PROXIMITY INTELLIGENCE PLATFORM

Brandon Bennett - Co-Founder/CEO, AreaMetrics
REAL-TIME AUDIENCE INTELLIGENCE

- Demographics and Interests
- Visitation Behavior
- Brand Affinities
- In-Market (Intent to Purchase)
HOW IT WORKS

**Beacons**
Beacons Placed in Venue

**Apps**
Beacons Broadcast Signals to Location-Aware Apps

**Mobile SDK**
Consumers with the AreaMetrics SDK Visits Venue

**Data Creation**
Consumer Insights Automatically Generated
TRACTION

50 M Devices
12 M Monthly Active Users
4 M Beacons Mapped to POIs
HOW WE STARTED

• Founded inside of the TETRIS® headquarters

• Began as a consumer facing app

• Deployed thousands of Bluetooth beacons to prove ROI to our customers

• Realized larger opportunity
INTERNATIONAL COVERAGE

- NORTH AMERICA: 41% (4.5M)
- EUROPE: 30% (3.3M)
- ASIA: 29% (3.1M)
WHERE WE’RE HEADED

Real-Time Data Firehose
Receive data updates in real time as consumers enter/exit a region

Demographic Cohorts
Instantly understand collective demographics of any physical space
THANK YOU

Brandon Bennett

Co-Founder/CEO, AreaMetrics

BRANDON@AREAMETRICS.COM

AREAMETRICS.COM