



## HERE Marketplace Datasets: Consumer Engagement

See how data in the HERE  
Marketplace can create relevant,  
purposeful advertising  
campaigns



# Improve your advertising ROI through location intelligence

Data and services in the HERE Marketplace can help you get precise and contextual advertising campaign insights to engage your target audience and harmonize their buying experience. Consumer Engagement use cases include:

- **Refining customer segmentation:** Create advanced segmentation models with deeper insights into patterns of behavior and consumer preferences.
- **Sharpening advertising targeting:** Be more confident that you are engaging your audiences at the right time and place.
- **Connecting offline and online purchase paths:** Maximize advertising effectiveness through connected engagement strategies that span physical and digital channels.
- **Planning new site selection:** Gain greater insight into local market dynamics in order to invest in new retail locations.

## Dataset Features

Use Cases	Supporting Datasets and Services
Utilize Geo-Marketing to Create Targeted and Personalized Promotions	Probe Data, Traffic, Aggregated Transactions Data, Parking, Vehicle Door Status, Cellular Networks, Weather
Optimize Retail Distribution and Site Selection	Probe Data, Traffic, Aggregated Transaction Data, Parking, Cellular Networks, Weather, Road Rules & Regulations

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, [360.here.com](https://360.here.com) and [here.com](https://here.com)