Near - the World’s Leading Source of Intelligence on People and Places
Connecting the Physical and Digital Worlds

1. Online Behavior
   - Apps
   - Content
   - Devices

2. Offline Behavior
   - Mobility
   - Lifestyle
   - Work or Home Area

Actionable Intelligence on People, Places and Products
Overlaying Online and Real-World Data

Gender: **Female**
Age: **36 years**
Apps used: **Cookbook, Weather, …**

Occupation: **Professional**
Interests: **Fitness, Coffee, …**

**People insights** – Interests, age, gender, brand affinity etc.

**Places insights** – home area, places visited, dwell times, distance travelled, etc.

22:00 – 06:00
**HOME AREA**

07:30 – 08:30
**WORKOUT AT GYM**

09:00
**COFFEE**

16:30
**FOOD SHOP**

17:00
**NURSERY**

09:30 – 16:00
**COLLEGE**

M&S

EQUINOX
About Near

Global Scale

1.6 Billion Users
Across 44 Countries
70 Million+ Places
Estd 2012 HQ: SINGAPORE
Presence Strong presence in USA, EUR, SEA, ANZ, JPN

1.6 Billion
Across 44
70 Million+
Estd 2012
Presence

About Near

Serving 2 of 3 F500 Brands

New York
London
Paris
Bangalore
Tokyo
Singapore
Sydney

Los Angeles

www.near.com
Making Smart, Strategic Decisions with Unique Insights and Datasets

Vista

- Retail
- Restaurants
- Financial Services
- Media & Tech
- Real Estate
- Government
- Tourism
- Automotive
Optimizing trade areas
Optimizing trade areas

Champs Sports & WSS
San Fernando Valley, Los Angeles DMA
Analyzing trends and benchmarking against competition
Better understanding the customer journey
Assessing potential store locations
Analyzing human movement trends

GREEN = GROWING
RED = STABLE OR DECLINING

PULSE TREND, BOSTON MA, JAN 2016 - JULY 2018
Near’s Suite of Data Solutions

Nearverse – Near’s Data Universe – Online + Offline Data

Insights & Analytics  Data Enrichment*  Segmentation & Activation  Marketing Performance Measurement

Vista  CARBON  Allspark  COMPASS

Allspark Insights

*Not available in the EU
Thank you