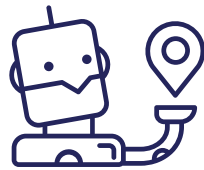


Location Data Platform

Effective business solutions
through location data



Beintoo helps its customers measure and understand the **offline customer journey** by providing timely and effective location intelligence tools. Through our proprietary **location data** database and GDPR compliance, we are able to collect, map and translate data at every stage of the process and deliver accurate business insights.



Location Intelligence



We provide easily navigable **analytics**, through a map that divides them by industry and brand, highlighting **interests, habits** and consumer behavior in general.

The aim is to **direct supply** towards the needs of the public, identify new trends or types of demand in certain geographical areas and offer indications for marketing and CRM.



BeAudience

Based on processed proprietary data, we have developed different **audiences** that can be exported to the main **programmatic advertising** platforms, allowing us to plan specific campaigns for each phase of the customer journey at a national, regional and geo-fencing level.



BeAttribution

We optimize the different **flights** of the **drive to store** campaigns based on the visits recorded, the average time spent and the frequency. Through our deterministic platform BeAttribution, it is also possible to measure **post-campaign traffic**, providing our clients with useful data for ROI analysis.

