



Real Life. Mapped.

Press kit

August 2021

#RealLifeMapped

About Blis

Blis is the **leading privacy-first, location-powered programmatic advertising partner**. 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.

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 370m opted-in global planning and measurement panel and taking an aggregated and anonymous approach to audience targeting, Blis reaches precise audiences at scale without reliance on personal data.

Established in the UK in 2004, Blis now operates in more than 40 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, we deliver ads to 1/5th of the world's population.

To learn more, visit blis.com.

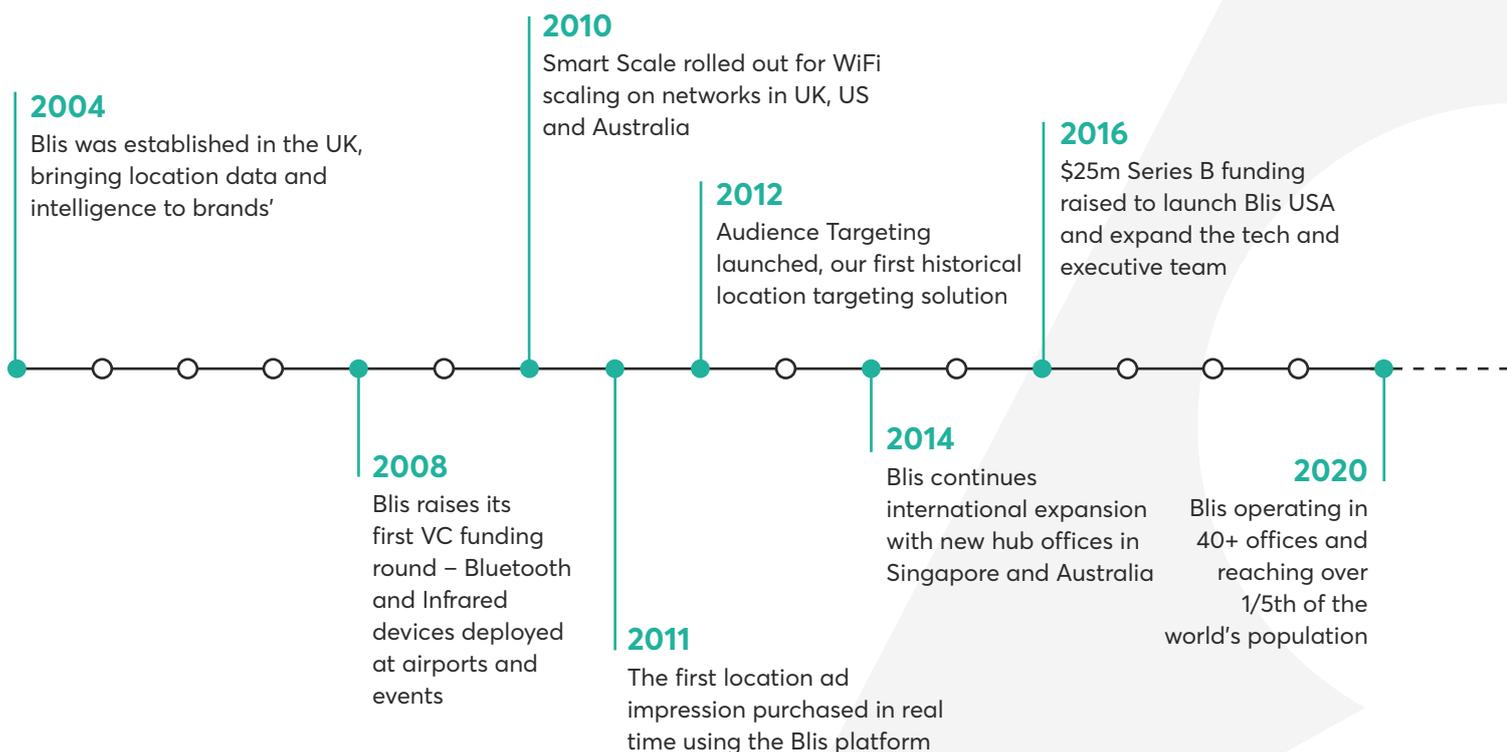
Blis is backed by



BERINGEA



Unilever
VENTURES



Blis leadership



Greg Isbister
Chief Executive
Officer



Aaron McKee
Chief Technology
Officer



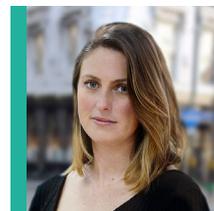
Diane Perlman
Chief Marketing
Officer



Parm Dhami
Chief Financial
Officer



Dave King
Global Commercial
Officer



Amy Fox
Vice President
of Product

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 Precision Planning, Privacy-first Activation and Performance 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 100 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 Housholds

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

40+
offices worldwide

Every day we...

Process
7 terabytes
of data

Monitor more than
¼ billion
mobile devices
worldwide

Listen to
18 billion
ad requests

Filter out
80%
of location data
using Smart Pin

370 million
opted-in devices

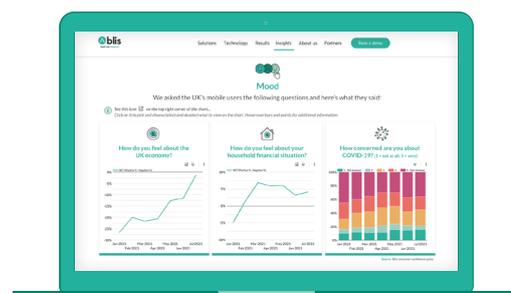
Blis insights

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.

Blis consumer confidence pulse

Download our quick and timely pulse today, and find out how consumers feel about the economy, their household finances and how they plan to spend any spare cash.





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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.



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