Build off something real

GroundTruth is now offering its data set, built off of real-world visits, as stand alone data .
Once purchased, the data becomes your first-party data with unlimited usage.

Why we're the industry leader at capturing accurate, real-world visits to places at scale

Unprecedented Scale

65
Million U.S. Devices

20
Distinct Blueprints™ visited per user monthly on average

1.2
Billion Blueprint™ visits monthly

Precisely Drawn

Groundtruth has Blueprinted every major retailer in the U.S. and is actively adding other points of interest. We add +200K Blueprints every month

Verified Accuracy

Patented algorithms evaluate multiple signals to weed out inaccurate or fraudulent lat/longs

+90%
of individual visits verified accurate by InfoScout

Data products currently available
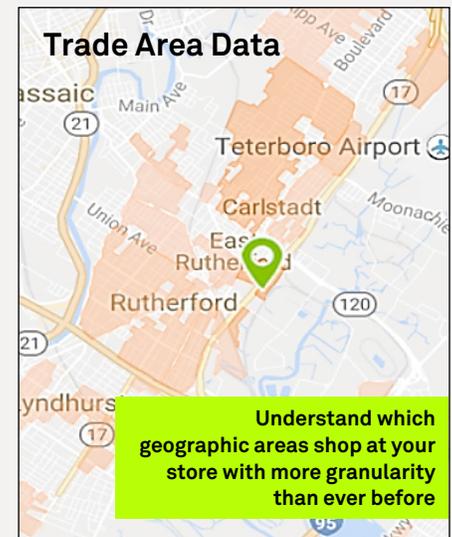
Each data product is available as a raw data feed

Visitation Data See validated visits of individual devices to specific places

Date/ Time	Device ID	Name	Category	State	Address	City	Zip	Country
10/12/17 9:00	4c1b10d9...	Starbucks	Coffee shop	oh	650 S 3rd St.	Columbus	43206	us
10/12/17 11:00	8eb80ecb...	Planet Fitness	Gym	oh	1222 W Ridge Pike	Columbus	43206	us
10/12/17 19:00	0e14c0db...	Ross Cleaners	Dry Cleaners	oh	2964 Broad St.	Columbus	43209	us

*Signifies the device's raw advertising ID, which is not PII

Audience Data Information at a user level

Retail Location	Category	Visitation Behavior	Demographic	User Attributes
People who have recently visited a specific retail store	People who have recently visited a specific location category	People who are grouped into audience segments based on real-world visitation behavior	People who are members of certain generations and ethnicities	•Home Zip •Home DMA •Age •Gender •Device OS •Phone model
+1200 Brand visitation segments	+2500 Category visitation segments	+100 Behavioral Audience segments	13 Demographic segments	

Trade Area Data

Understand which geographic areas shop at your store with more granularity than ever before

Make GroundTruth data work for you

Example use cases for our data

Visitation data

See trends in visitation behavior at a granular level

Understand cross shopping tendencies and how they change over time

Understand individual users based on their movements in the real world

Audience data

Target ads to segmented groups based on past visitation or other audience types

Understand what types of people are visiting your brand and how that varies from competitors
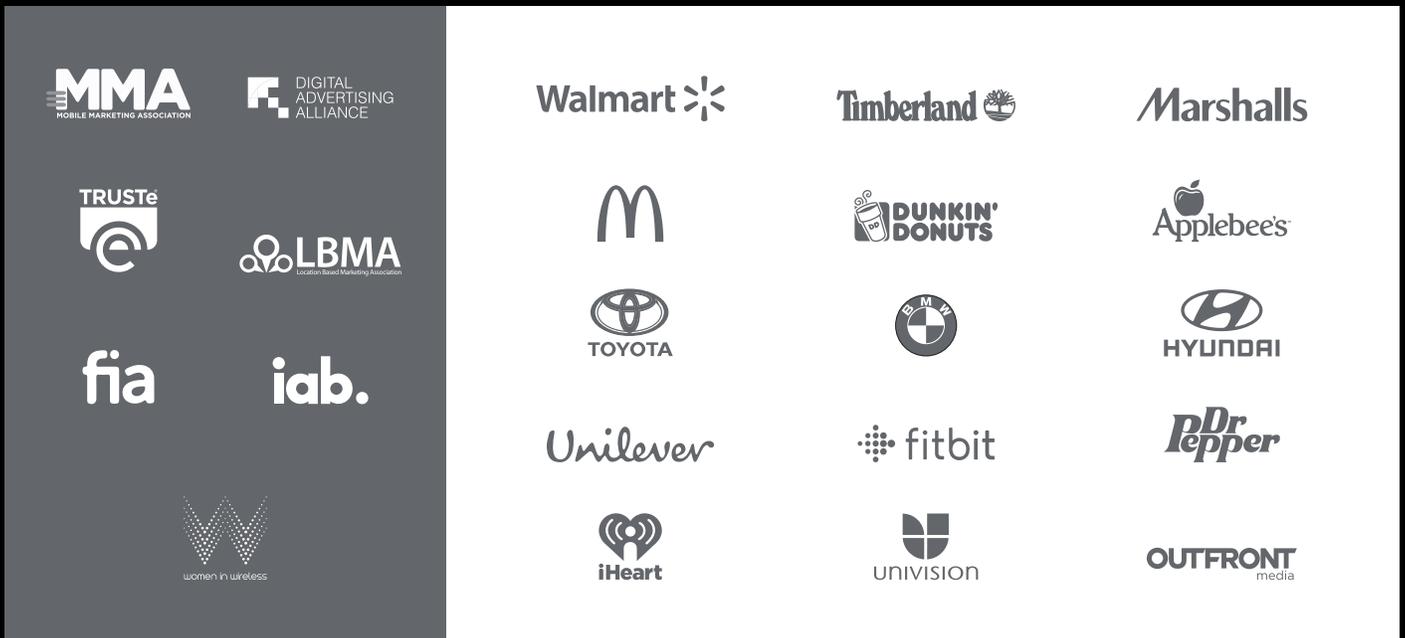
Trade Area data

Understand which geographic areas shop at individual stores

Understand which individual stores certain geographic areas are most and least likely to shop

Our partners

MMA Mobile Marketing Association · Digital Advertising Alliance · TRUSTe · LBMA Location Based Marketing Association · fia · iab. · women in wireless

Walmart · Timberland · Marshalls · McDonald's · Dunkin' Donuts · Applebee's · Toyota · BMW · Hyundai · Unilever · fitbit · Dr Pepper · iHeart · Univision · Outfront media

Our industry accolades

ADWEEK
Top 10 Mobile Innovators

Advertising Age
Top 10 Digital Marketing

Business Insider
30 Most Powerful Women in Mobile

Crain's New York Business
50 Fastest Growing NYC Companies

Deutscher Mediapreis
Best Mobile Media Approach Award: McDonald's