



# MOBILE LOCATION-BASED AUDIENCE SOLUTIONS

# QUADRANT AUDIENCES

POWERED BY **FOURSQUARE** PLACES



# QUADRANT AUDIENCES

## WHAT ARE QUADRANT AUDIENCES?

QUADRANT AUDIENCES IS A DATA-DRIVEN TARGETING SOLUTION DESIGNED FOR MARKETERS, ADVERTISERS, AND AGENCIES WHO WANT TO LEVERAGE HIGH QUALITY MOBILE LOCATION-BASED DATA.

### WHAT MAKES QUADRANT AUDIENCES UNIQUE

**QUADRANT**  
Mobile Location Data



Accurate Location-Based Audiences



**FOURSQUARE**  
Validated POI Data



- Where consumers go in the physical world says a lot about their behaviour and intent.
- Reach audiences based on visitation and movement patterns using our portfolio of products and make location the foundation of your media strategy.
- Build innovative, location-intelligent media campaigns with confidence.
- Work with our team of location data experts to determine which audiences best support your goals to deliver effective advertising and measurable results.

## AUDIENCE TARGETING

Reach the right people based on where they've been.

## LOCATION TARGETING

Impact visits and sales by reaching people where they are.

## GEOFENCE ADVERTISING

Identify & serve digital advertising to consumers within a set distance of defined locations.

## DATA OFFERINGS

Leverage data you can trust, based on real world behaviours.

**GO BEYOND THE  
MOVEMENT TO  
UNDERSTAND  
THE JOURNEY**

# QUADRANT AUDIENCES

- It is no longer just about the moment - it is about the movement of audiences.
- Understanding if an audience passes your location every day or only once can make or break your campaign. It is time to move beyond the moment, and turn one-time sales into repeat business.

## WHAT QUADRANT AUDIENCES CAN DO FOR YOU

### LOYAL CUSTOMERS

Reach audiences who visit your location regularly.

### LAPSED CUSTOMERS

Reach audiences who used to visit your location, but haven't been back recently.

### COMPETITOR CUSTOMERS

Reach audiences who regularly visit your competitor's locations.

### DRIVE-BY AUDIENCES

Message audiences who regularly commute past your location.

# TURNKEY AUDIENCE PACKAGES

# QUADRANT AUDIENCES



**CONTENT:** High-End Fashion, Theatres/ Arts/ Cultural Events, Luxury Travel, News, Finance & Current Affairs

**LOCATIONS:** 4 & 5\* Hotels & Resorts, Golf Clubs, Yacht Clubs & Marinas, Private Airports



**CONTENT:** Automotive

**LOCATIONS:** New Car Dealerships



**CONTENT:** News, Finance, Business

**LOCATIONS:** Banks, Business Parks, Finance Districts, CBD, Conference Centres



**CONTENT:** Gaming, Travel, Weather, News

**LOCATIONS:** Bus Stations, Railway Stations, Subway Stations



**CONTENT:** Self Education, Language Learning

**LOCATIONS:** Universities, Schools, Colleges, Book Stores, Music Academies



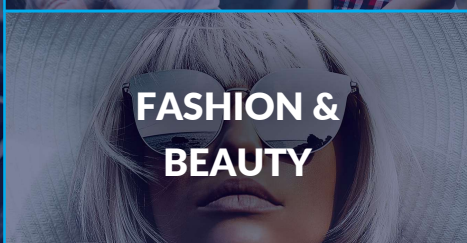
**CONTENT:** Music, Movies, Theatre/ Arts

**LOCATIONS:** Amusement & Theme Parks, Theatre Venues & Events, Museums & Galleries, Zoos & Aquariums, Comedy Clubs, Casinos



**CONTENT:** Family & Parenting

**LOCATIONS:** Mother & Baby Stores, Toy Shops, Zoos & Aquariums



**CONTENT:** Fashion, Beauty, Retail, Health

**LOCATIONS:** Clothes Stores, Department Stores, Hair & Beauty Salons, Shopping Malls



# TURNKEY AUDIENCE PACKAGES

QUADRANT  
AUDIENCES



## FOOD & BEVERAGES

**CONTENT:** Food & Drink

**LOCATIONS:** Coffee Shops, Fast Food, Pubs & Bars, Restaurants, Bottle Shops, Wine Merchants



## HEALTH & FITNESS

**CONTENT:** Exercise, Health Foods, Weight Loss

**LOCATIONS:** Gyms, Leisure Centres, Sports Centres



## HOME & GARDEN

**CONTENT:** Gardening, Home Improvements, Design.

**LOCATIONS:** Home Improvement Stores, Garden Centres, Bathroom/ Kitchen Design Centres, Furniture Stores, Outdoor Furniture Centres



## RETAIL

**CONTENT:** Grocery, Fashion

**LOCATIONS:** Department Stores, Clothing Stores, Shopping Malls, Pharmacies, Optometrists, Supermarkets, Pet Food Stores



## SPORTS & LEISURE

**CONTENT:** Sports, Health & Fitness, Sports Apparel

**LOCATIONS:** Gyms, Leisure Centres, Sports Centres, Horse Racing, Golf Clubs, Bowling Clubs, Yacht Clubs, Marinas, Surf Clubs



## TECH & GAMING ENTHUSIASTS

**CONTENT:** Tech & Gaming

**LOCATIONS:** Gaming Stores, Phone Stores, Tech Stores, Photo Stores



## TRAVEL & HOSPITALITY

**CONTENT:** Holiday and Travel

**LOCATIONS:** Airports, Cruise Terminals, Ports & Harbours, Hotel & Beach Resorts, Ski Resorts

CONTACT US

[sales\\_apac@quadrant.io](mailto:sales_apac@quadrant.io)

WWW.QUADRANT.IO