

*Partner with Gimbal and we will:*  
Provide mobile location insights on audiences  
Buy your mobile ad inventory based on location data

## HOW IT WORKS

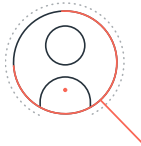
1. **Gimbal SDK** integrated into app to capture location (IDFA)



2. **Your location data anonymously** integrated into Gimbal platform



3. **Audience insights and reports** available in Gimbal platform, API/export into your BI Tools or fully managed service



4. Gimbal also **buys your O&O ad inventory**



- **Physical world attribution for your campaigns** available through Gimbal's device-level understanding of audience movement
- **Proximity data included** through beacon networks, providing micro audience segmentation

## BENEFITS

### Mobile location insights & acquisition

- **Understand real world behavior** through valuable audience location data. Understand where and how your app users interact with the physical world. Capture attribution and 'path to purchase'
- **Capture active AND passive** mobile behavior persistently and in real-time
- **Improve acquisition strategy** of new users by understanding who they are and where they go

### Revenue

- **Gimbal will buy your mobile inventory**
- **Achieve higher ad rates and increased sell through** by accessing more accurate, 1<sup>st</sup> party location insights and audience segmentation



## WHY GIMBAL?

- Lightweight, reliable, Qualcomm-engineered SDKs put through a year-long vetting process by a financial services company prior to adoption
- Simple SDK integrations
- REST APIs plug into any existing application solution
- Captures the complete audience journey by having both indoor and outdoor location framework
- Privacy-compliant, 1<sup>st</sup> party collection of both passive/active location data at scale