

Location-Based

Discover the Power of Location Intelligence

Device IDs are **unique, anonymous identifiers assigned to mobile devices** like smartphones and tablets. These digital “name tags” help marketers understand consumer behavior - where they’ve been, how they move through the world, how they use their devices, and the context behind those mobile signals.

Curate Custom Audiences at Scale

With **13 trillion global signals observed** and **addressability rates of 80-90%**, Q1Media’s location-based solutions help marketers to reach high-intent audiences with unparalleled accuracy.

1 Create

custom polygons to pinpoint audiences based on the places they visit within 3 feet of precision.

2 Enhance

location-based audiences with demographic, interest, or lifestyle data.

3 Scale

custom audiences and expand your pool with household, look-a-like, or social extensions.

Build Smarter Campaigns with Reliable Data

With **data quality as our foundation**, industry leaders trust Q1Media for actionable location intelligence, custom audience-building, seamless campaign activation, and real-world attribution. Q1Media’s location-based capabilities are **designed for performance at every stage** of the campaign lifecycle:

- **Audience Insights** - leverage privacy-compliant location, demographic, and behavioral data to build bespoke audiences based on real-world behaviors.
- **Precision Targeting** - achieve higher performance by curating audiences with advanced tools to deliver personalized, contextually relevant messaging.
- **Omnichannel Activation** - drive higher ROAS by reaching consumers across mobile, desktop, CTV, and social media platforms like Meta or TikTok.
- **Measurable Results** - quantify the digital and real-world impact of campaigns from web engagement to foot traffic, clicks to conversions.