

Complementics™

Location Insights

Audiences, Deterministic Enrichments,
and Deterministic Matching

Complementics™ Location Analytics offers advanced features for mobile data tracking. We have more than 400M unique mobile IDs in the U.S. and 1B globally. Using cellular triangulation, we can track up to 25+ events per day with foreground and background tracking, and up to 100 events per day with background tracking. Data collected is enriched via eContext™, the world's largest semantic text classification engine, and features deterministic matching.

Up to 100
events per day

Features Android
and iOS device types

Two-digit
ISO

Verizon
Precision ID

Complementics Geolocation Resolution

Complementics Location Analytics is derived from all the essential location tracking methodologies to ensure accurate data. We pull from GPS, Wi-Fi, and triangulation sources to deliver:

Geolocation
resolution

Latitude/Longitude

Country ID

Partner ID

Who, What, Where, When, and How? We've got the answer

Want data on a specific retail location or a certain brand? We've got it. Want data on sales across all of your franchise locations? Or better yet – details on traffic to your competitor's franchise locations? We can get it for you. Our geotargeting is accurate down to the front door – and beyond.

We're also working with retailers to begin mapping the in-store journey to deliver better data on where customers are travelling once they enter your store.

And it goes far beyond retail. We work with a wide range of industries to deliver deep, granular data insights on who, what, where, when and why.

Want to get granular? Go with Complementics Geolocation Resolution.

Tier 1 Carriers

- ▶ AT&T
- ▶ T-Mobile
- ▶ Sprint
- ▶ Verizon

Tier 2 Carriers

- ▶ Cingular
- ▶ Cricket Wireless
- ▶ Telefonica
- ▶ Virgin Mobile
- ▶ Vodafone

Find out what Complementics can
do for your revenue. Contact us
today for your FREE evaluation.

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