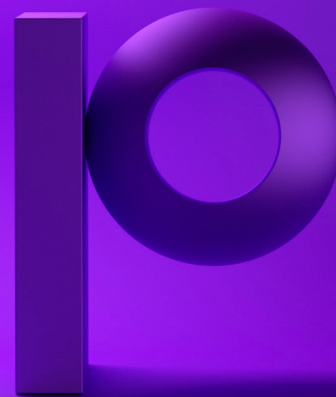


Precisely Proximity Audiences International Powered by PlacelQ™ Location Data

Global Reach. Real-World Signal.



PlacelQ™ Location Data audiences are available across international markets, giving advertisers the same privacy-compliant, real-world behavioral intelligence they trust in the US, ready to activate globally.

Built on verified foot traffic and location visit data — not modeled proxies or declared interests — these pre-built audience segments reveal where people go and what that signals about their intent.

Reach Global Audiences with Real-World Precision

- **Category Audiences:** Segments built around visitation to Auto, Dining, Entertainment, Finance, Retail, and Travel destinations
- **Behavioral Audiences:** Patterns including lifestyle indicators, shop-by behavior, and holiday shoppers
- **Top Spender Audiences:** Visitors to premium retail and dining destinations, signaling higher spending propensity
- **Proximity Audiences:** People who have visited or live near specific place types — ideal for hyper-local and competitor proximity targeting

Access is fast and frictionless. International audiences are pre-loaded in The Trade Desk Geostore, meaning no data contracts or onboarding delays.

Available markets: Argentina, Australia, Brazil, Canada, France, Germany, India, Italy, Mexico, Singapore, United Kingdom



Activate Today

Available exclusively via The Trade Desk Geostore

Need a Custom Audience?

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