

Add venue to the billions of requests **you** already enrich.

Places resolves the IP already in the request to the named venue behind it, so a city-level impression becomes a venue-level one for every DSP, SSP and platform downstream.

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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new data sources to onboard

How it works

- 01 IP already in the request you enrich
- 02 Named venue and category, at building level
- 03 Venue attributes joined into your segments
- 04 Downstream platforms buy on what the impression 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 data platform

- **New segments, existing pipeline.** Build venue and event audiences out of requests already flowing through you, with no new supply to source and no new vendor to onboard.
- **Household-level enrichment.** Venue context attaches to the household behind the address, which is the level most retargeting decisions are actually made at.
- **One attribute, every destination.** The venue tag travels with the request to every DSP, SSP and platform you supply, so one enrichment serves the whole downstream.
- **Durable as identifiers thin out.** The signal comes from the network. No GPS permission, no device identifier, no consent chain.

“ 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

Customer results from the Froyoo case study, published with their approval. Venue coverage as of August 2026. Categories describing people at schools, places of worship or medical facilities are deliberately withheld. Coverage and performance vary by inventory mix and market.

See which segments you could already build.

Send a representative sample of the requests you enrich. We will show which venue categories are present and at what volume, broken out by market and supply partner.

[Send A Sample →](#)