBAL



# Mobile devices

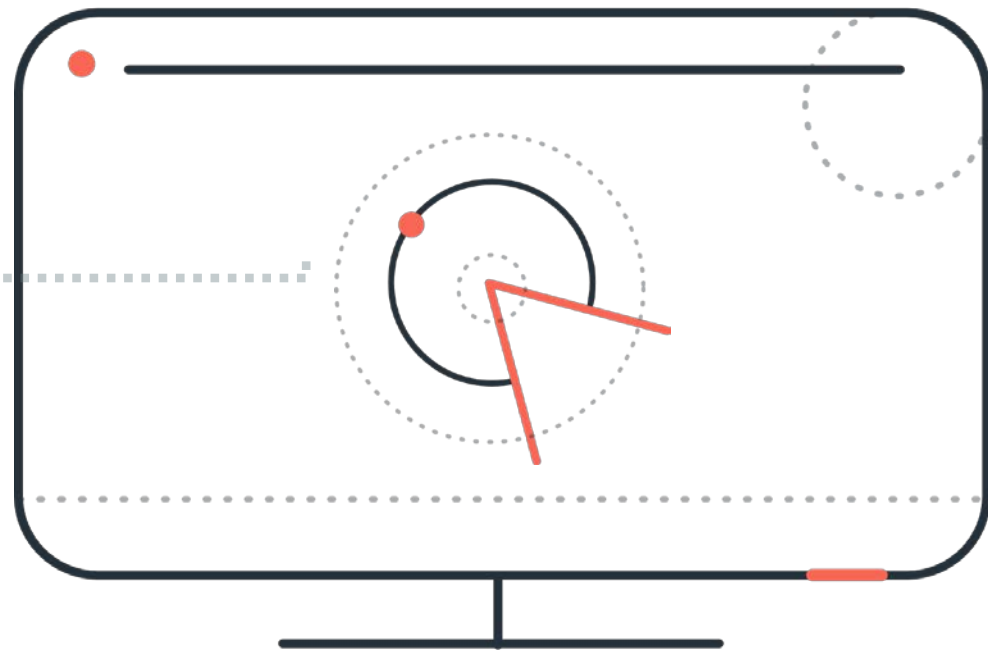
are data generating machines.

Capable of collecting insights on users that are unmatched in regards to their context, specificity, and detail.

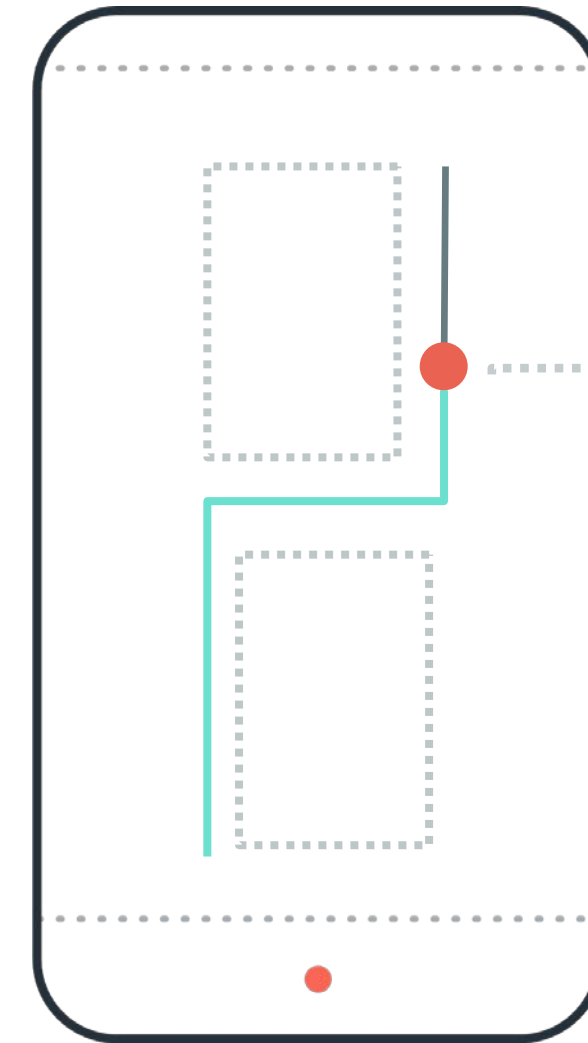


**In other words...**





While the desktop computer can tell us what websites a user visits and where they click: **their online activity...**



...a mobile device can – *in addition to online activity* – tell us where a person goes and what they do: **their offline activity.**



This is what we refer to as **location data**.

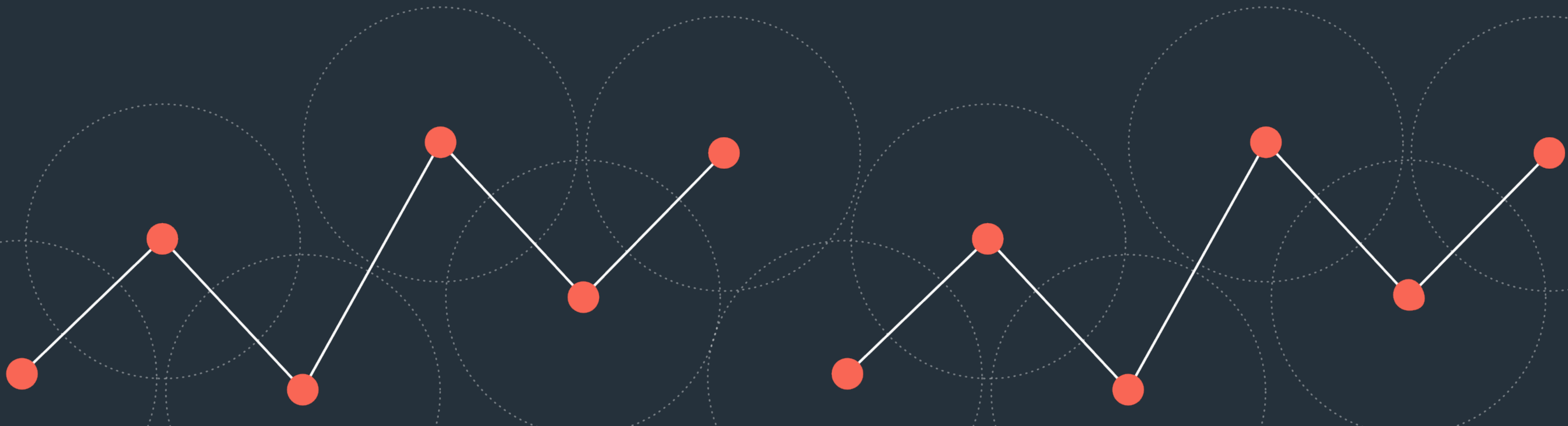
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And it's a potential gold mine of information that you can use to create messaging that's relevant to the people you're trying to reach.



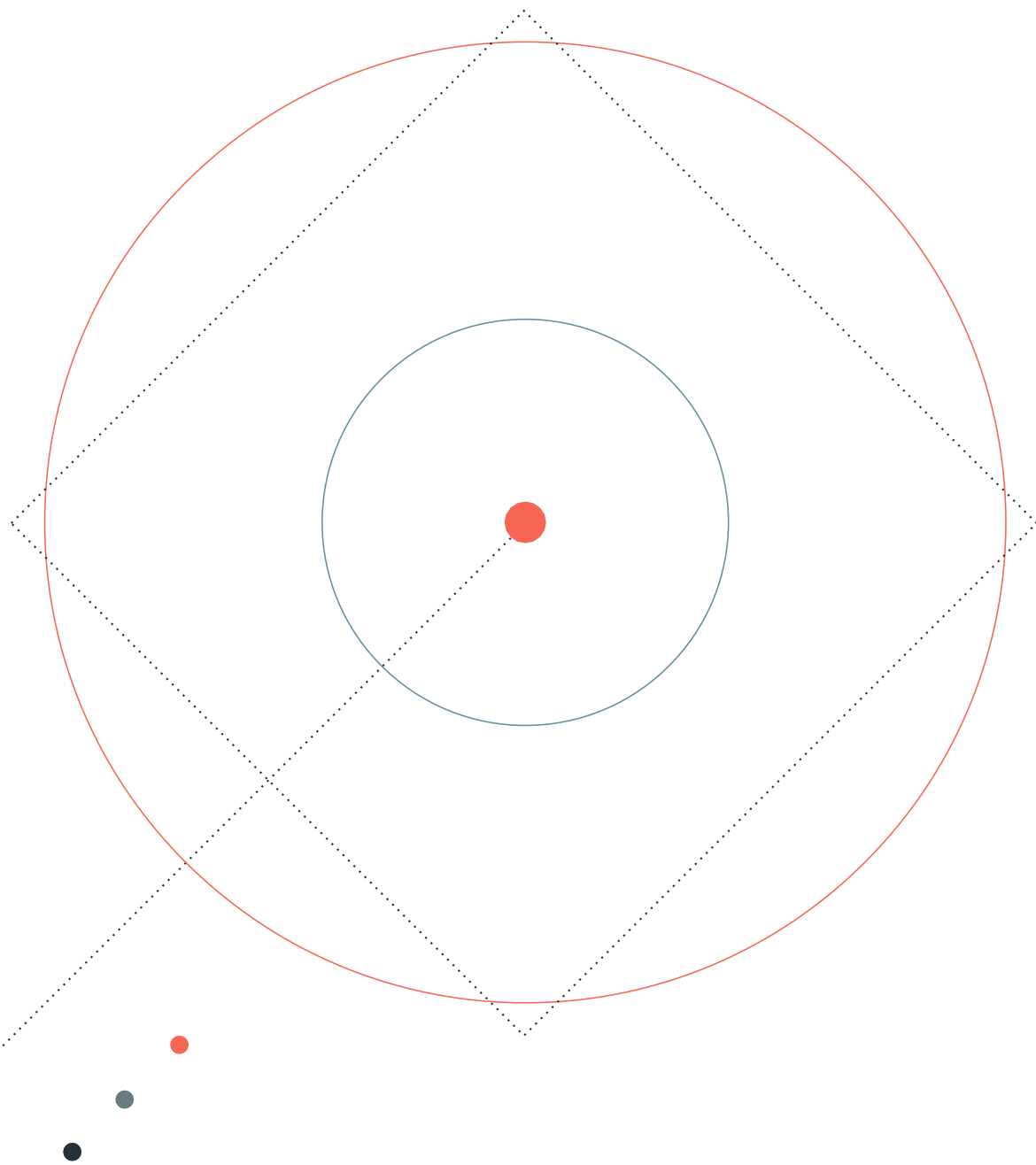
The word **data** gets tossed around a lot these days, and when it comes to mobile...

Everyone assumes location data is all the same since smartphones are inherently **mobile**.



The slide features decorative vertical elements on both the left and right sides. On the left, there is a thin black vertical line, a dotted grey vertical line, a solid red vertical line, a solid black vertical line, and a solid black circle. On the right, there is a thin red vertical line, a dotted grey vertical line, a solid red vertical line with a red circle at the top, a solid red vertical line, a solid black vertical line, and a solid black circle. A large dotted grey circle is positioned in the bottom right corner of the slide.

*But buyer beware: not all data is **created equal**.*



Most ad tech companies that use location data fall into what we refer to as **Location 1.0**.

It's the old way of doing things that relies on the information that comes from **bid requests**.





So what is a **bid request?** And why is it important?

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Today, digital advertising is carried out in an increasingly automated fashion.

Whenever an app or website has available space for an ad, **an auction takes place.** Advertising technologies “bid” for the right to place an ad in that space.

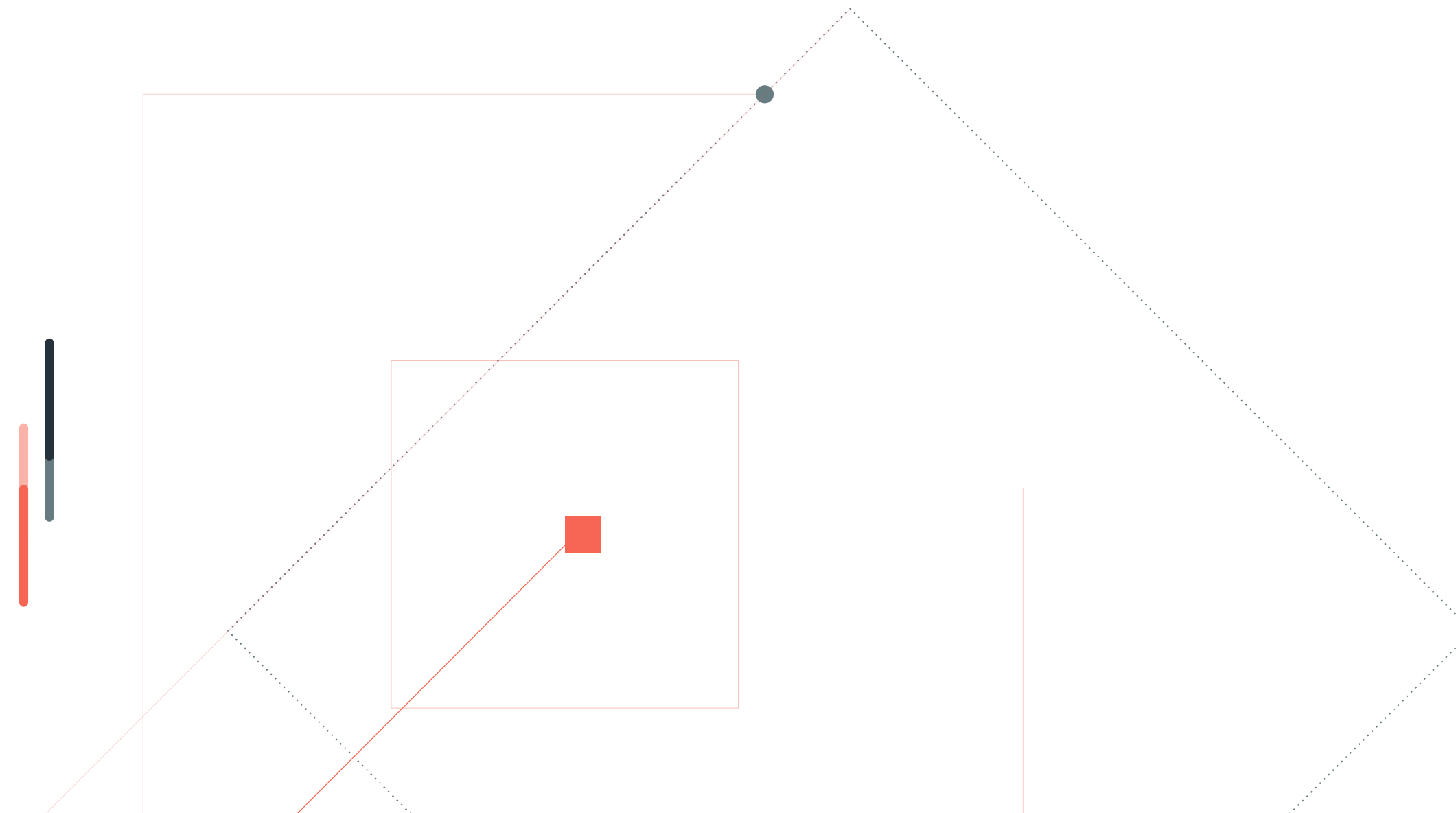


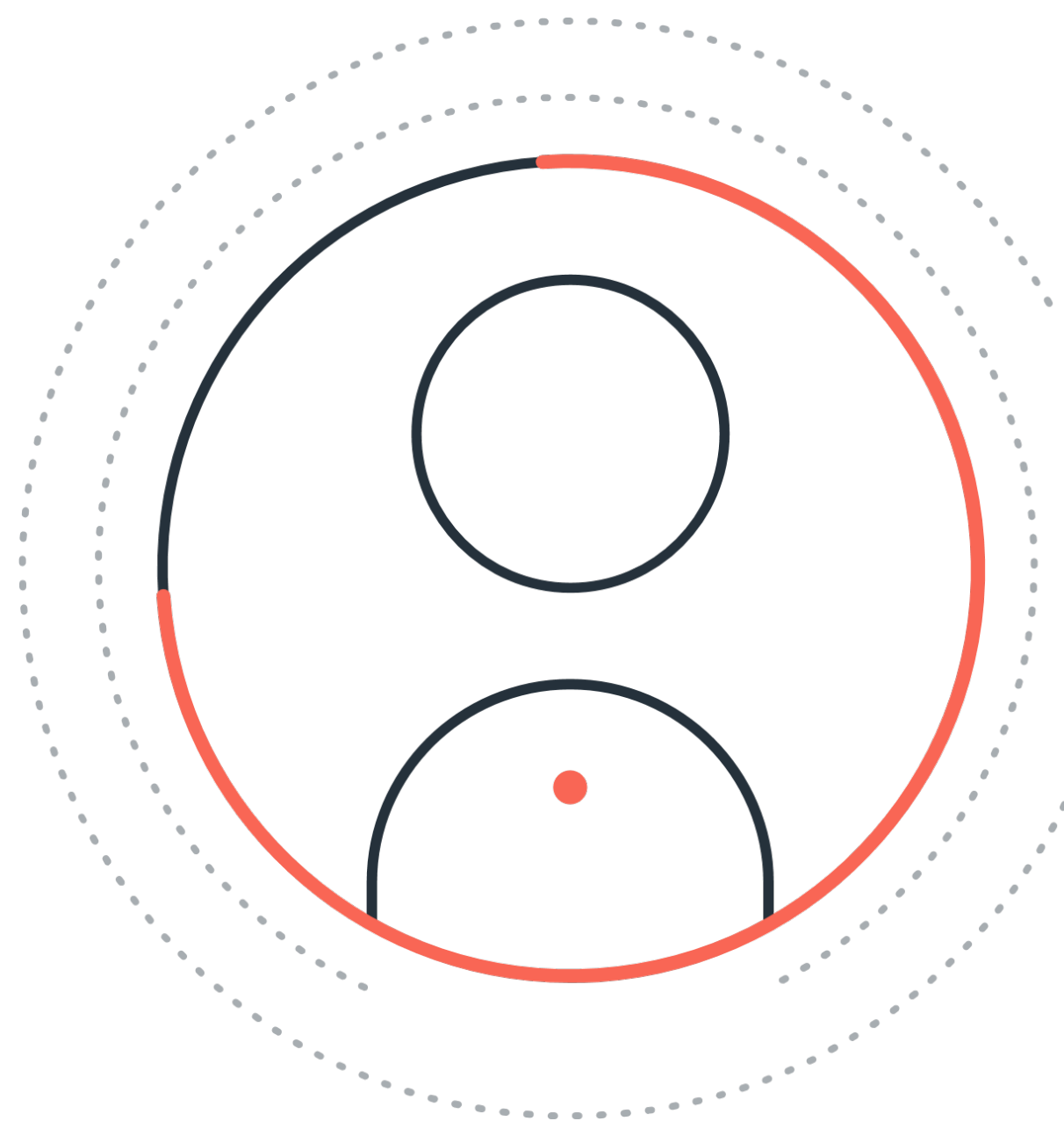
The **bid request** is the literal “ask” that is sent to all potential bidders. Importantly, each bid request includes data needed for targeting, including:

- ✓ App or Site
- ✓ Operating System
- ✓ Ad Exchange
- ✓ Device ID
- ✓ Cached or Rendered
- ✓ Screen Dimensions
- ✓ Container Size
- ✓ Viewability
- ✓ Location
- ✓ Connectivity



This means that *any* company with a **demand-side-platform** gets to see this data - including location - whether they serve an ad or not.

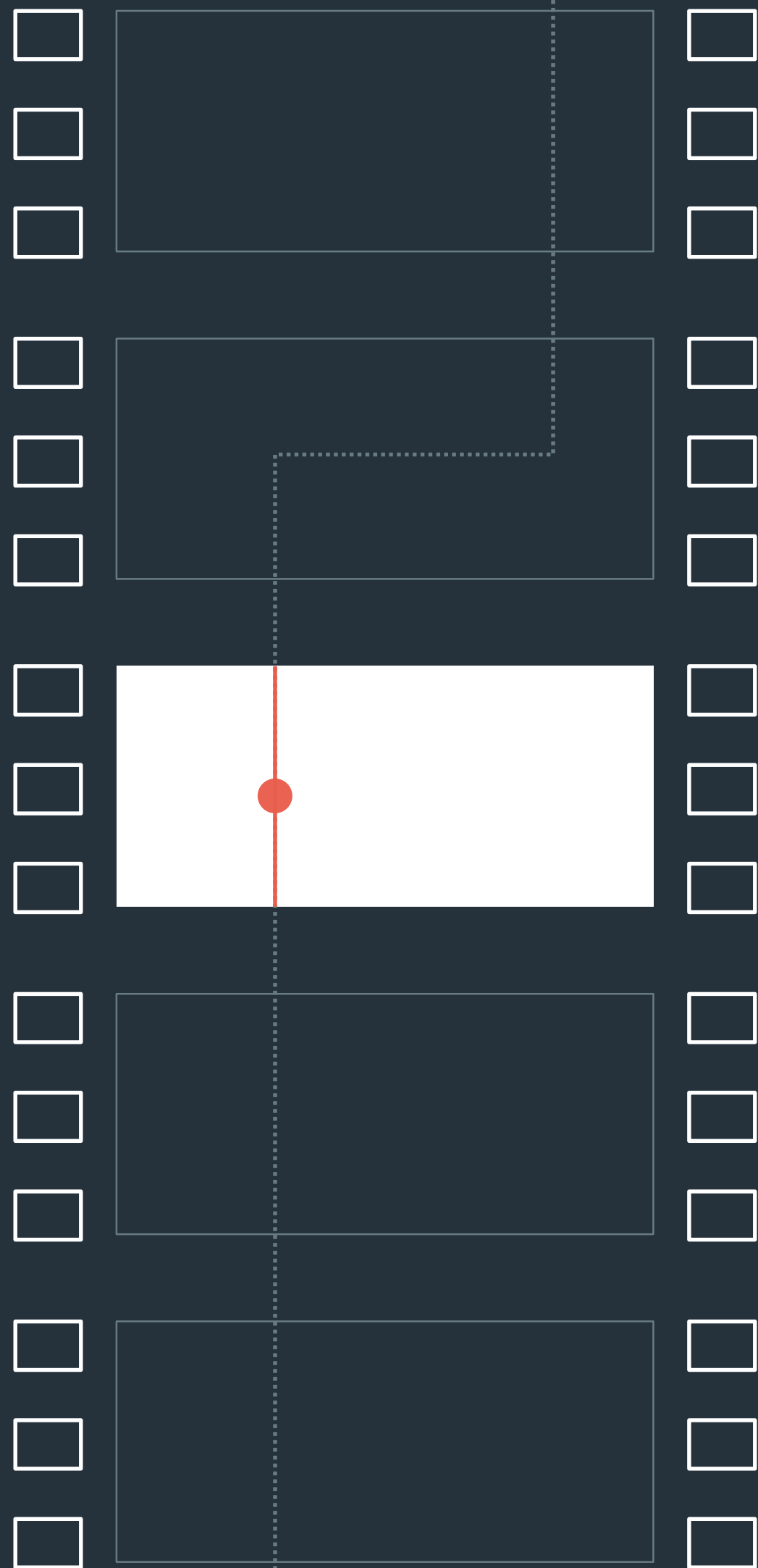




For years, this is how marketers have discovered a consumer's context in order to deliver a relevant, personalized message.

**The challenge** is that individual bid requests are brief, **incomplete sightings of a device** throughout the day.





Using **bid requests** to understand a consumer's context is not unlike using **a few frames** of a film reel to understand the plot of an entire movie.

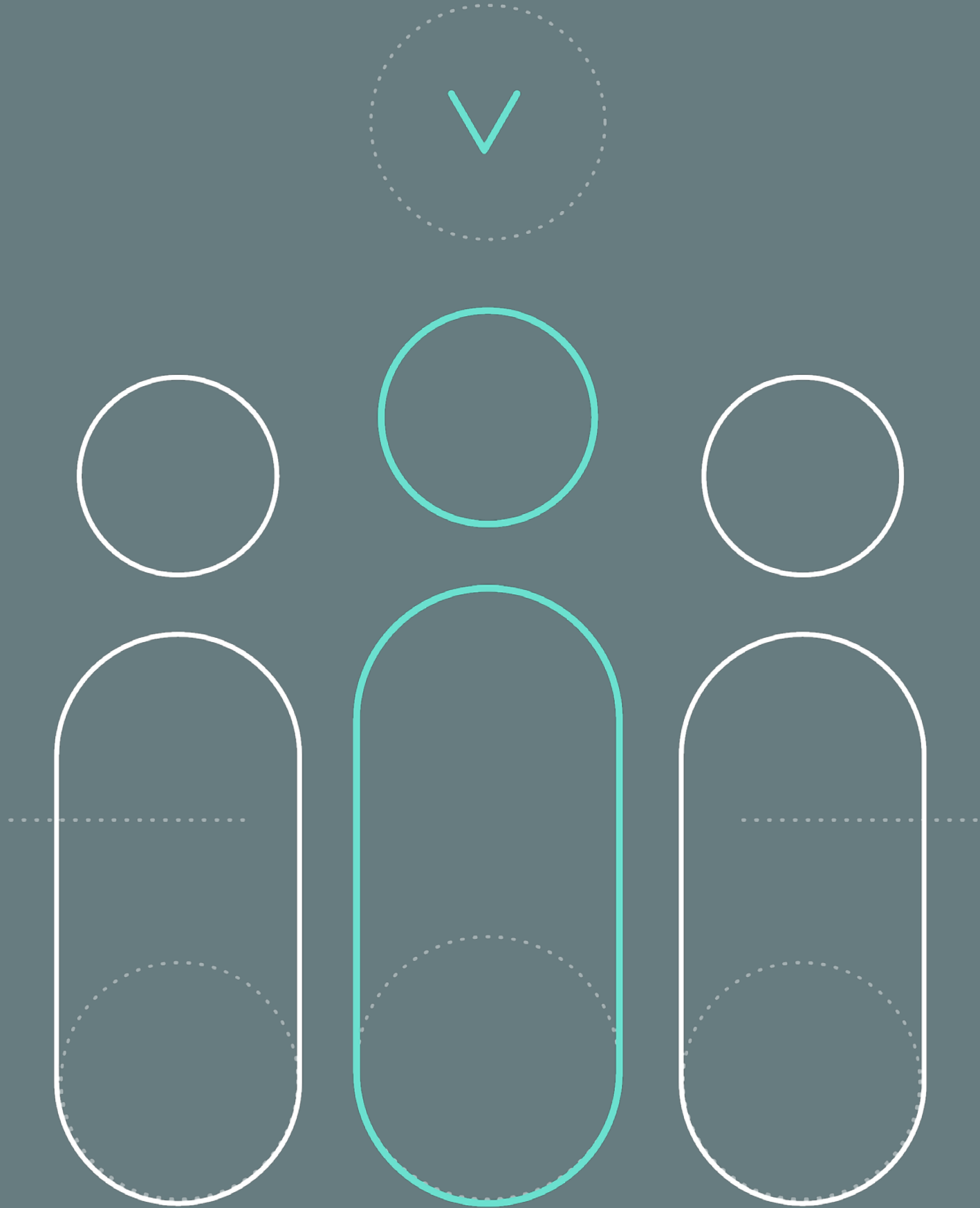
Sure, you may be able to infer what's happening at any given moment, but putting together the larger story (or the case of marketing, the complete consumer journey) is hard to do.

In fact, **it's impossible.**

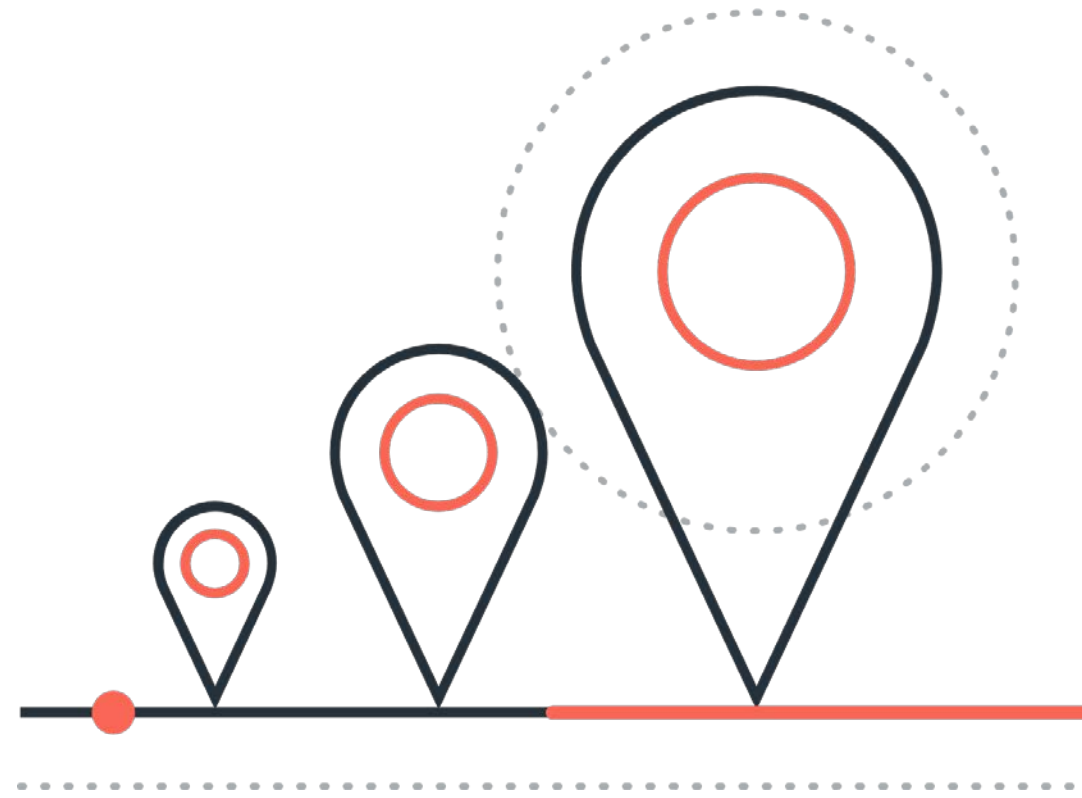


Which is why we call the use of bid request data for the purpose of digital marketing **Location 1.0.**

If the goal is to deliver a relevant, personalized experience (which, let's be honest, was supposed to be the whole advantage of digital marketing), bid request data alone **isn't going to cut it.**





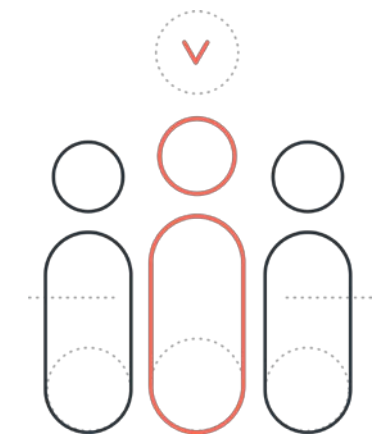
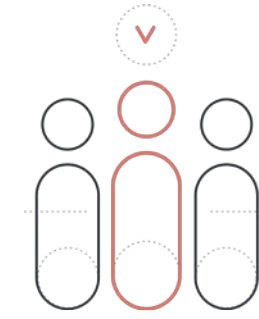
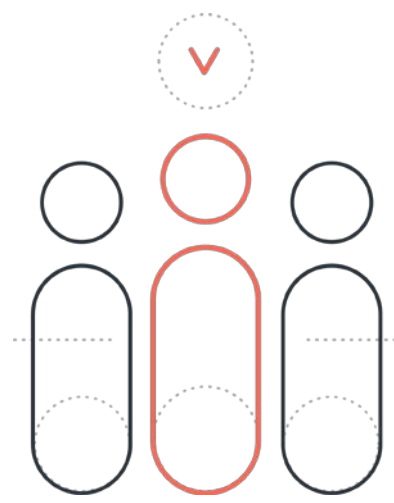
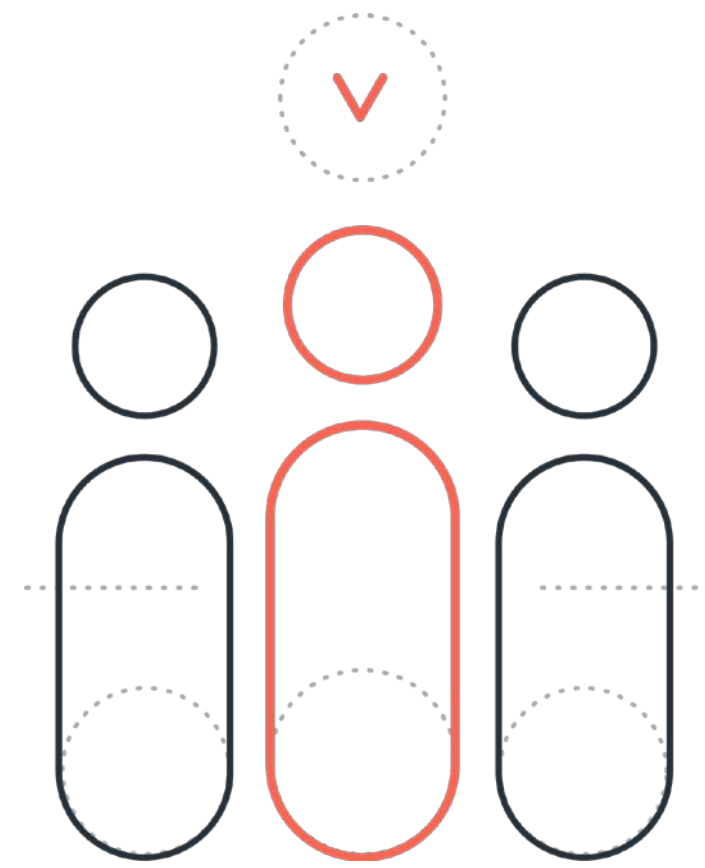


# Enter Location 2.0

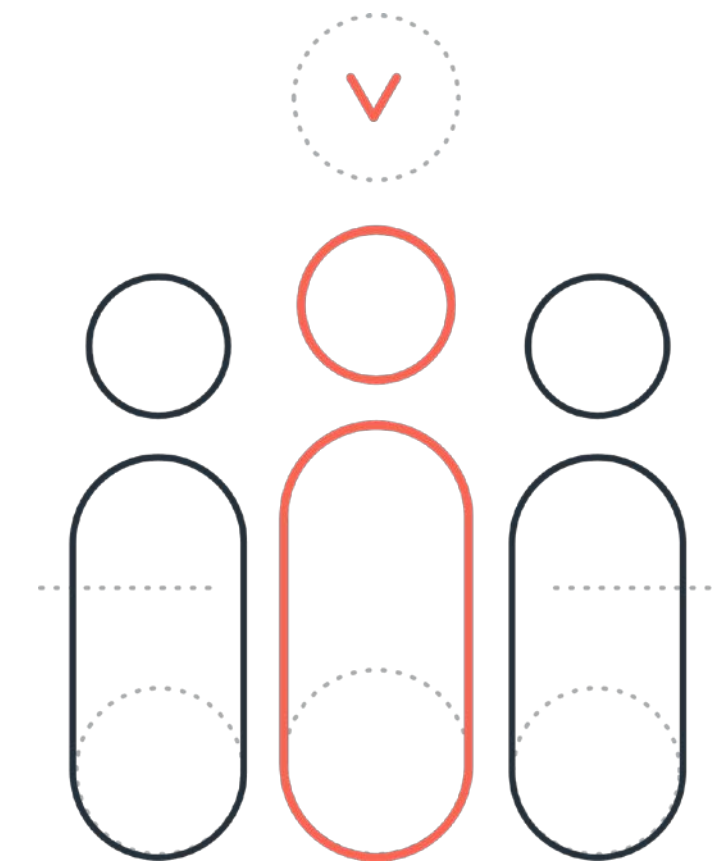
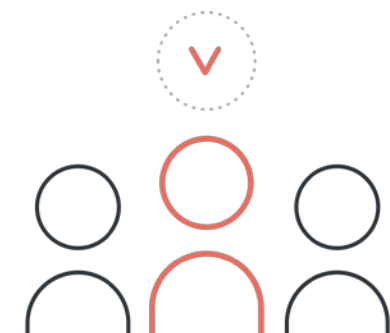
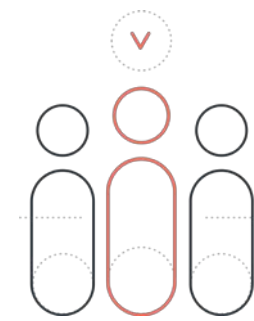
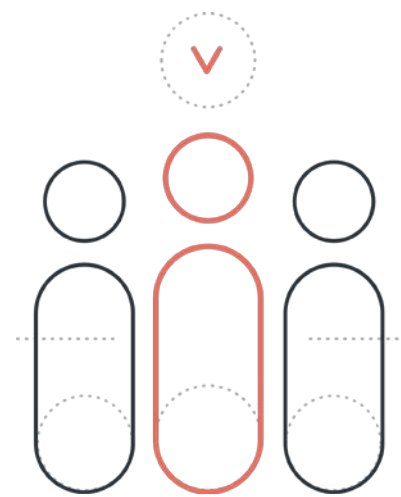
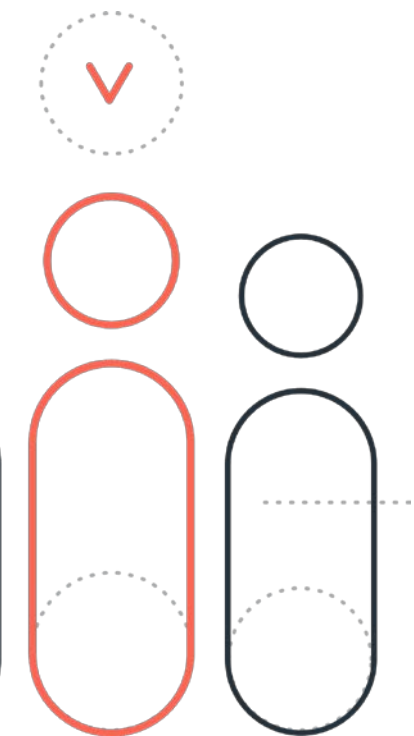
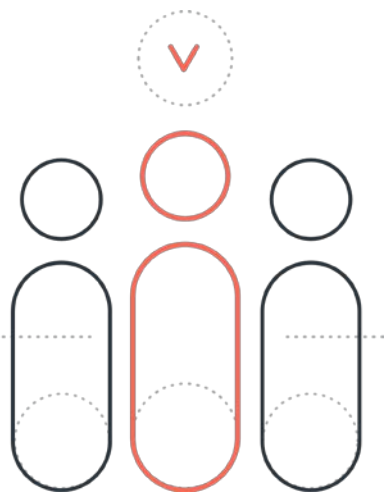
**(Pro Tip:** *Whenever there's a 1.0 of something, always assume there's a far better 2.0)*



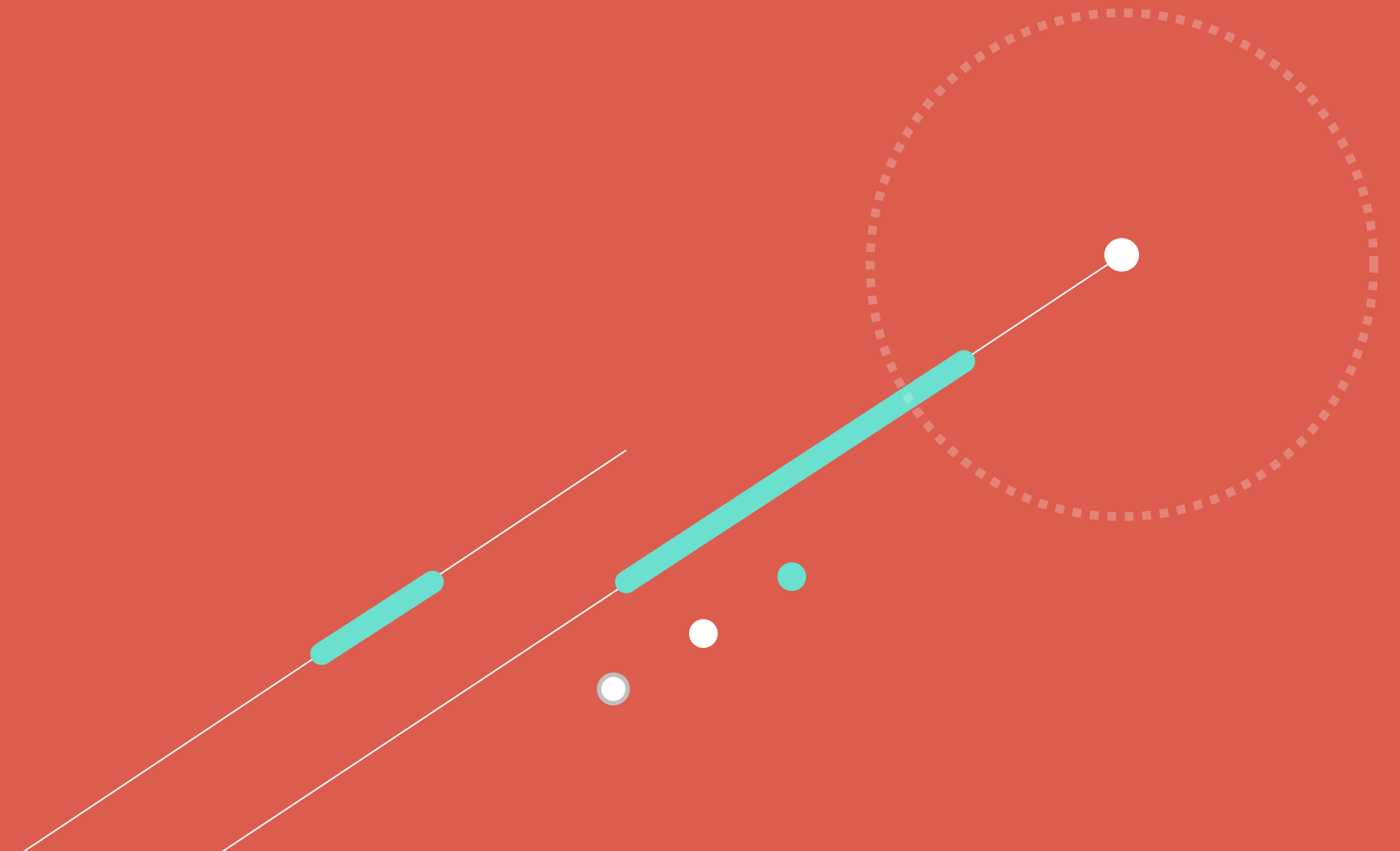
Returning to the movie analogy, **Location 2.0** is like a **full-length HD film of a consumer's location all day, every day**. It means you can understand where a consumer is, how long they've been there, where they came from, and where they're probably going.



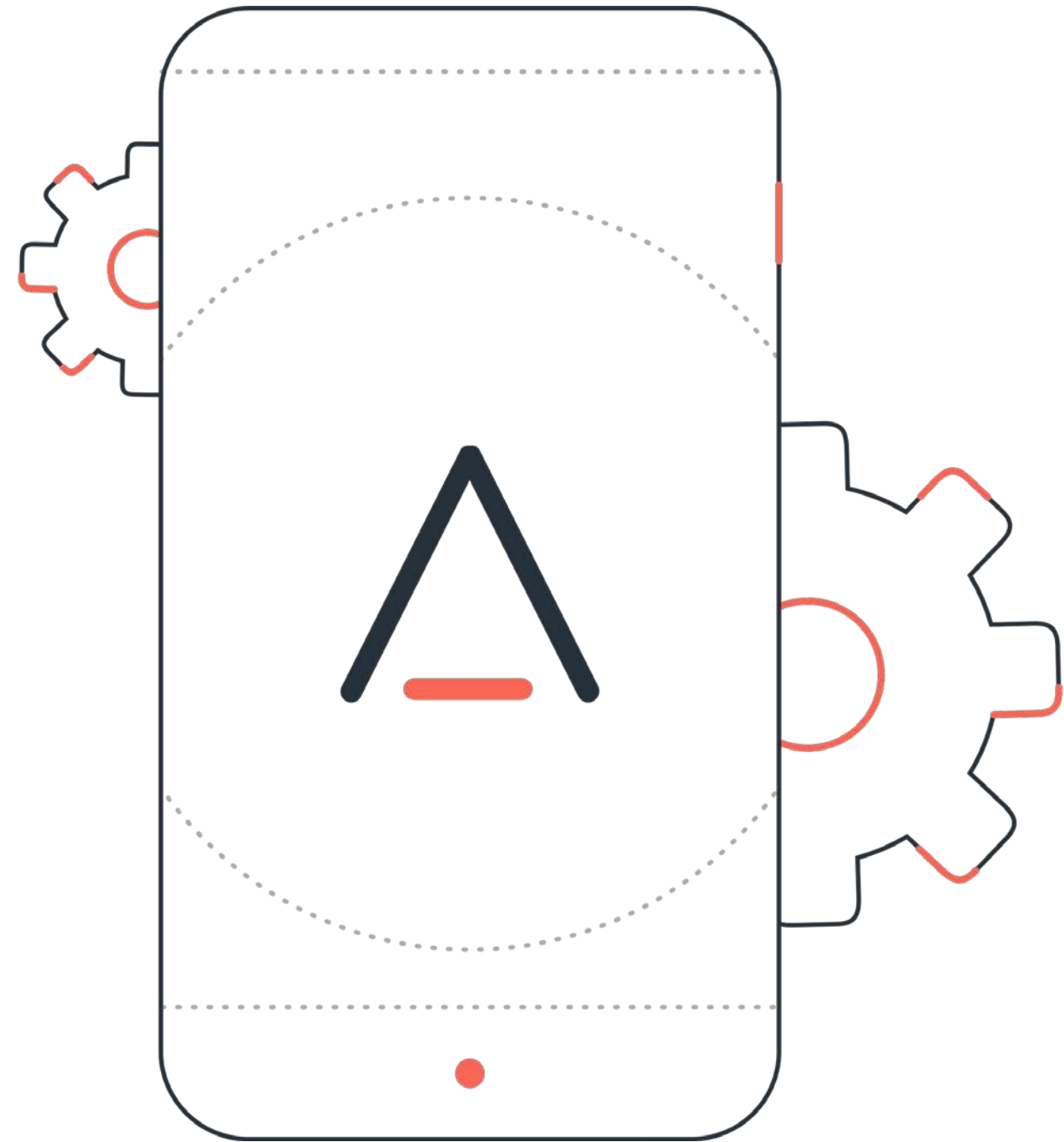
Dare to imagine how **relevant** your marketing and advertising campaigns could be with that kind of information.

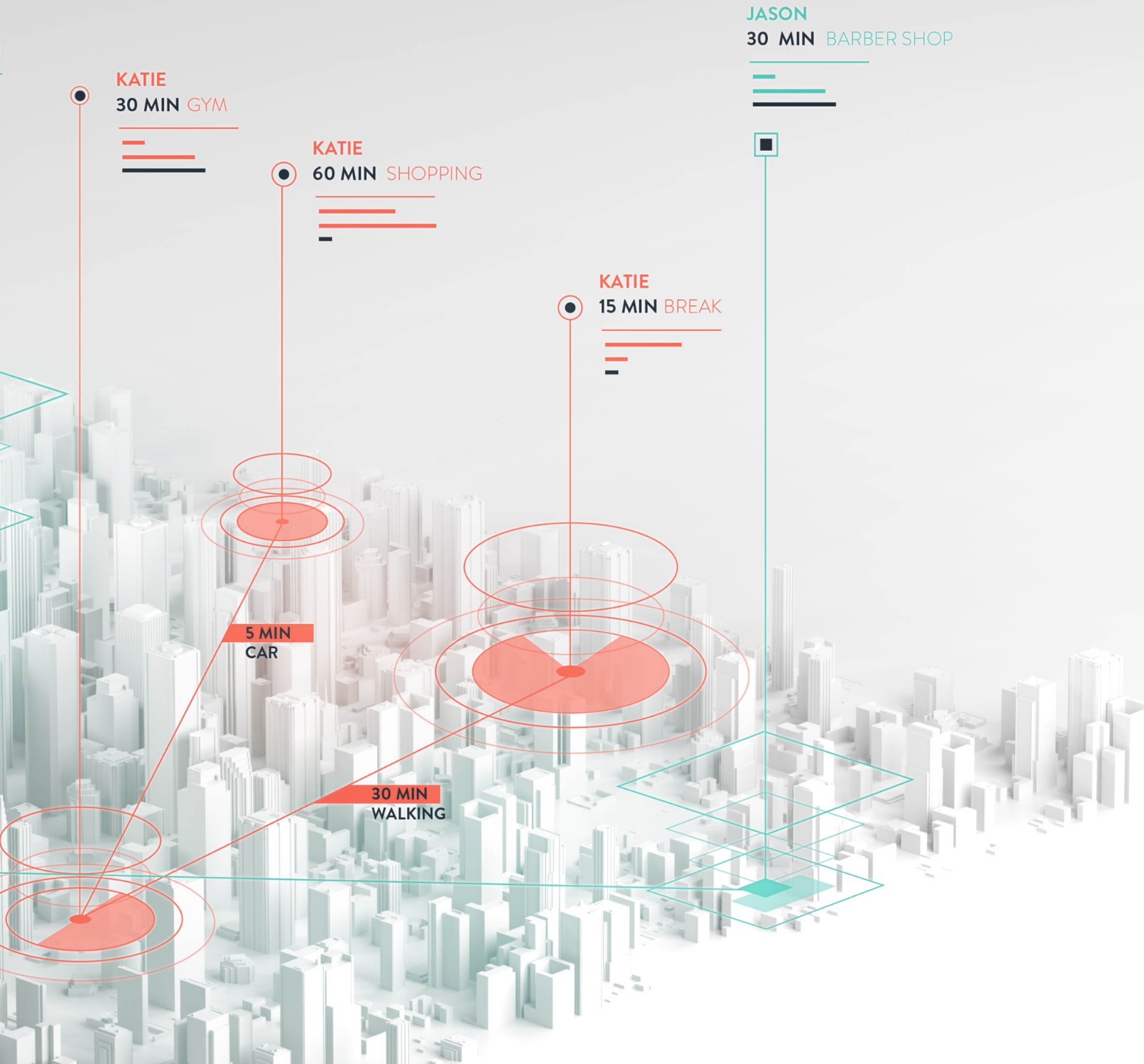


So how do you get there?



The answer is the **Gimbal SDK**.



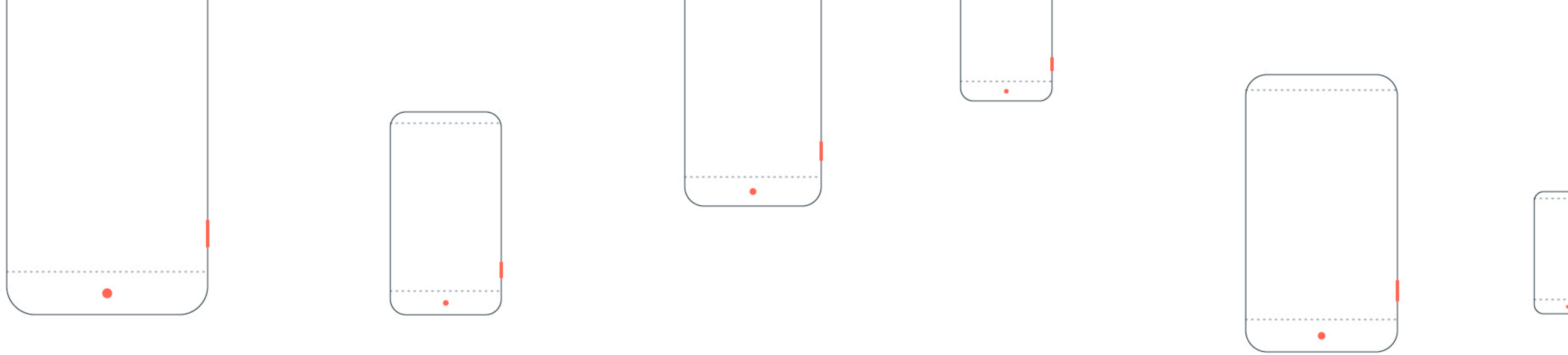


An SDK is a piece of software that runs inside mobile apps.

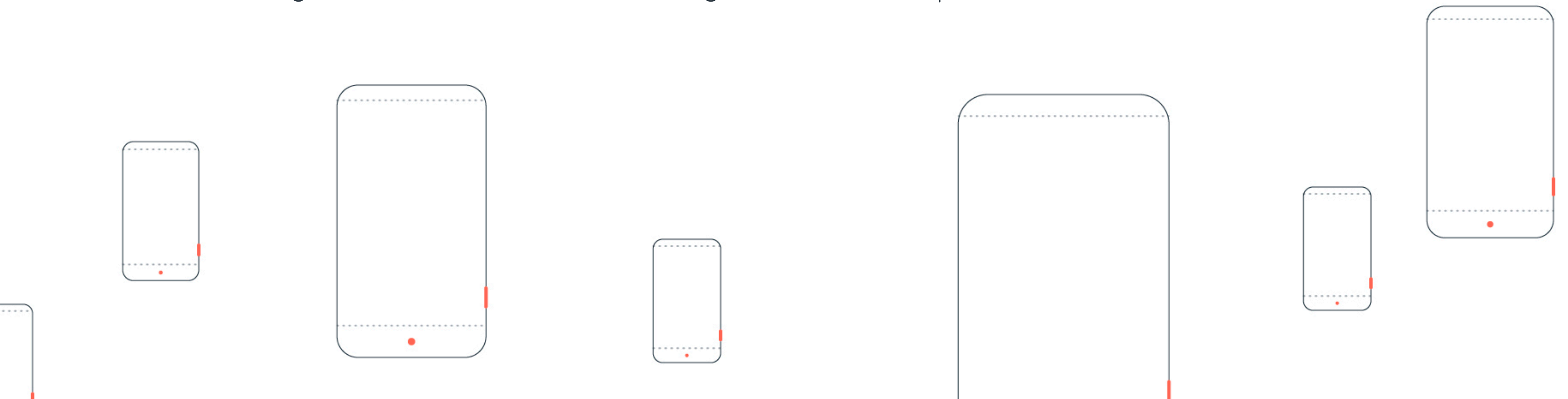
Put simply, it allows app developers to do something cool.

In this case, the **Gimbal SDK** collects **trillions of data points** on app users as they move about the **physical world**.





Installed on over 37 million devices, the **Gimbal SDK** is collecting physical world data continuously - even when the app is in the background, or closed and sitting in someone's pocket.



An abstract graphic on a dark teal background. It features a large teal circle on the right side, containing a teal chevron symbol pointing right. A horizontal dotted line extends from the left edge of the teal circle towards the left. A solid teal line is positioned below the dotted line, starting from the left edge and ending at the start of the dotted line. There are also several white circular outlines of varying radii, some solid and some dotted, scattered around the teal circle.

This ability is known as **always-on**, and it's the secret sauce behind Location 2.0.

Because it's always-on, you're able to detect places of interest for each unique user over time - like their local grocery store, children's pre-school, or local watering hole.





So what does this mean for your  
**marketing efforts?**



1

## Better Targeting

You can now target completely custom audiences that are continuously built based on actual, physical-world triggers.

So the next time you want to advertise to someone who might be interested in your new product line, why don't you target people who go to your store every month?

# 2

## Physical-World Attribution

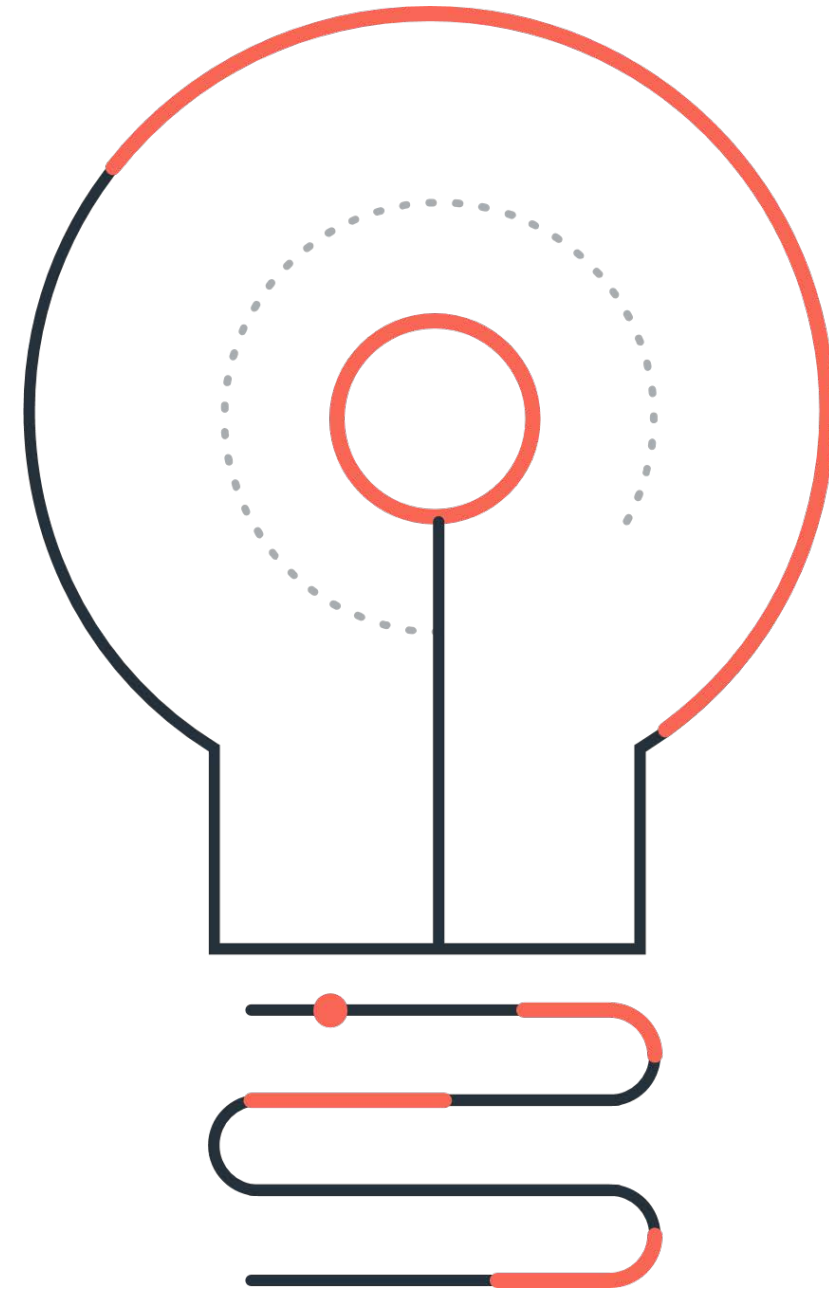
You'll be able to know if your advertising resulted in an in-location visit. And no, this isn't just the ability to know if an ad recipient simply passed by your location (a snapshot) and *maybe* took a quick peek inside.

This is a complete breakdown of when that person arrived at your location, what areas they visited, how long they stayed, and when they left. All down to the second.

# 3

## Insights & Analytics

Or maybe you just want to understand your audience a little bit more - what they like, where they go, what they buy - and then use that data to inform all of the important marketing decisions you have to make every day. You can do that too.



Knowledge is **power**, after all.

# This is **Location 2.0**

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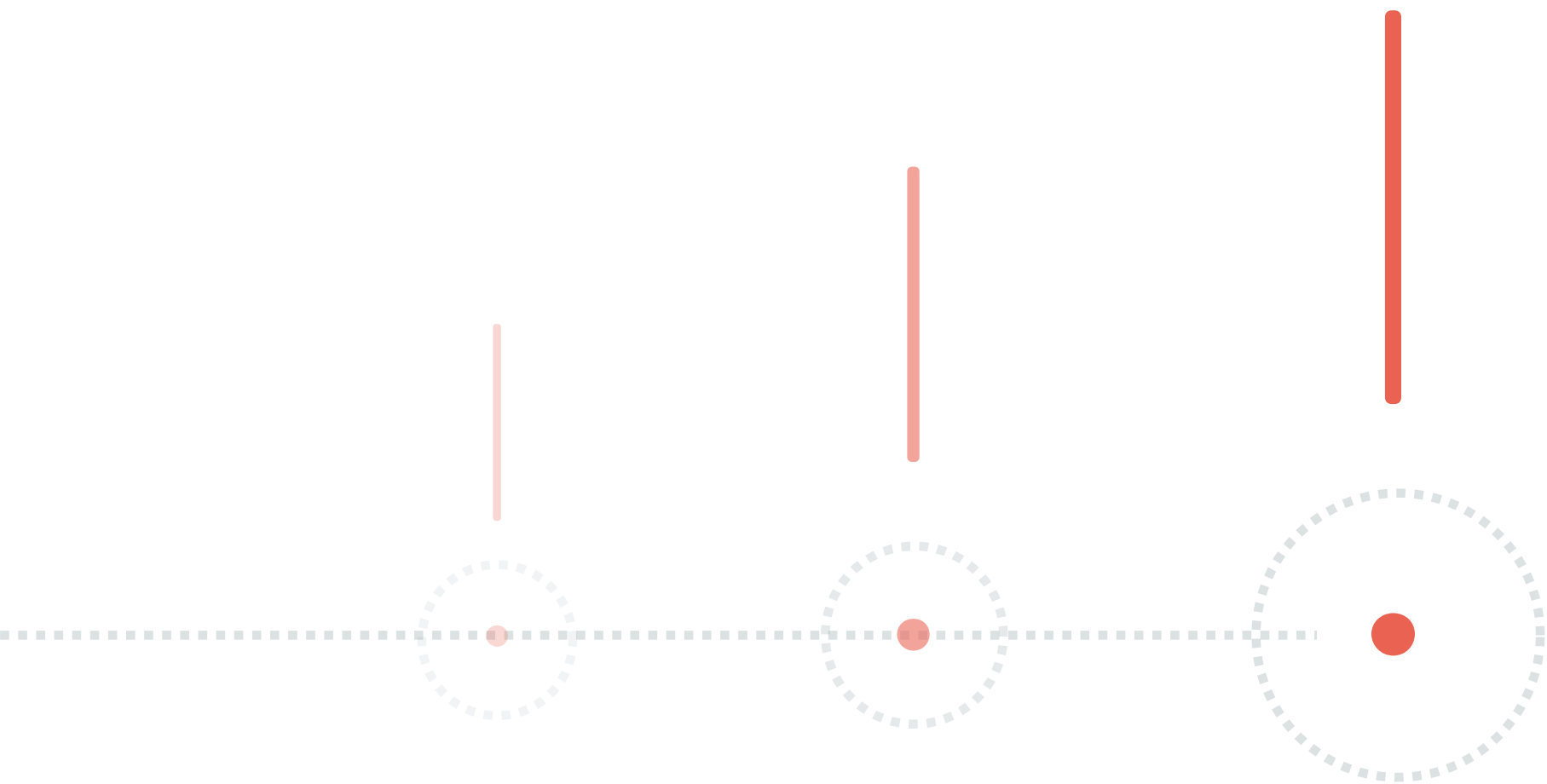
Powered by the **Gimbal SDK**



Let's banish the *maybe's*,  
*possibly's*, and *conceivably's* from  
our marketing vocabulary.

(They're so last gen.)

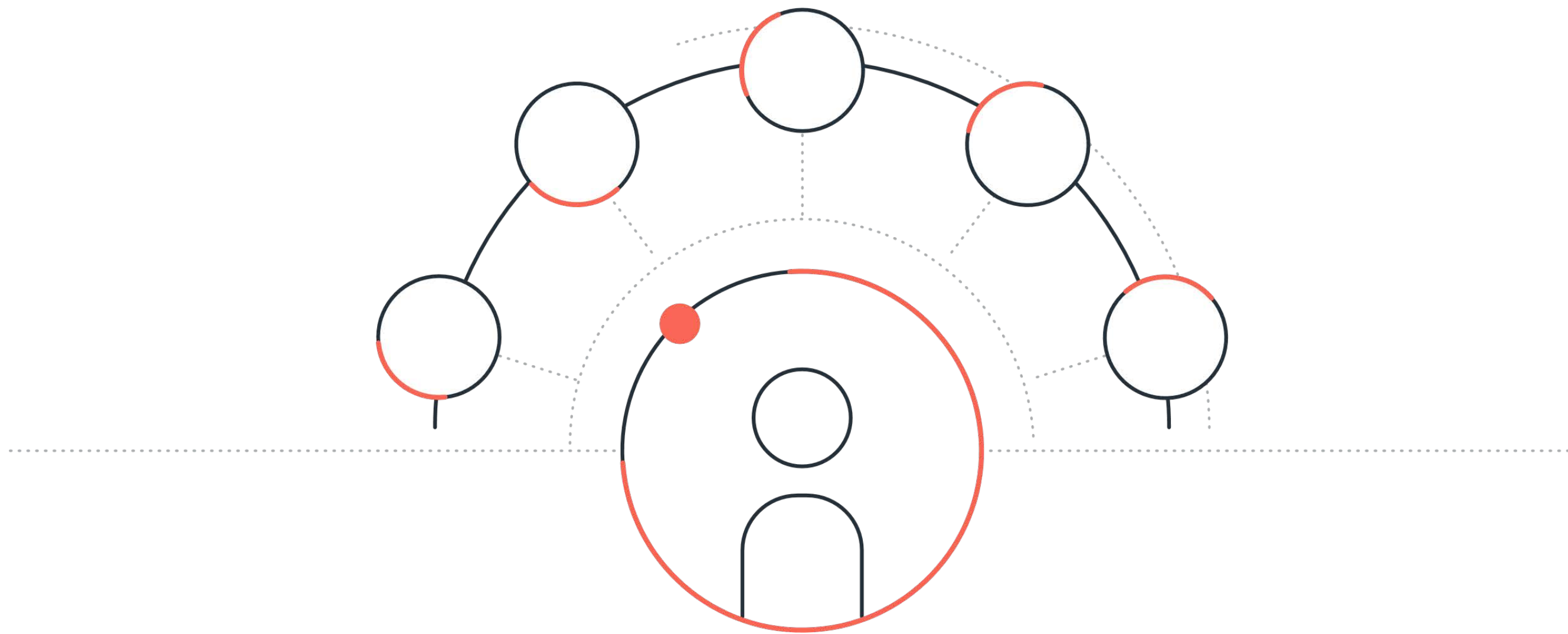




## Instead...

Let's choose to market in a world where certainty matters - a world where the physical actions a person takes are just as important as the digital ones.

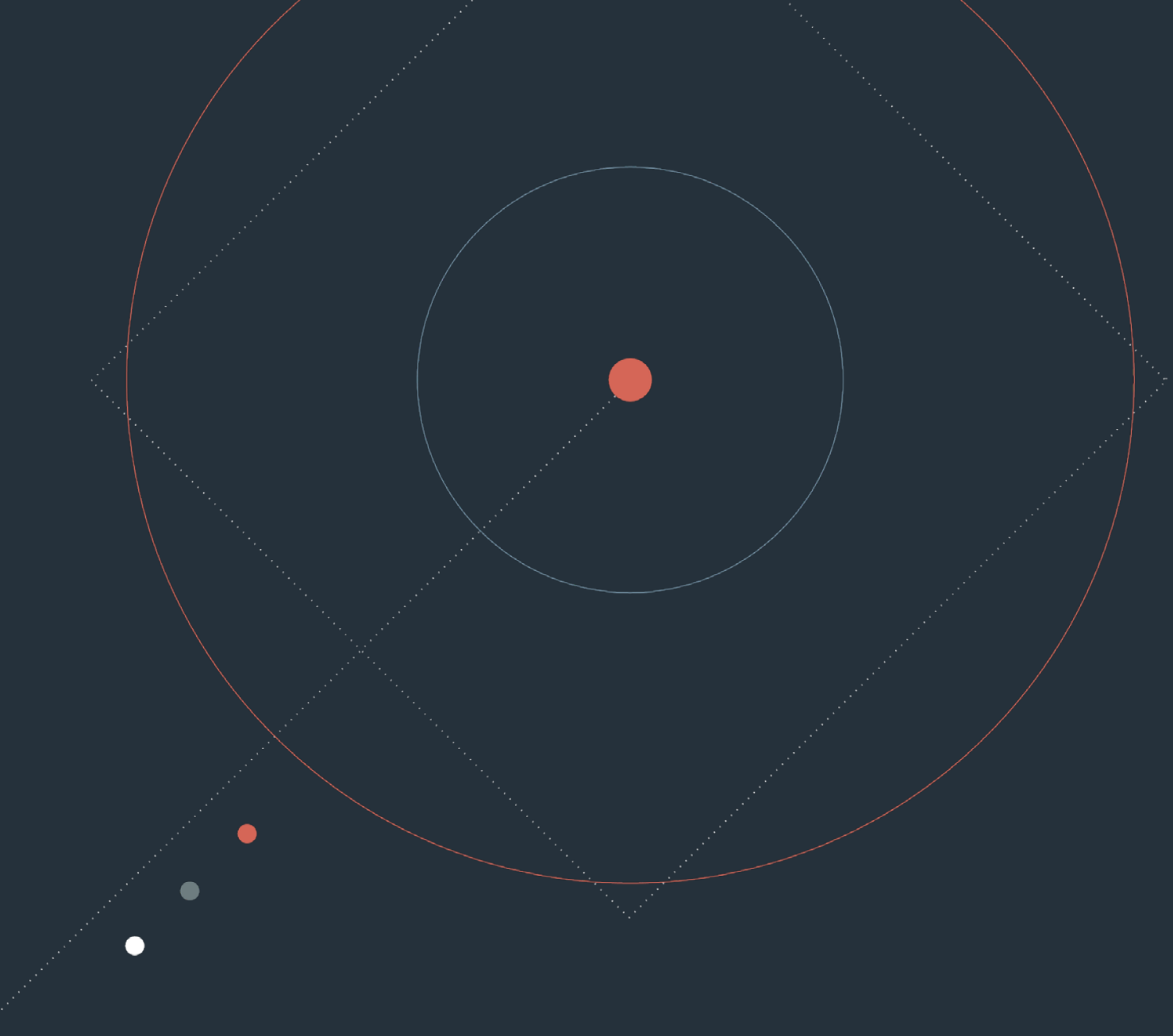




Because when you combine real-world actions with online behavior\*, you get **something truly special.**

*\*Something marketers and consumers have been promised for years.*

**Relevancy.** *Finally.*



GIMBAL

[www.gimbal.com](http://www.gimbal.com)

