Location intelligence:
Driving Impact Through Real World Insights
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Global Footprint

- San Francisco
- Mountain View
- Los Angeles
- Chicago
- Atlanta
- New York (HQ)
- London
- Hamburg
- Beijing
- Shanghai
- New Delhi
- Singapore
- Tokyo

350 Employees
10 Countries
250M Revenue Run
Profitable
What’s different about Location?

SEARCH

Social

Location
Making a direct impact on sales (CPG Category)

Sales increase - Location targeting vs. social & search

Vs. Social: +114%
Vs. Search: +160%
How does it all work at xAd?

**BLUEPRINTS: POI MAPPING**

- In Store
- On Lot
- Retail Block

**FOOTPRINTS:**
- Long/Lat + Location Data Scoring
- Current + historical location data

**DISCOVERY:**
- Ad ID Profiling

**Segments:**
- Soccer Mom
- Luxury Shopper
- Sports Enthusiast
- Fast Foodies
Foundational Accuracy:
Proprietary location verification and Blueprints technology
xAd Tech Scale
the largest, richest database of location insights and opportunity

+100k mobile apps
+100M locations mapped
+400M Unique Users
+500B Signals of Intent
Location Insights
Day of Week Visitation Trend:

This chart highlights visitation by day of week compared to fast food competitors.
Both fast casual brands peak at lunch but Chipotle sees an additional spike at dinner while Panera is also strong at breakfast.
LOCATION AFFINITIES
Where is the Brand Love?

Knowing how brands compare in terms of customer overlap can help inform strategic marketing decisions.

FAST FOOD VARIETY SEEKERS
Patrons of these brands are fast food junkies! They love multiple QSR brands, no matter the cuisine.

CASUAL SIT DOWN DINERS
Fast casual diners eat out less, but when they do, they typically only visit their favorite spot or other fast casual locations.

BRAND LOYALISTS
These consumers visit popular brands with the most business locations and are less likely to venture out for variety.
Daily visitor chart

Promotion

Key takeaways

Saturday peaks, Sunday valleys

Performance anomaly on Wed, 2.24

What did we do that was different on that day?
<table>
<thead>
<tr>
<th>Brand</th>
<th>Overlap % of staples visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walmart Supercenter</td>
<td>0.07</td>
</tr>
<tr>
<td>Home Depot</td>
<td>0.14</td>
</tr>
<tr>
<td>Target</td>
<td>0.21</td>
</tr>
<tr>
<td>CVS</td>
<td>0.28</td>
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<tr>
<td>Walgreens</td>
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<tr>
<td>JO-ANN FABRICS &amp; CRAFTS</td>
<td>0.14</td>
</tr>
</tbody>
</table>

Key takeaways

How can insight into consumer patterns help our impact at scale?

Can we build strategies that specifically draw from this insight?
Geo Blocks – Where Brand Loyalists Live