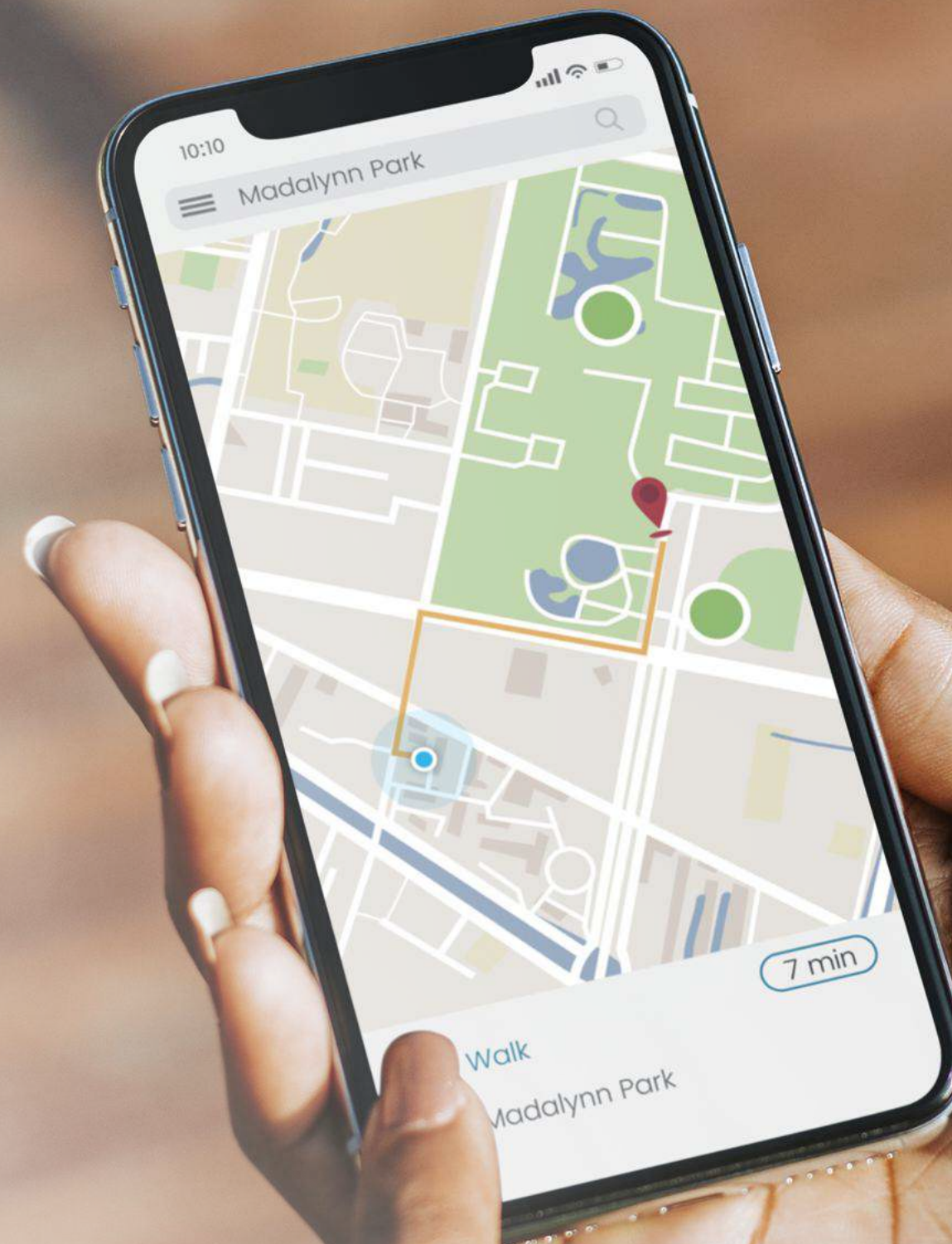




Think Alike Playbook

Location Intelligence Targeting

Location Intelligence That Drives Results

Reaching the right audience starts with understanding where they go. Our location intelligence solution transforms real-world visit data into actionable audience targeting, **refreshed daily** with localized POI insights and **geo-conquesting capabilities**—delivering faster campaign impact and smarter strategies that drive measurable results.



Impactful Location Targeting



700+

U.S. Audience Segments



500+

APAC Audience Segments

Across 9 Verticals and 108 Brands



FOUR SEASONS



SEPHORA



Engage Consumers through Real-World Visitation Patterns

Active Visitor

Audiences who have visited a location within the past 15 days — ideal for campaigns that capture high-intent shoppers.

Frequent Visitor

Audiences with 3+ visits in a month, highlighting loyal and high-value customers with strong repeat behavior.

Visited

Audiences who visited once in a month, providing broad reach to consumers showing early signs of interest.

Methodology



Segment Vertical Overview

Automotive

- Car dealerships
- Car maintenance
- Gas stations

...and more



Business & Finance

- Banks
- Insurance providers



Food & Dining

- Cafés
- Fast food
- Restaurants

...and more



Health & Fitness

- Gyms
- Outdoor recreation
- Stadiums & arenas
- Yoga & pilates studios

...and more



Luxury Accommodation

- Top 5-Star hotels
- Resorts
- Hotel groups



Lifestyle & Lifestage

- Colleges



Media & Entertainment

- Amusement parks
- Movie theaters
- Museums
- Supermarkets

...and more



Retail

- Department stores
- Computers & electronics
- Fashion
- Home decor

...and more



Travel

- Airports
- Hotels
- Landmark
- Rail stations

...and more



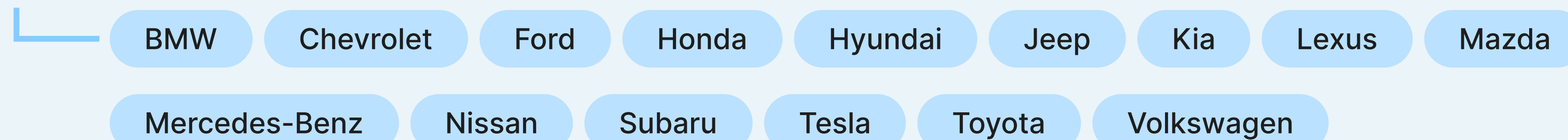
Use Cases

By Vertical

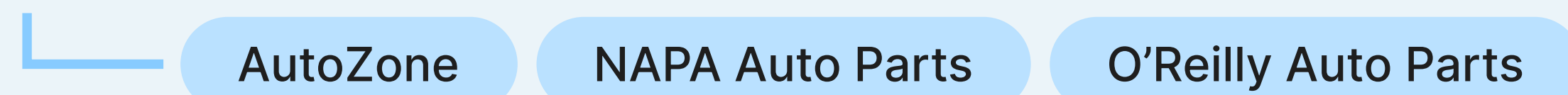
	Goal	Examples	Segments
QSR	Target people visiting competitors to drive conversions.	A burger shop can reach visitors at a nearby competitor's with a coupon for a better-value burger.	Active visitors of Burger King, McDonald's, Wendy's and more.
Retail	Engage sportswear shoppers to boost brand awareness	A sportswear brand targets sports lovers with a compelling offer.	Frequent visitors of gym & fitness centers, baseball venues, golf courses and more.
Automotive	Capture high-intent car buyers near competing dealerships.	A dealership sends test drive invitations to people visiting a rival dealership.	Visitors of BMW, Mercedes-Benz, Tesla, Jeep and more.
Luxury	Reach high net worth individuals with strong purchase intent toward luxury goods.	A premium Swiss luxury watch brand targeting audiences who value exclusivity.	Frequent visitors of 5-star hotels, premium resorts and more.

Location Segments

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Car Dealership > Brand

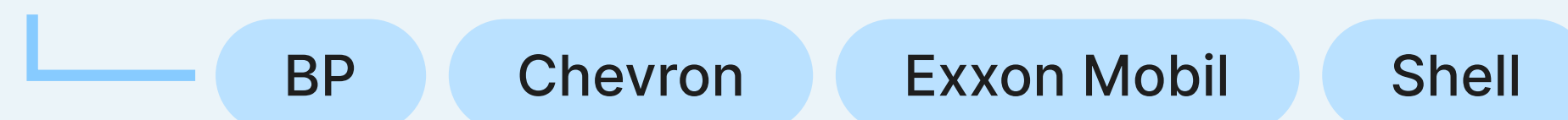


United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Car Maintenance, Parts and Repair > Brand



United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Charging Station (Electric Vehicle)

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Gas Stations > Brand

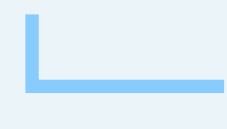


United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Motorcycles, Mopeds and Scooters Dealerships

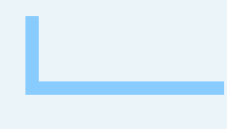
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Motorcycles, Mopeds and Scooters Repair

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Automotive > Truck Dealership

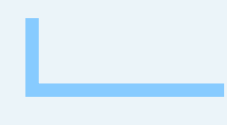
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Business & Finance > Financial Services

 **Banks** **Insurance**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Bagel and Donut > Brand

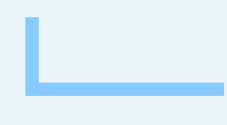
 **Dunkin'**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Bakeries > Brand

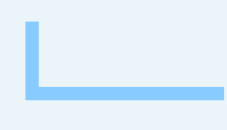
 **Panera Bread**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Bars, Lounges and Alcohol Locations

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Cafes, Coffee and Tea Houses > Brand

 **Starbucks**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining

 **Candy Stores** **Desserts** **Health and Diet Foods** **Ice Cream Parlors** **Meats and Seafood**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Fast Food > Brand

└─ Arby's Burger King Chick-fil-A Chipotle Mexican Grill Dairy Queen KFC
McDonald's Sonic Drive-In Subway Taco Bell Wendy's

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Restaurants > Cuisine Type

└─ American Asian Barbecue Bubble Tea Buffets Burgers Delis Diners
Fast Food Fine Dining French Indian International Japanese Korean Mexican
Middle Eastern Seafood Steakhouses Sushi Thai Vegan and Vegetarian

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Restaurants > Cuisine Type > Chinese > Brand

└─ Panda Express

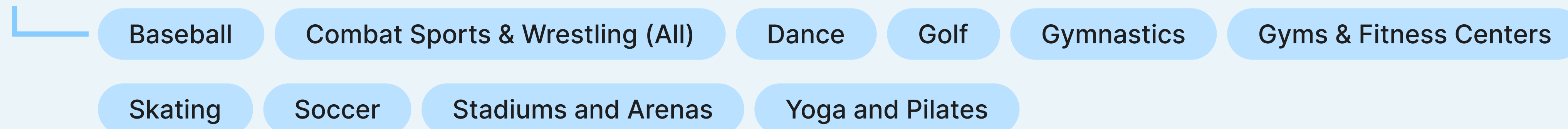
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Restaurants > Cuisine Type > Italian > Brand

└─ Olive Garden

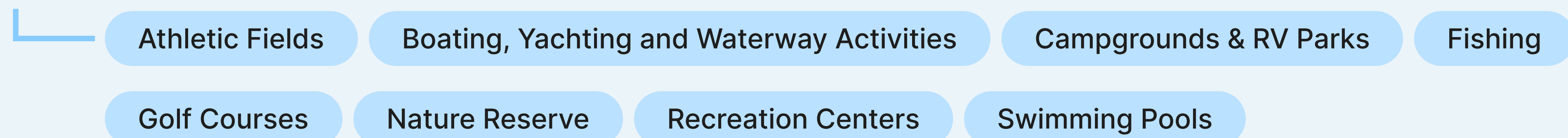
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Food & Dining > Restaurants > Cuisine Type > Pizza > Brand

└─ Domino's Little Caesars Pizza Hut

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Health & Fitness

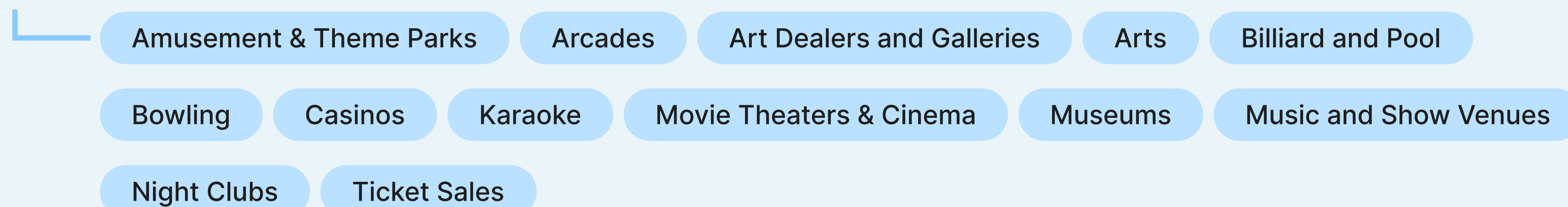


United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Health & Fitness > Outdoor Recreation

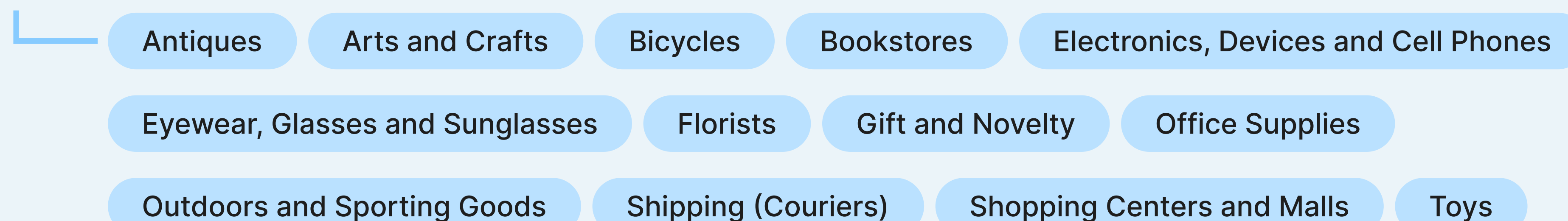


United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Lifestyle & Lifestage > College

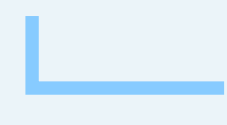
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Media & Entertainment



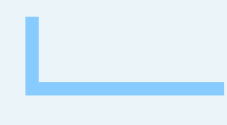
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail



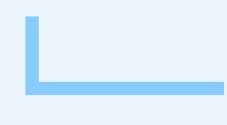
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Beauty Products & Cosmetics > Brand

 **Bath & Body Works** **Sephora** **Ulta Beauty**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Beauty and Personal Care

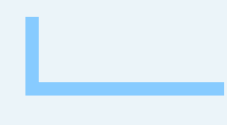
 **Beauty Salons and Barbers** **Dry Cleaning, Ironing and Laundry** **Ulta Beauty**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Cards and Stationery > Brand

 **Office Depot** **Staples**

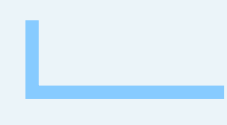
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Computers and Electronics

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Computers and Electronics > Brand

 **Best Buy**

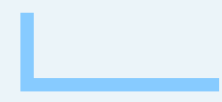
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Computers and Electronics > Games and Gaming

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Computers and Electronics > Games and Gaming > Brand

 **GameStop**

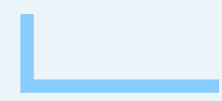
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Computers and Electronics > Mobile Devices and Cell Phones

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Computers and Electronics > Mobile Devices and Cell Phones > Brand

 **Apple** **Verizon**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Convenience Stores

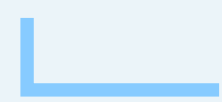
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Convenience Stores > Brand

 **7-Eleven** **Circle K**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores

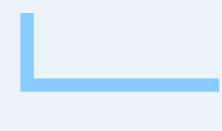
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores > Big Box Stores

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores > Big Box Stores > Brand

 **Walmart**

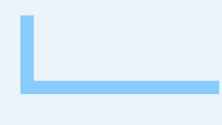
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores > Department Stores

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores > Department Stores > Brand

 Burlington Dillard's JCPenney Kohl's Macy's Ross Stores Target

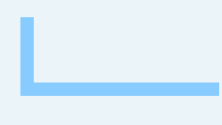
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores > Warehouse Club Stores

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Department Stores and Big Box Stores > Warehouse Club Stores > Brand

 BJ's Wholesale Club Costco Sam's Club

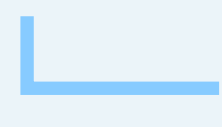
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Dollar Stores and Discount Stores

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Dollar Stores and Discount Stores > Brand

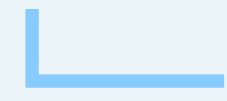
 Dollar General Dollar Tree

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Fashion > Clothing, Shoes and Accessories

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Fashion > Clothing, Shoes and Accessories > Brand

 Adidas Gap H&M Nike TJ Maxx Uniqlo Zara

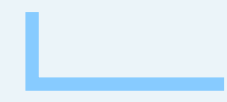
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Fashion >



High Fashion

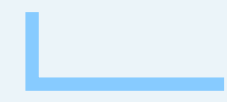
Jewelry and Watches

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Health and Fitness



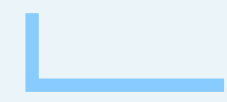
Vitamins and Supplements

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Health and Fitness > Vitamins and Supplements (Brand) > Brand



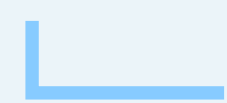
GNC

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Home



Furniture & Home Decor

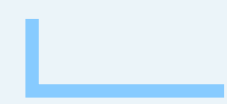
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Home > Furniture & Home Decor > Brand



Ashley HomeStore

IKEA

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Home

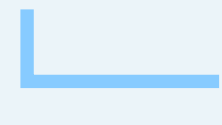


Home Goods

Home & Garden

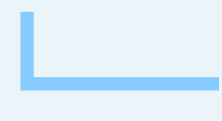
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Home > Home Improvement

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Home > Home Improvement > Brand

 **Ace Hardware** **Lowe's** **Menards** **The Home Depot**

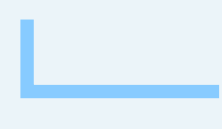
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Pet Food and Pet Care

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Pet Food and Pet Care > Brand

 **PetSmart**

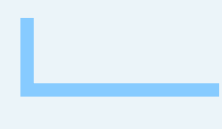
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Pharmacy (Drug Stores) and Chemist

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Pharmacy (Drug Stores) and Chemist > Brand

 **CVS Health** **Rite Aid** **Walgreens Boots Alliance** **Walgreens Boots Alliance**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Rural (Livestock, Equine & Agriculture) Supply

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Rural (Livestock, Equine & Agriculture) Supply > Brand

 **Tractor Supply Co.**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Supermarkets & Grocery Stores

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Retail > Supermarkets & Grocery Stores > Brand

 **Albertsons** **H-E-B** **Hy-Vee** **Kroger** **Meijer** **Publix** **Whole Foods Market**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Travel

 **Airports** **Bus Stations** **Car and Truck Rentals** **Lankmark** **Parking**
Public Transportation Services **Rail Stations** **Taxi and Car Services** **Tourism** **Transport**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Travel > Tourism

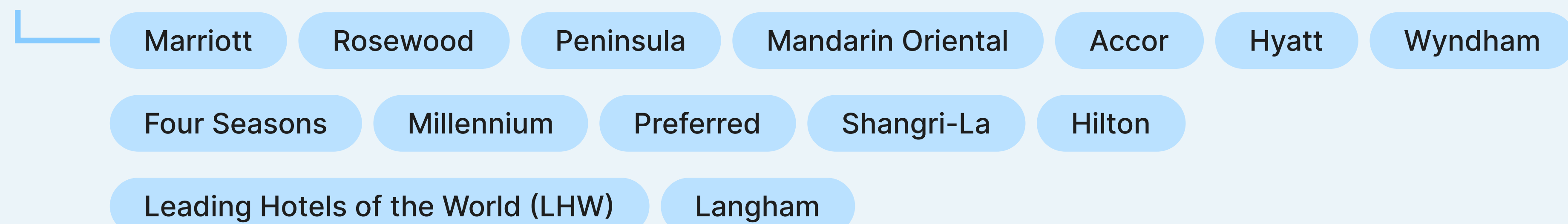
 **Tourist Information and Services** **Travel Agents and Tour Operators**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations

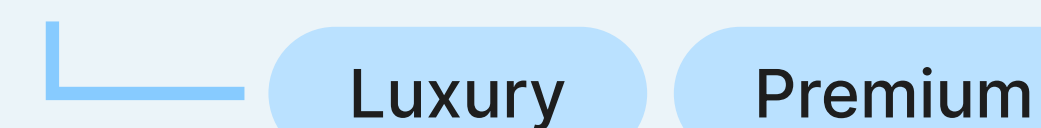
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Tiers

 **Luxury & Lifestyle Hotels (Top 5-Star/5-Diamond Hotels)** **Full Service & Premium Hotels (4-Star+ Hotels)**
Resorts

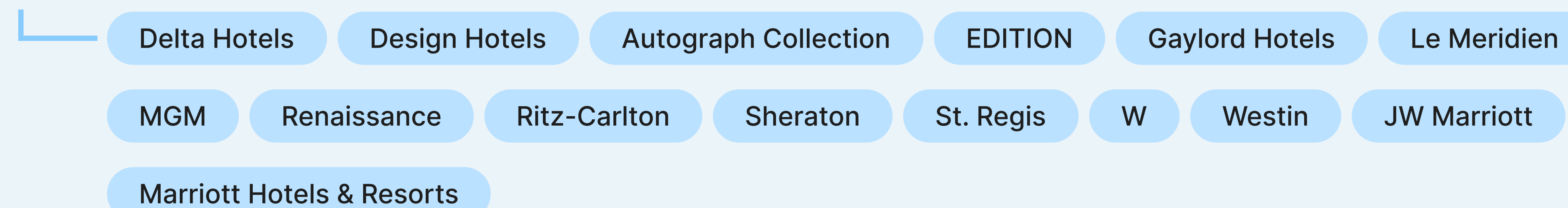
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups



United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Marriott > Types



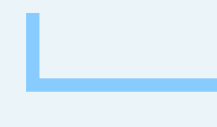
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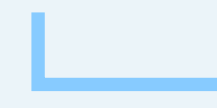
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Shangri-La > Brands



United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Hilton > Types

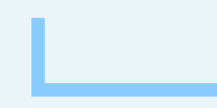
 **Luxury** **Lifestyle** **Full Service**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Hilton > Brands

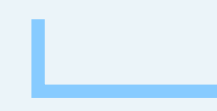
 **Canopy** **Conrad** **Curio Collection** **DoubleTree** **Graduate** **Hilton Hotels & Resorts**
LXR **Motto** **Signia** **Small Luxury Hotels (SLH)** **Tapestry** **Tempo** **Waldorf Astoria**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > InterContinental Hotels Group (IHG)

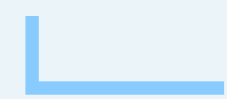
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > InterContinental Hotels Group (IHG) > Brands

 **Crowne** **EVEN** **Indigo** **InterContinental** **Kimpton** **Regent** **Six Senses** **Vignette**
Voco

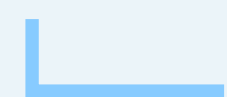
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > InterContinental Hotels Group (IHG) > Types

 **Luxury** **Premium**

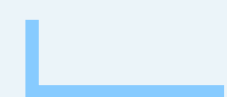
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Accor > Types

 **Luxury** **Lifestyle** **Premium**

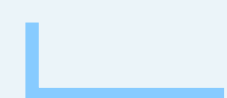
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Accor > Brands

 **Banyan Tree** **Fairmont** **Grand Mercure** **MGallery** **Movenpick** **Peppers** **Pullman**
Raffles **Sofitel** **Swissotel**

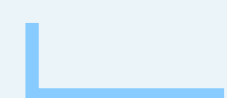
United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Hyatt > Types

 **Classic** **Luxury** **Lifestyle**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Hyatt > Brands

 **Alila** **Andaz** **Destination by Hyatt** **Hyatt Regency** **Grand Hyatt** **Park Hyatt**
Thompson Hotels **The Unbound Collection by Hyatt** **The Standard**

United States > Location Visit > Active Visitor (Daily Refreshed) / Frequent Visit / Visited > Accommodations > Hotel Groups > Preferred > Types

 **Legend** **L.V.X.** **Lifestyle**



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