

Package the traffic you already buy into inventory you can **price differently**.

Places resolves the IP in your traffic to the named venue behind it, so venue-based segments become products you own the margin on.

up to 3×

the value of generic inventory, from venue-enriched placements

2.1M

tagged venue IPs across 56 categories and 237 countries

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additional traffic sourcing required

How it works

- 01 IP already in your traffic
- 02 Named venue and category, at building level
- 03 Venue segments packaged as products
- 04 Margin on impressions you already own

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

Why it works differently for a network

An SSP exposes context so a buyer can bid on it. A network owns both sides, so the same context becomes a product you price yourself, travel audiences, match-day inventory, retail proximity, built from traffic already flowing through you.

- **New products, no new supply.** Segment what you already buy instead of sourcing more of it.
- **Advertiser-legible.** "Airport travelers" sells; "IP range in Frankfurt" does not.
- **Verifiable.** Inventory sold as premium-venue traffic either resolves to that venue's networks or it does not.
- **No device GPS.** Venue context without a consent chain or an SDK.

“ 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 what you could package.

Send a representative sample of your traffic. We will show which venue segments are already present and at what volume, so you can size the product before building it.

[Send A Traffic Sample →](#)