Media Kit

THE LOCATION MARKETPLACE

xAd™

WELCOME TO THE LOCATION MARKETPLACE

xAd is the global location marketplace bringing together buyers and sellers with ad targeting solutions focused on driving in-store traffic and sales. We understand that location is truly the best indicator of consumer intent. Therefore we have focused our efforts on capturing in-store visitation behaviors for ad targeting, insights and measurement solutions.

Our location marketplace is built on 100% verified, location-rich data available and utilized in real-time, and we are the first to offer a visualization of this activity with our Footprints™ platform. Now brands and channel partners, trading desks and DSPs can tap into physical consumer activity, happening offline, in a way that was never before possible with other advertising mediums.

xAd Location Marketplace Partners Include:

nielsen   Whitepages   WeatherBug   superpages.com   yp   IMDb   ELLE   SHAPE

adelphic   PubMatic   FOX SPORTS   E POP OF CULTURE   epicurious   NHL   ESPN   Forbes

THE MARKETPLACE

Our clients come to us in search of solutions for success. From agencies and brands to other demand-side media companies, over 1.5 million businesses already rely on the power of xAd solutions.

160m
Unique mobile consumers reached globally

40m
Calls, navigation, and in-store visits driven annually

40b
Access to over 40 billion location verified ad requests monthly

1.5m
global advertisers

10k+
Platform includes 10k+ mobile applications

ENSURING ACCURACY

Up to 80% of ad requests contain inaccurate location data
Without accurate location intelligence, mobile impressions are wasted. xAd SmartLocation™ technology listens, vets and filters real-time mobile inventory for the most accurate location data possible. This powerful technology eliminates wasted ad exposure by 30-50% and ensures ads appear exactly where they were intended – providing the industry's most accurate location supply at scale.
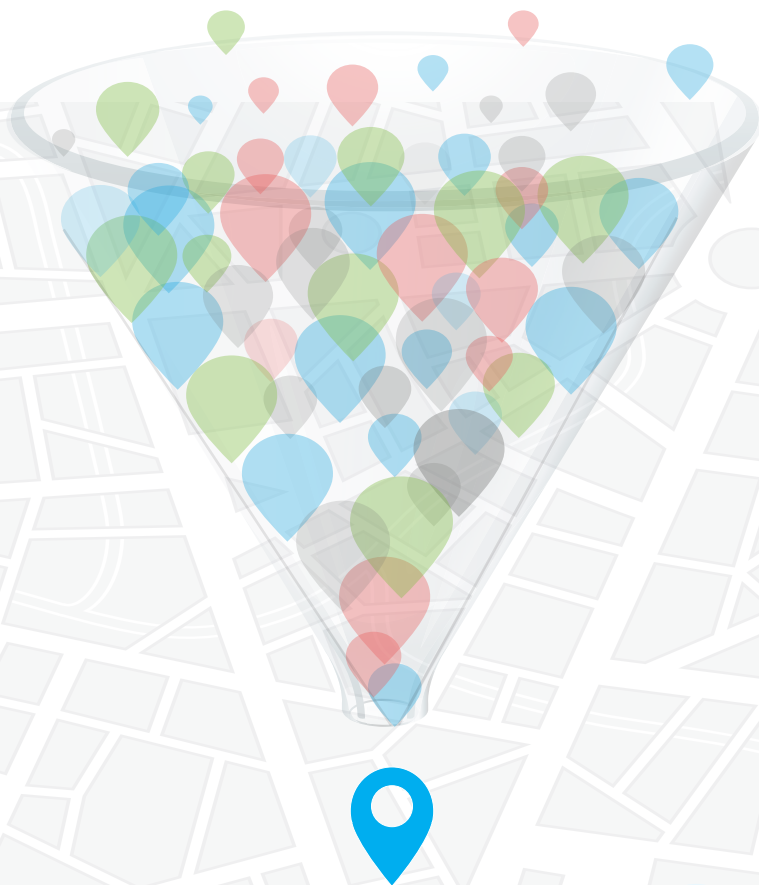
100% LOCATION VERIFIED INVENTORY

LEVERAGING LOCATION

The scale, accuracy and depth of xAd's location marketplace enables some of the most sophisticated mobile ad targeting techniques currently available. These targeting technologies allow advertisers to identify, target, engage and convert key audiences as they conduct their mobile-driven lives.

Location-Based Targeting

In-Store
xAd has mapped over 14 million businesses, capturing over 100 million real-time visits per day. Now you can target and message any business, to reach consumers while inside the store and engaged with their mobile devices

Dynamic Fencing
Reach and engage consumers when they are nearby or at surrounding businesses, to influence behaviors and decisions in those key windows of opportunity. Support current customers and conquest new user groups, affecting future behaviors.

Audience
Pair proprietary data with location-rich 3rd party sources to build geo-audience strategies that go beyond static data profiles and reach key audiences in real-time.

Retargeting
Leverage CRM and location data to reach and retarget current and prospective consumers based on where they have been and/or where they have purchased.

Location-Based Search

Keywords
xAd powers search for 70% of local directory and navigation apps currently available. These powerful partnerships allow us to leverage real-time mobile user intent in the form of localized keyword search and use it in serving targeted local search advertising, as well as informing our location-rich display.

Key Locations
Utilizing xAd location precision, advertisers can own a key point of interest, such as tourist attractions, major entertainment or sporting events, with relevant and informative sponsored search ads served at the optimal place and time for maximum engagement.

REAL-TIME LOCATION. REAL-WORLD OUTCOMES.

When your marketplace is built on 100% location-verified data, amazing things are possible. Our ad solutions deliver mobile-first outcomes including measurable lift in calls, in-store visits and sales. It's no wonder we have one of the highest client renewal rates in the industry at over 80%.

Secondary Actions
We drive over 40 million actions beyond the click each year – including calls, map and driving directions. Proving mobile users are not only clicking on our targeted ads, but diving further into the more localized experience they provide.

Store Visitation Lift (SVL)
Measure the increase in foot traffic as a direct result of mobile advertising exposure. SVL delivers mobile ROI by measuring the increase in real-world store visitation post ad exposure – a measurement only possible with location accuracy.

Sales Lift
CRM + Location data come alive when leveraged to optimize and track toward a lift in purchase activity in-store. Our proven methodology measures post-campaign sales from users exposed to ads vs. market averages to determine an impact on your bottom line.

# VISUALIZING CONSUMER VISITATION IN REAL-TIME

Leveraging data and activity from our Location Marketplace, xAd has developed the first real-time visualization of consumer visitation – we call it Footprints™. Our location-based technology transforms patterns and stories told by physical footprints into real-time data variables that marketers can leverage to transform their strategies.

14m⁺
Business mapped

100m⁺
Real-time visits captured per day
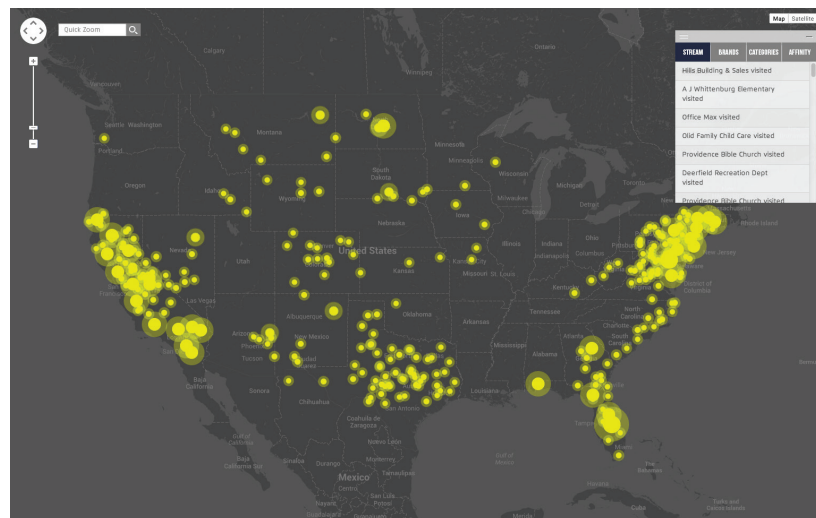
SMARTER TARGETING DESERVES SMARTER CREATIVE

At xAd we work with advertisers to develop mobile-first creative that speaks directly to your most relevant audiences. Alongside standard banner and rich media placements, we offer brands and businesses custom options that correlate with your location-based targeting efforts.

XAD SMARTCREATIVE™

Gone are the days of designing dozens of banner and landing page variations. Our SmartCreative™ technology does the work for you, by applying dynamic location data including user location, behavioral data, time of day, and much more, based on the needs and interests of local consumers. Content such as daily deals and specials, nearest business address, and user distance to nearest location, can be dynamically overlaid onto professionally designed mobile ad creative, increasing consumer awareness and ad engagement.

Dynamic Location Display Banners
Your branding, seamlessly and effortlessly optimized for the expectations of mobile consumers.

Dynamic Rich Media Experiences
Augment your mobile-first rich media designs with the integration of location-focused information and touch points that drive action.

DYNAMIC LOCATION LANDING PAGES

Our dynamic landing page executions are a scalable way to ensure more relevant mobile experiences and engagement beyond the initial ad click. Each mobile-first landing page option provides mobile users with quick and easy ways to contact and engage with the nearest business location, while allowing advertisers to track and measure campaigns with a more informed and insightful set of user metrics such as click to call, and access to maps and driving directions.

Already have a mobile-optimized landing page? Our ad creative can link directly to it, even dynamically deep link to pages specific to your business locations.

Customizable Templates
Choose from two stylish template options, each supplying quick and easy access to essential information for audiences on the go.

Unique Custom Experiences
Fully custom branded options offer a scalable, mobile-first solution without compromising brand standards. *campaign minimum $250k
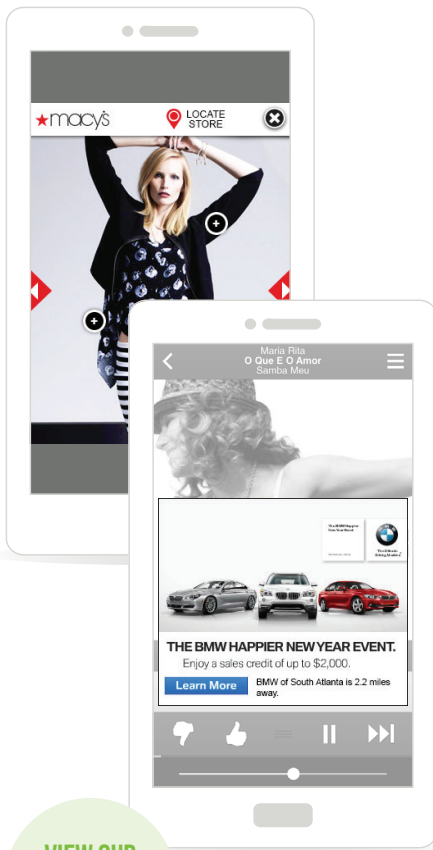
VIEW OUR AD GALLERY »

PROVEN POWER OF LOCATION

When your clients are some of the most influential brands and businesses in the world, results matter. For us, proving performance goes beyond the campaign recap. We truly collaborate with our clients to optimize all aspects of planning and execution, while providing ongoing education and insights that build smarter campaigns and smarter brands.

DUNKIN' DONUTS

Dynamic fencing drove 120% lift

SCION

72% of engaged users accessed Map & Driving directions

Columbia SportswearCompany

Localized ad experience drove 52% increase in CTR

pinkberry

Place-based strategy drove 100% lift in performance

goodwill

43% lift in store visitation by key donor audience

PHILIPS

9% of all consumers exposed to the Philips ad went into a targeted big box retailer

MAMMA MIA!

Tangible sales lift experienced at Times Square TKTS Booth

OUTBACK STEAKHOUSE

Targeted conquesting strategy drove increased patronage during Wednesday dinner specials

VIEW OUR CASE STUDIES »

Our Performance-Driven Advertisers include:

BURGER KING · B&Q · TJX · BMW · THE HOME DEPOT · Sprint · McDonald's · Mercedes-Benz

UNIVERSAL · SKY · Walmart · WELLS FARGO · COACH · SONY · LLOYDS BANK · SCREWFIX

OUR COMMITMENT TO RESEARCH & EDUCATION

As the first global location marketplace, we have a ton of cool data and insights to share, and it's our duty to help educate businesses large and small about the inherent benefits of mobile advertising. Thanks to our proprietary search data and partnerships with key research leaders, our reports have become some of the most sought after in the space. We understand the need for comprehensive data analysis when choosing a mobile advertising partner, and our reports have become a true resource our clients and partners turn to in educating their team and planning their strategy.

XAD LOCATION LABS

Discover the power of location first-hand! xAd Location Labs is a digitall research center where we process terabytes of data combined with consumer insights to deliver actionable learnings on leading trends in the mobile ad landscape and innovative business solutions for our partners. Come by and test out the latest in mobile location technology, watch relevant consumer visitation in real-time, and chat with our data scientists on big ideas to move your business forward.

XAD LOCATION UNIVERSITY

Since 2009 we have been educating our clients on the intricacies and opportunities in mobile-location and now we're taking those insights to the masses! xAd Location University is an educational resource for anyone interested in learning more about mobile-location ad tech and how and why it's shaping the mobile marketplace at large. Our course offerings give you the 411 and 101 of winning in mobile-location. No matter how novice or savvy you may be, there is always something new to learn.

FIRST TO MARKET RESEARCH

Mobile Path to Purchase – in Partnership with Nielsen

xAd collaborated with Nielsen to develop this first-to-market mobile behavior study that helps track the mobile consumer from initial purchase intent to conversion, while exploring ad effectiveness and examining the various profiles of mobile users. Verticals studied include Travel, Auto, Restaurant, Retail, Insurance, Banking & Finance and many more.

Visit **xad.com/research** to discover how our location-focused data is transforming the mobile marketplace

Mobile Benchmarking Study – coming summer 2014

This study will evaluate the design and impact of nearly 80 mobile ad campaigns for 20 leading brands, assessing different campaign parameters (including creative type, geo-fence distance) and success measures (including CTR, SAR, and store visits). The results of the study will be used to provide each industry with recommendations for design and benchmarks for the effectiveness of their advertising programs.

Visit **xad.com/location-university** to access our growing library of research and analysis

LEADING IN LOCATION

About Us

xAd is the global location marketplace bringing together buyers and sellers with ad targeting solutions focused on driving in-store traffic and sales. The company is uniquely focused on capturing in-store visitation behaviors for ad targeting, insights, and measurement solutions. The first to visualize real-time foot traffic, xAd customers include 1.5 million advertisers - including direct brand relationships, agencies, ad networks, and other demand side media companies.

News & Press

We get a lot of attention… and we're not afraid to show it off. Check out **xad.com/press** for the latest press mentions and our featured industry columns.

Committees & Associations

Global Board Member North American Board Member, Founder Location Committee

Member

Member

Member

New York & Los Angeles Committees

Awards & Accolades

2013 Global Enabling Technology of the Year

Top 100 North American Finalists

2013 List of Hottest Pre-IPO Startup

2013 Mobile Women to Watch – Monica Ho

Top 10 Mobile Companies
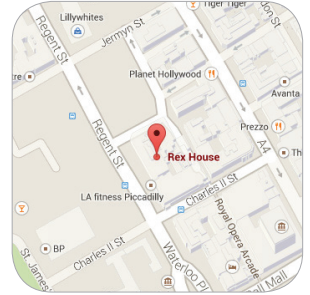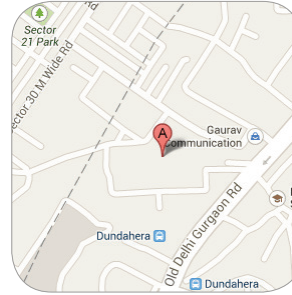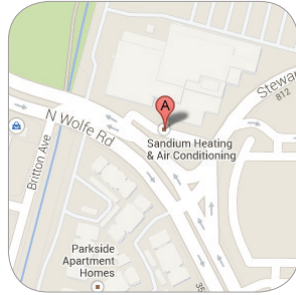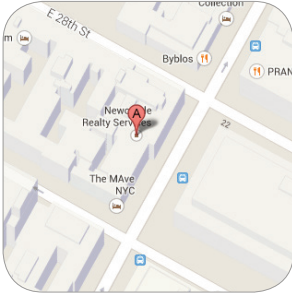
2013 Mobi Awards Finalist: Best Location-Based Mobile Ad Campaign

Named Future Global Unicorn

DROP US A LINE

✉ **Email us**   📞 Call: +1 (888) 234-7893

OUR LOCATIONS

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401 Park Avenue South
11th floor
New York, NY 10016
United States

**US Research &
Development Center**

435 Norht Whisman Road,
Mountain View, CA 94043
United States

**India Sales &
Operations Center**

01B, Building 10C,
DLF Cybercity, Phase-2
Gurgaon, Haryana122002
India

EMEA Headquarters

6th Floor, Rex House
4-12 Regent Street
London SW1Y 4RG
United Kingdom

CHECK US OUT

Blog

Who says mobile can't be fun?
Our team of experts mix timely insights with wit and humor to create a blog worth coming back to. Read and enjoy at **info.xad.com/blog**

Social

Welcome all social butterflies. We are all over social media and we love making new friends! Check us out on.

f   t   in