

The Precisely logo, featuring the word "precisely" in a lowercase, sans-serif font. The background of the entire slide is a purple-tinted cityscape with white lines representing location data or network connections.

Precisely Audiences Powered by PlacelQ™ Location Data

More Channels. Same Real-World Signal.

The PlacelQ™ audience ecosystem is growing. Real-world visitation audiences are already live across The Trade Desk, LiveRamp, OpenX, and Vistar, with new marketplace integrations on the way.

That means the same consistent, cookieless audience definitions — on more channels, for greater reach.

Activate Across an Expanding Ecosystem

- **Retail Media:**
Visitation-based audiences purpose-built for programmatic, social, and in-store retail media environments
- **Digital Out-of-Home (DOOH):**
Behavioral audiences suited to screen-based, location-relevant buying across programmatic DOOH platforms
- **International:**
Real-time audiences already available in 11 markets via The Trade Desk Geostore, with more platforms coming
- **Custom & Composite Audiences:**
Combine visitation with demographic, property, and behavioral attributes, delivered to DSP seats or cloud environments

There's no need to rebuild your audience strategy for every platform. Activate in new marketplaces with consistent real-world behavioral signals and increased reach — without more work.

Activate Today

Available through standard DSP workflows

Need a Custom Audience?

Contact your PlacelQ™ representative
iq-sales@precisely.com