

The premium inventory is already in your supply. Buyers just cannot see it.

Places resolves the IP already in the bid request to the named venue behind it, so buyers can identify and bid on supply they would otherwise treat as generic.

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 or device
identifiers required

How it works

- 01 IP already in the bid request
- 02 Named venue and category, at building level
- 03 Context exposed in the bid stream
- 04 Buyers can price the impression on what it actually is

More than 55 venue categories, including



Travel & transit

Airports, hotels, stations and
transit hubs



Sport & entertainment

Stadiums, arenas, theaters and
event venues



Retail & shopping

Malls, grocery, stores and
shopping districts



Food, drink & leisure

Restaurants, bars, cafes, gyms
and resorts

What it changes for a supply platform

- **Curation.** Build venue-based packages and PMPs out of inventory you already carry, rather than sourcing new supply.
- **Yield.** An impression a buyer can identify as airport or stadium traffic is a different product from one labeled only by city.
- **Differentiation.** Give buyers a reason to choose your route to the same publisher.
- **No new integration.** The signal is the IP already in the request.

“ 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

Find the premium supply already in your traffic.

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

ipinfo.io/adtech · sales@ipinfo.io

[Send A Supply Sample →](#)