

Enriched inventory can carry up to 3× the value of generic inventory.

Places resolves the IP already in the request to the named venue behind it, at building level. No GPS permission, no device identifier, no individual profile.

up to 3×

the value of generic inventory,
from venue-enriched placements

2.1M

tagged venue IPs across 56
categories and 237 countries

0

GPS permissions, device
identifiers or individual
profiles required

Geolocation gives you a position. Places tells you what it is.

A connection in Las Vegas can be accurately geolocated to the city. A connection associated with a hotel, airport, convention center or stadium in Las Vegas carries additional context about where that traffic is coming from. Where standard geolocation resolves to the city, Places sharpens it to the building or venue itself, and adds the context of what that place is.

The venue tag is observed, then matched: the network is observed directly, and the observation tied to a real venue through public venue records. The tag reflects a place that was verified rather than inferred from an address block.

Two ways it earns

Targeting

Reach audiences by verified physical Wi-Fi behavior: travelers in airports, attendees in a stadium on match day, guests on hotel networks. Inventory that was generic becomes addressable.

Trust

The same data evaluates claims about where inventory originates. Inventory sold as coming from a premium venue either resolves to that venue's networks or it does not, which turns a marketing claim into a verifiable one.

“ The additional location context from Places lets us build more targeted audiences, and from our experience that kind of enriched inventory can carry up to 3x the value of generic inventory.
Daniel Fischer · CEO, Froyoo

See your own coverage first.

Send a representative sample and we will show what share of your traffic carries venue context today, broken out by market and supply partner.

[Send A Sample →](#)