

# IN|MARKET

# GeoType

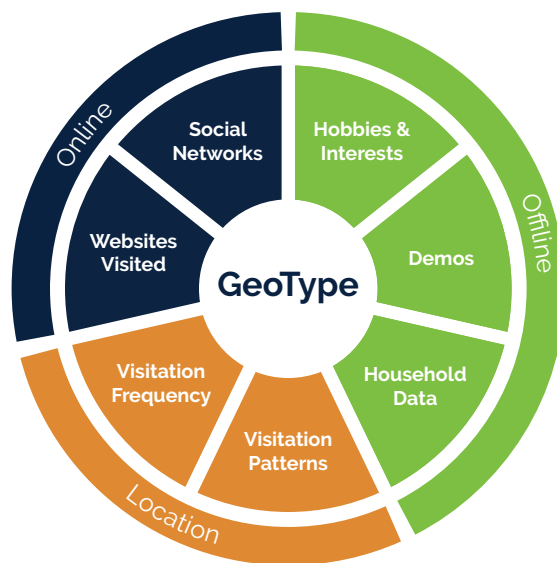
*"Why"*

*High-impact targeting powered by  
real consumer motivations & values*



## Know What Drives Consumers

**GeoType** audiences are a new and innovative way to understand and reach consumers based on their actual motivations and values. Leveraging InMarket's advanced algorithms, GeoType audiences combine precise location behaviors with up to 1,000 other offline and online attributes to build 1:1 connections that drive results.



## Unmatched Results

Reach the right consumers with personalized content that speaks directly to their motives and values.



# Data-Driven | Industry Specific | Personally Relevant

Visitation Behavior

Purchase Behavior



Location alone does not offer a complete view into consumer motivations. GeoType was built by InMarket's data science team and is the industry's first machine-learning based audience targeting solution of its kind.

GeoType audiences are available and optimized for a variety of industries including retail, grocery, auto, and QSR.

## Data Quality Matters

GeoType is powered by accurate, high-quality data from InMarket's vast network of verified consumers.



CCPA, GDPR & HIPAA Compliant



Actionable media targeting



Guided by observed real-world behaviors at scale



Deterministic 1:1 data



No bias or influence -- fully machine driven



Demo & psychographic attributes paired with location intelligence

INMARKET

For more information, visit [www.inmarket.com](http://www.inmarket.com)

CCPA Compliant