








# ACTIONABLE INSIGHTS ON CONSUMER BEHAVIOR AT A GLOBAL SCALE






## About Near

Near, a global leader in privacy-led Data Intelligence curates one of the world’s largest sources of intelligence on People and Places. Near’s platform patented technology analyzes data on approximately 1.6 billion unique user IDs and 70 million points of interest in more than 44 countries.

Near delivers actionable insights on consumer behavior at a global scale, empowering Marketing and Operational Leaders to confidently reach, understand, and market to highly targeted audiences and optimize their business results. Near serves leading organizations across retail, real estate, restaurant/QSR, travel/tourism, media/tech, and financial services.

 <b>Founded in 2012</b>	 <b>Global Leader in Privacy-Led Data Intelligence</b>	 <b>Offices in</b>
 <b>Headquartered in Los Angeles</b>	 <b>Full Stack SaaS Platform on People and Places</b>	<ul style="list-style-type: none"> <li>• Los Angeles</li> <li>• Paris</li> <li>• Bangalore</li> <li>• Singapore</li> <li>• Tokyo</li> <li>• Sydney</li> </ul>

## Industry Solutions

					<b>&amp; more</b>
Commercial Real Estate	Travel & Tourism	Media & Tech	Restaurants	Retail	

## Inform Strategic, Data-Driven Decisions

Near’s actionable insights can inform key operational and marketing decisions:

### Operations:

- Site Selection
- Trade Area Analysis
- Competitive Intelligence
- Market Research
- Customer Insights
- Store & Shopping Center Design
- Merchandising
- Airline Network Planning
- Visitor/Traveler Insights
- [& More](#)

### Marketing:

- Identity Resolution & Enrichment
- Audience Curation
- Location-Based Ad Serving
- Measurement & Attribution
- [& More](#)

# The Near Platform

**near**™ Data Intelligence platform

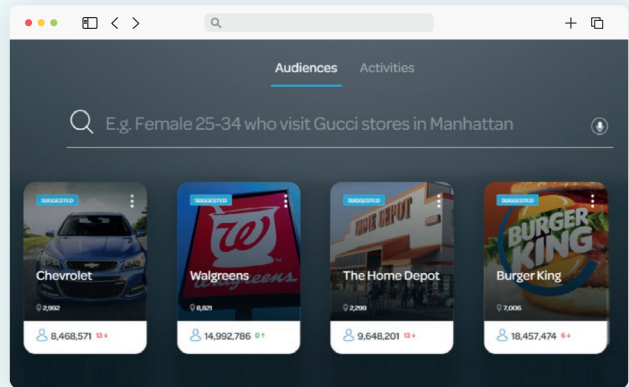
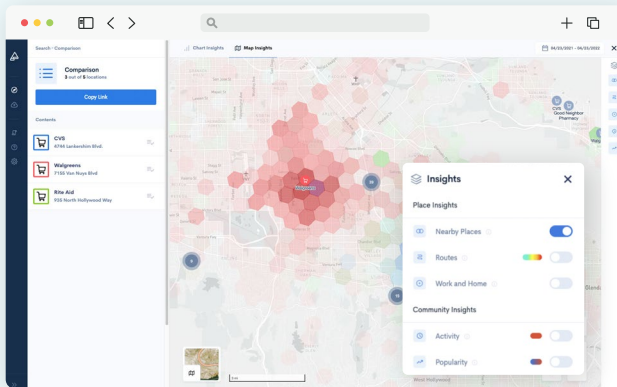
Near products provide actionable insights and analytics to give you the confidence to make data-driven decisions across multiple departments

## Lens of Places for Operational Intelligence

- Get unparalleled intelligence on your competitors
- Identify the potential store locations with the best ROI
- Optimize supply chain based on consumer movement patterns

## Lens of People for Marketing Intelligence

- Acquire new customers with more effective targeting
- Grow revenue & maximize ROI on marketing with online-to-offline attribution
- Grow loyalty by unifying customer identities and enriching profiles to provide increased personalization



## What sets Near apart?

 **Faster time to actionable insights**

Unlock value with solutions that work for your team, from an intuitive platform to APIs, feeds and seamless integrations with GIS tools.

 **Rich data quality**

Secure confidence in data quality with Near's exclusive data pipes, rigorous fraud detection, and enrichment with 100+ customer attributes.

 **Global data reach**

Access data for an estimated 1.6B unique user IDs across 44+ countries and 70 million places.

## Trusted by leading organizations

