

Location Sciences Certified InMarket Audiences

Better Data. Better Results.

Location is not a Commodity

Location data is not created equal. As such, **InMarket** leads the industry by introducing the first certified location audiences tested and verified by the independent third party market leader - **Location Sciences**.

InMarket's Certified Audiences offer the highest quality location audiences available today that have been reviewed for their accuracy and precision - giving you the confidence you are reaching your intended target based on their verified offline behavior. Most importantly, verified data is better data, which equals better results!



Transparency in data leads to much better performance. InMarket has grasped the opportunity to take the lead in the market when it comes to transparency, a testament to both their business and data quality.

— *Mark Slade, CEO, Location Sciences*



Transparency & Trust

Never before has driving smarter, more effective marketing been more important, making it critical for advertisers to have clear visibility into the accuracy of the data they buy. Together, InMarket and Location Sciences are raising the standards of transparency and trust for programmatic location data — giving buyers a new level of confidence and performance for their advertising efforts.



Exclusive InMarket Audiences have the highest certification rating for Accuracy & Precision of "Optimal" by the Location Sciences third-party audit, with absolutely zero InMarket audited data deemed insufficient.

How We Deliver Unparalleled ROAS

Three core components separate first-rate location audiences from the rest.



Radius

Verify a visit to a location with accuracy and precision to ensure you are reaching the right consumers



Relevance

Target the right consumers based on their current and past offline behaviors



Results

InMarket's certified audiences drive significantly higher CTR and engagement when compared to Industry benchmarks.

Access to Consumers based on their Actual, Verified Offline Behaviors

Over 500 InMarket Certified Location Audiences are now available across the leading data marketplaces and DSPs and ready for activation today!

InMarket's exclusive certified segments are available across a wide range of brands and verticals, including:



Retail



Health



CPG



Telecommunications



Entertainment



Finance



QSR/Dining



Auto

And more!

Reach out today to Audiences@InMarket.com to learn how to activate InMarket's premium, high-performing certified segments and drastically increase ROAS.

