Press kit
August 2020
About Blis

Blis is your **trusted location-powered advertising and analytics partner**, helping brands understand, reach and engage consumers globally to deliver measurable results. Because location data is the most accurate indicator of ‘real’ behaviour and intent at scale vs any other type of data, Blis uses this data to map real-world consumer behaviours based on where people are and where they’ve been, uncovering the truth about what people actually do.

Blis’ Smart Platform provides unmatched transparency, accuracy and scale. Its four tried and tested proprietary technologies – Smart Pin, Smart Scale, Smart Places and Smart Households – allow for more effective planning, activation and measurement for marketers and business decision makers alike.

Established in the UK in 2004, Blis now operates in 42 offices across five continents. Working with the world’s largest and most customer-driven companies across all verticals including Unilever, Samsung, McDonald’s, HSBC, Mercedes Benz and Peugeot, as well as every major media agency, Blis reaches over a billion mobile devices a year.

**2004**
Blis was established in the UK, bringing audience location data, consumer targeting expertise and real-world intelligence to brands

**2008**
Blis raises its first VC funding round – Bluetooth and Infrared devices deployed at airports and events

**2010**
Smart Scale rolled out for WiFi scaling on networks in UK, US and Australia

**2011**
The first location ad impression purchased in real time using the Blis platform

**2012**
Audience Targeting launched, our first historical location targeting solution

**2014**
Blis continues international expansion with new hub offices in Singapore and Australia

**2016**
$25m Series B funding raised to launch Blis USA and expand the tech and executive team

**2020**
Blis operating in 42 offices and reaching over 1 billion devices annually
Blis leadership

Greg Isbister  
Chief Executive Officer

Aaron McKee  
Chief Technology Officer

Diane Perlman  
Chief Marketing Officer

Parm Dhami  
Chief Financial Officer

Dave King  
Global Commercial Officer

Our technology

The Blis Smart Platform delivers actionable, location intelligence with unmatched accuracy, scale and transparency at its core. Derived from vast quantities of mobile location data, the platform provides valuable insights and precision targeting that delivers quantifiable results across Blis Analytics, Activation and Attribution solutions.

Smart Pin

The first line of defence: our proprietary validation tool, Blis Smart Pin detects, cleanses and eliminates fraudulent location data via a multi-stage filtration process. Rest assured that our intelligence and insights are pulled from only the highest quality, most accurate location data. Our filtering is so stringent, we throw out about 80% of the raw data that we take in.

Smart Scale

Global-scale and reach: we scale the data back up through our unique Wi-Fi scaling technology, which identifies and stores relationships between Wi-Fi IP addresses and specific geo-locations, such as an airport, shopping mall or university to provide accurate location targeting on a global scale.

Smart Places

Points of interest database: home to over 300 million global locations in over 75 markets, we work with leading partners like Here, Google and Open Street Maps, alongside our dedicated POI team, to constantly add, verify and validate point of interest data, enriching our real-world intelligence.

Smart Households

Connecting devices to homes globally: this proprietary technology enables increased scale and targeting potential for use across Blis products by connecting multiple device IDs with residential IP addresses creating an accurate and scaled household dataset.
## Key stats

- **75** markets
- **200+** employees
- **40+** offices worldwide

**Every day we...**

- Process 7 terabytes of data
- Monitor more than ¼ billion mobile devices worldwide
- Listen to 18 billion ad requests
- Filter out 80% of location data using Smart Pin

- **1 billion** devices reached approximately
- **1/7th** of the world’s population reached
- **8.8 billion** ads shown

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**In 2019**

Every second, the Blis Smart Platform tracks mobile devices, worldwide, seen in...

- 8,700 airports
- 1,708,000 fast food restaurants
- 355,000 shopping malls
- 1,023,000 fitness centers
- 1,075,000 hotels

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**Blis insights**

Throughout the year we conduct research using data from the Blis Smart Platform. We also partner with industry-leading research companies around the world to deliver key insights into how audiences behave in the real world.

These reports vary across region and industry but always focus on providing real-world intelligence. To receive these reports as they are published do get in touch with our press team by contacting press@blis.com.

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**Some recent examples include:**

**The Blis consumer confidence pulse**

Download our quick and timely pulse today, and find out how consumers feel about the economy, their household finances and how they plan to spend any spare cash.

**What’s normal got to do with it: Navigating changing consumer behaviour pre, during and post-COVID-19**

In this un-whitepaper, we’ve summarised the most salient insights and the answers to marketers’ most pressing questions.
Contact us

Our press team loves working with media around the world to share news about Blis. If you’re a member of the media and would like to talk, please get in touch with the team.

Global

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Blis brand assets

For more insights, Blis design assets, further information about our leadership team or if there’s anything you can’t find on our website, do get in touch and the team would be happy to help.