

PlacelQ™ Location Data Audiences Now Live in the DV360 Marketplace

PlacelQ™ Location Data Audiences are available as Deal IDs directly in the DV360 Marketplace — no custom integration, no lengthy setup. Search, select, and activate against real-world behavioral signals today.



Why PlacelQ™ Location Data?

- **Real-World Signals** — Built from observed visits to millions of U.S. commercial locations.
- **Precision at Scale** — Proprietary visit-scoring algorithms on top of industry-leading geospatial data, continuously refreshed.
- **Ready for Performance** — Syndicated audiences designed for scale, with custom segments available on request for brand-specific needs.

Available Inventory Specs

Geography: United States

Devices: CTV / Connected Device / Set-top Box

Ad Format: Video

Distribution: App-based inventory

Access via: DV360 Deal ID Marketplace

Partner: OpenX

Available Audience Categories

Category	Example Segments
Lifestage & Lifestyle	Recent Movers · Sports Enthusiasts
Entertainment	Professional Sports Venues · Casinos · Nature & Outdoors
Travel	Luxury Hotels
Dining	McDonald's Smart Market · Taco Bell Recent Visitors
Retail	Big Box Stores · Walmart Shop By · Kroger · Hardware Stores
Demographics	Spanish Bilingual · Homeowner · Small Business Owner
Geodemographic	Stylish Suburbs
Automotive	Luxury Dealerships
Holidays & Seasonal	4th of July · Memorial Day · Father's Day



Activate in DV360 Today

In DV360, go to Inventory → Marketplace → Discover, then search "PlacelQ" to find and activate deals now.



Need a Custom Package?

Contact your Precisely PlacelQ™ representative to build a bespoke audience package tailored to your brand.