



LOCATION SCIENCES

MELLO LONDON

MARK SLADE, CEO
DAVID RAE, CFO

LOCATION SCIENCES AGENDA



Mark Slade
CEO

Introduction



Ad-Fraud



Presenting Verify



Progress to Date



Outlook



Q&A



David Rae
CFO / COO



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LOCATION SCIENCES INTRODUCTION



World's **first** independent media agnostic location verification company



\$160 billion spent on mobile advertising in 2018¹



\$19 billion of **ad-fraud** reported in 2018²



Increasing regulation driving need for location **transparency**



As much as 65% of location signals are inaccurate or poor quality³



Commercial traction in UK, US, South Africa and Australia



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¹as reported on 16 July 2019 by Statista the global number 1 business data platform

²as reported by Juniper, Sept 2017

³as reported in the State of Advertising Report published by Location Sciences in August 2019



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THE PROBLEM OF AD-FRAUD



“Measurement and trust should be a key focus for any organisation” *IAB, 2017*



AD FRAUD TO COST ADVERTISERS \$19 BILLION IN 2018,
REPRESENTING 9% OF TOTAL DIGITAL ADVERTISING
SPEND

(Sept 2017)

AdAge

**AD FRAUD WILL COST \$7.2
BILLION IN 2016, ANA SAYS,
UP NEARLY \$1 BILLION**

(WhiteOps, 2016)

THE VERGE

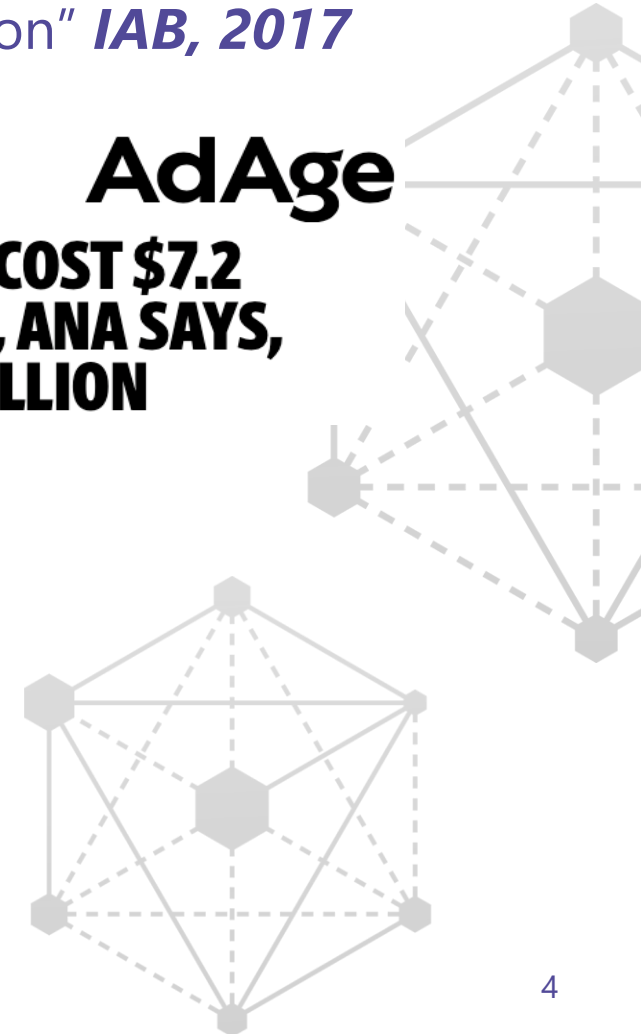
**One in five ad-serving websites is visited exclusively
by fraud bots**

In web advertising, bots can be more lucrative than people

By [Russell Brandom](#) | [@russellbrandom](#) | May 24, 2017, 9:00am EDT



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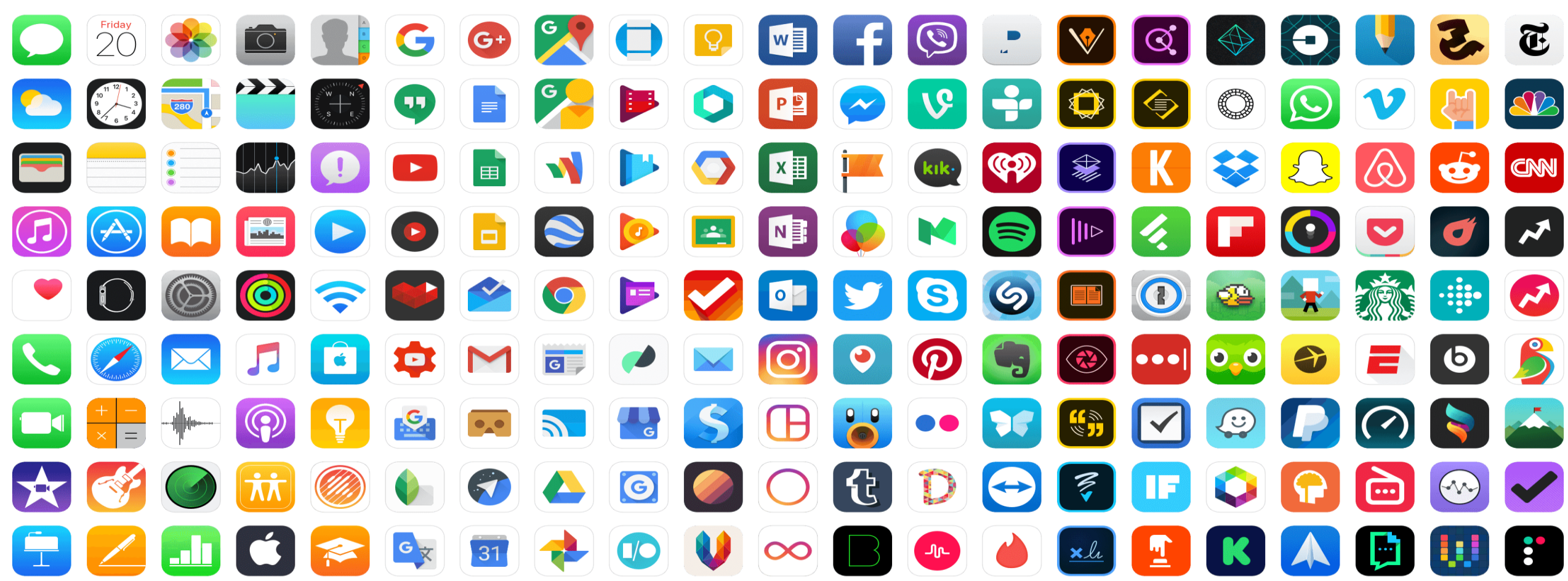


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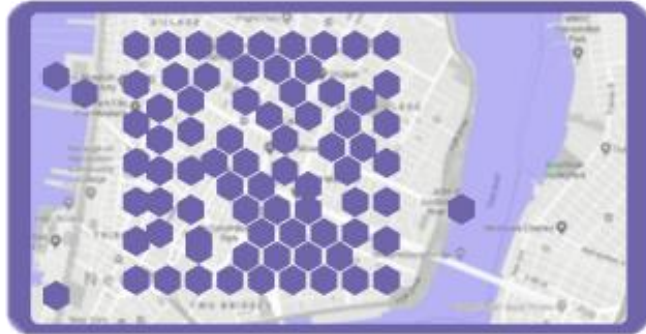
WHY IS THERE LOCATION FRAUD?



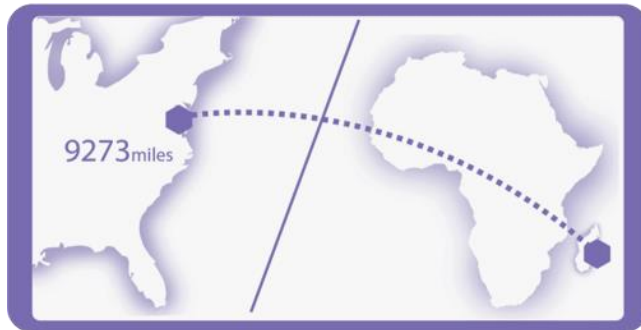
4.1 MILLION APPS



LOCATION SCIENCES FRAUD DETECTION



Uniform Distribution



IP Mismatch



Time Traveller



Centroid



Gaussian Distribution



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LOCATION SCIENCES PRESENTING VERIFY



Bruce Rogers, Head of Marketing at SITO

"It is a necessary component to have in today's data purchasing marketplace."

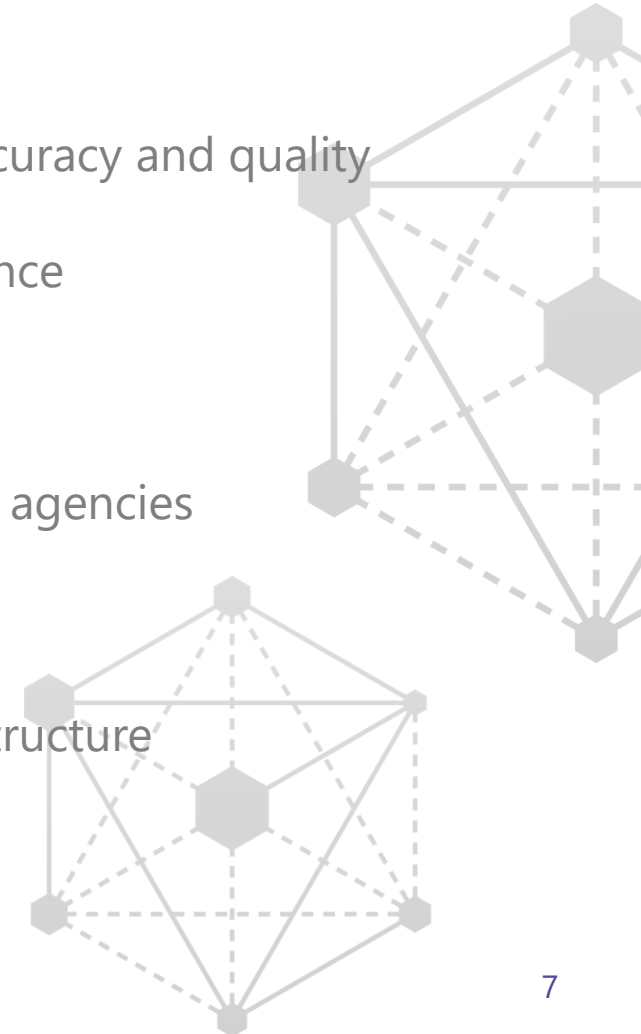


VERIFY
LOCATION DATA VERIFICATION



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- Transparency of location signal accuracy and quality
- **Improves** ad-campaign performance
- Detects ad-fraud
- Highlights **savings** for brands and agencies
- Scalable self-service platform
- Global **"best in class"** AWS infrastructure



Key findings

Location signal quality is one of the biggest challenges to the **\$160 billion** mobile advertising market

On Average:

65% of budget is wasted on poor-quality and mistargeted location data

36% of GPS enabled apps were found to display location fraud

Inaccuracy in GPS signals in location marketing leads to waste, fraud, and sub-par performance

14% of impressions use GPS location signals when running location campaigns

40% increase in location marketing performance is driven by transparency



There is a large delta between high quality and low quality data suppliers

campaign^{US} | News | Opinion | The Work | Q -

More than half of location-targeted adspend 'wasted'

by Omar Oakes
Added 41 hours ago

YouGov

All | Politics | Entertainment | Retail | Technology | Media | Lifestyle | more...

Majority of Location ad spend is wasted due to poor quality data

In: New Ideas in Marketing, Resources
August 28, 2019, 4:40 p.m.

MediaPost

VideoINSIDER

COMMENTARY

Location-Based Ad Fraud: Probably Worse Than You Think

MobileMarketing

Nearly two-thirds of ad spend is thrown away on low quality location impressions

Tyrone Stewart

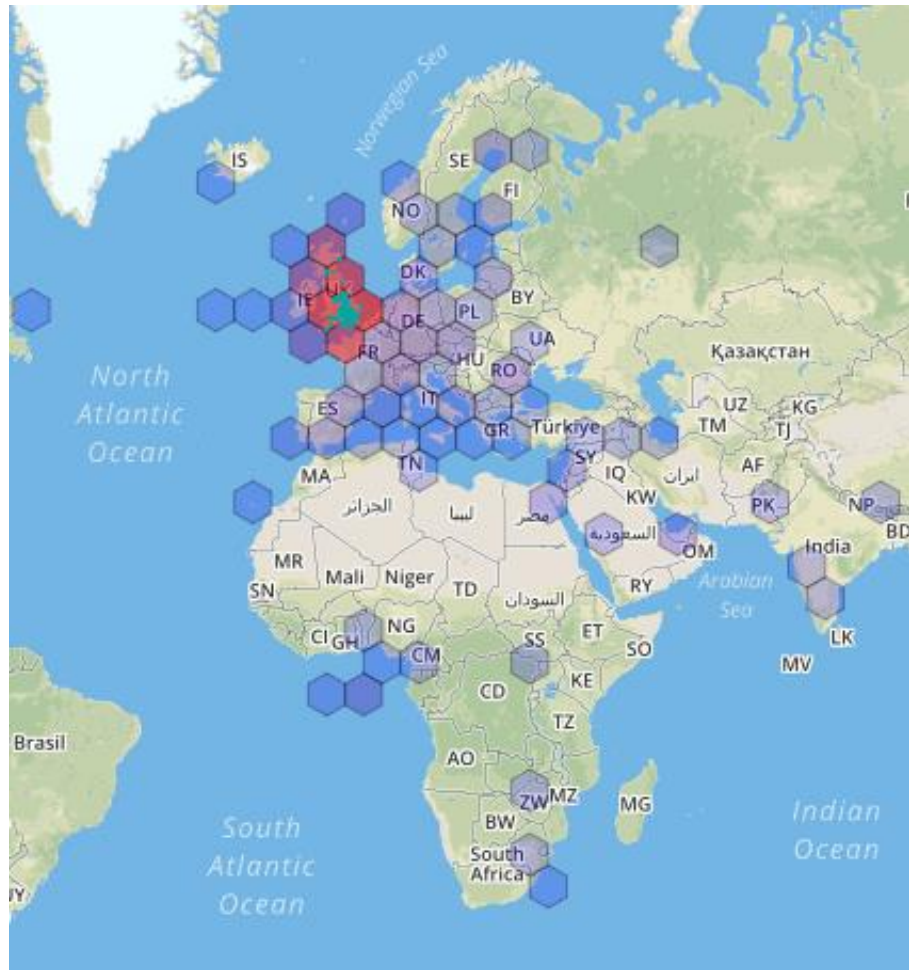
TARGETING | LOCATION SCIENCES

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LOCATION SCIENCES DELIVEROO



Jenny Biggam, Founder & CEO, the7stars: "We believe there is a missing standard and location verification should be added for all digital buys."

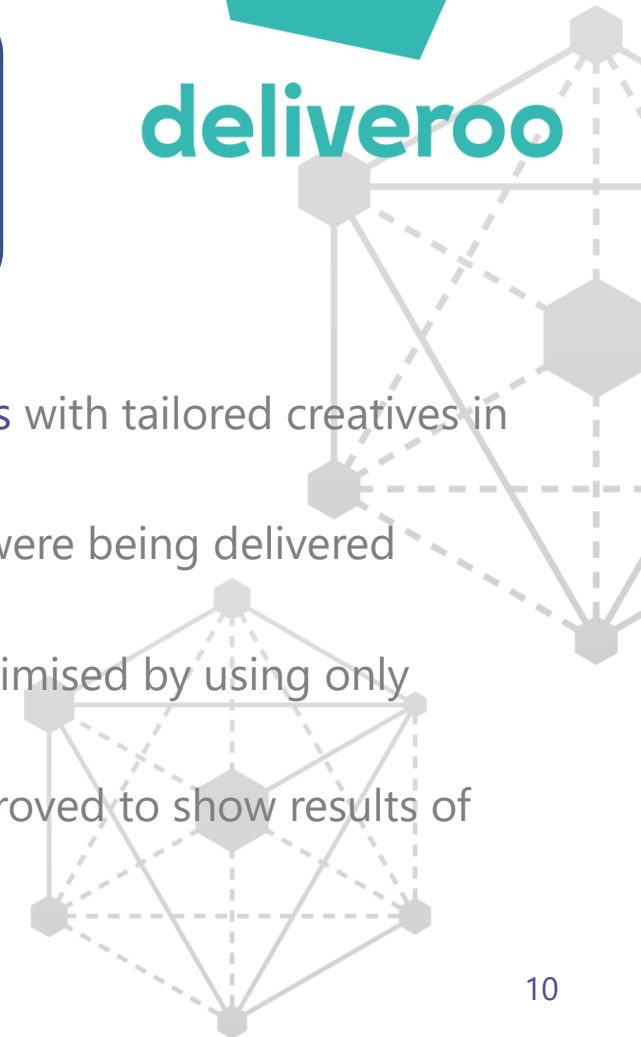


deliveroo

- Deliveroo wanted to target specific areas with tailored creatives in the UK
- Verify quickly noticed that impressions were being delivered throughout the UK and Europe
- The7stars guided by the Verify team optimised by using only trusted publishers shown by Verify
- The campaign's accuracy drastically improved to show results of **nearly 90%**



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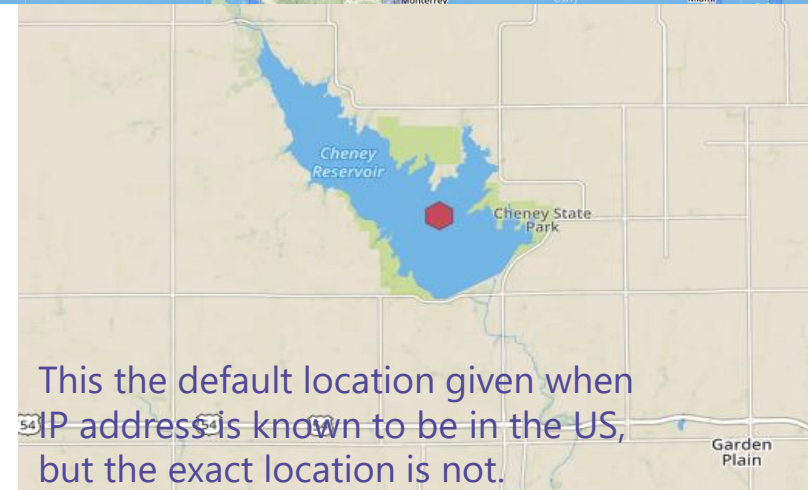
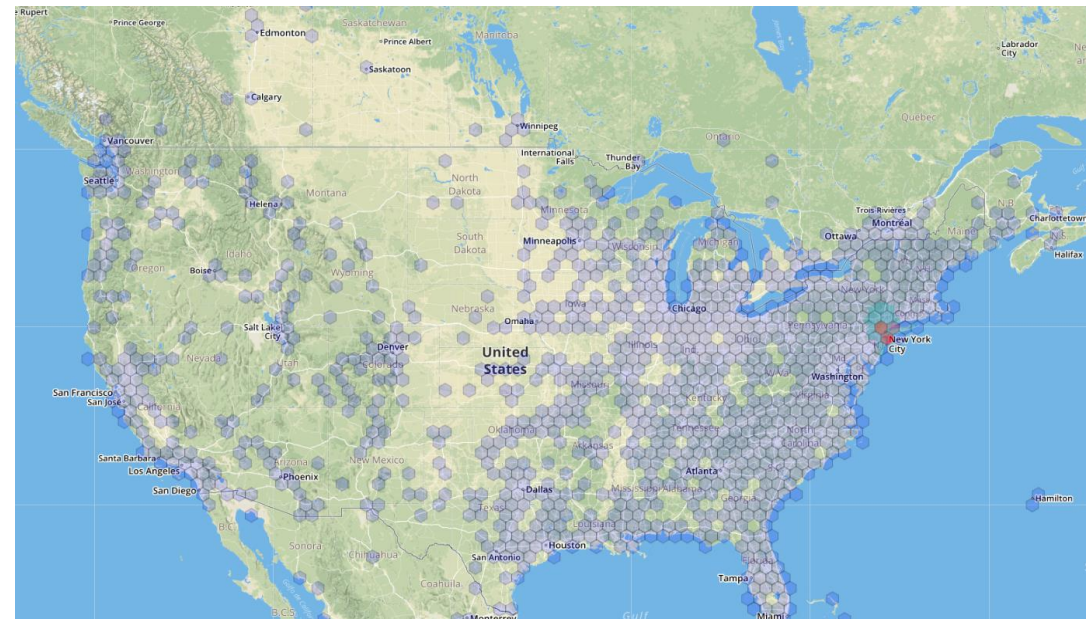
LOCATION SCIENCES TIER 1 AUTOMOTIVE



Agency Director:

“This is instant value since it ensures little to no waste from impressions that fall out of DMA, which is critical to geo-targeted auto campaigns”

- Verify identified that a large proportion of impressions were being delivered from the **middle of Cheney Reservoir**
- Impressions were also served outside the NY DMA and across the whole US
- We were able to discover the suppliers serving these impressions and rectify the errors with them
- Location quality and targeting quality improved **protecting the brand** from wasting media dollars



This the default location given when IP address is known to be in the US, but the exact location is not.



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WHAT OUR CUSTOMERS THINK



"We want to make sure that every advert we deliver is relevant to our customers, and we're delighted to work with a partner that takes accuracy so seriously. All marketers and agencies should expect and demand this independent kitemark."

Ashleigh Kerr, Digital Marketing Manager at Nando's



"With the help of our partner - Location Sciences - verified location data is now standard for every location targeted campaign we run. We have been constantly impressed by their measurement methodology, technical support and expertise."

Alex Keogh, Digital lead at the7stars



"Being independently recognised by Location Sciences, both for location data and signal quality accuracy, adds a valuable layer of impartial authentication for our customers."

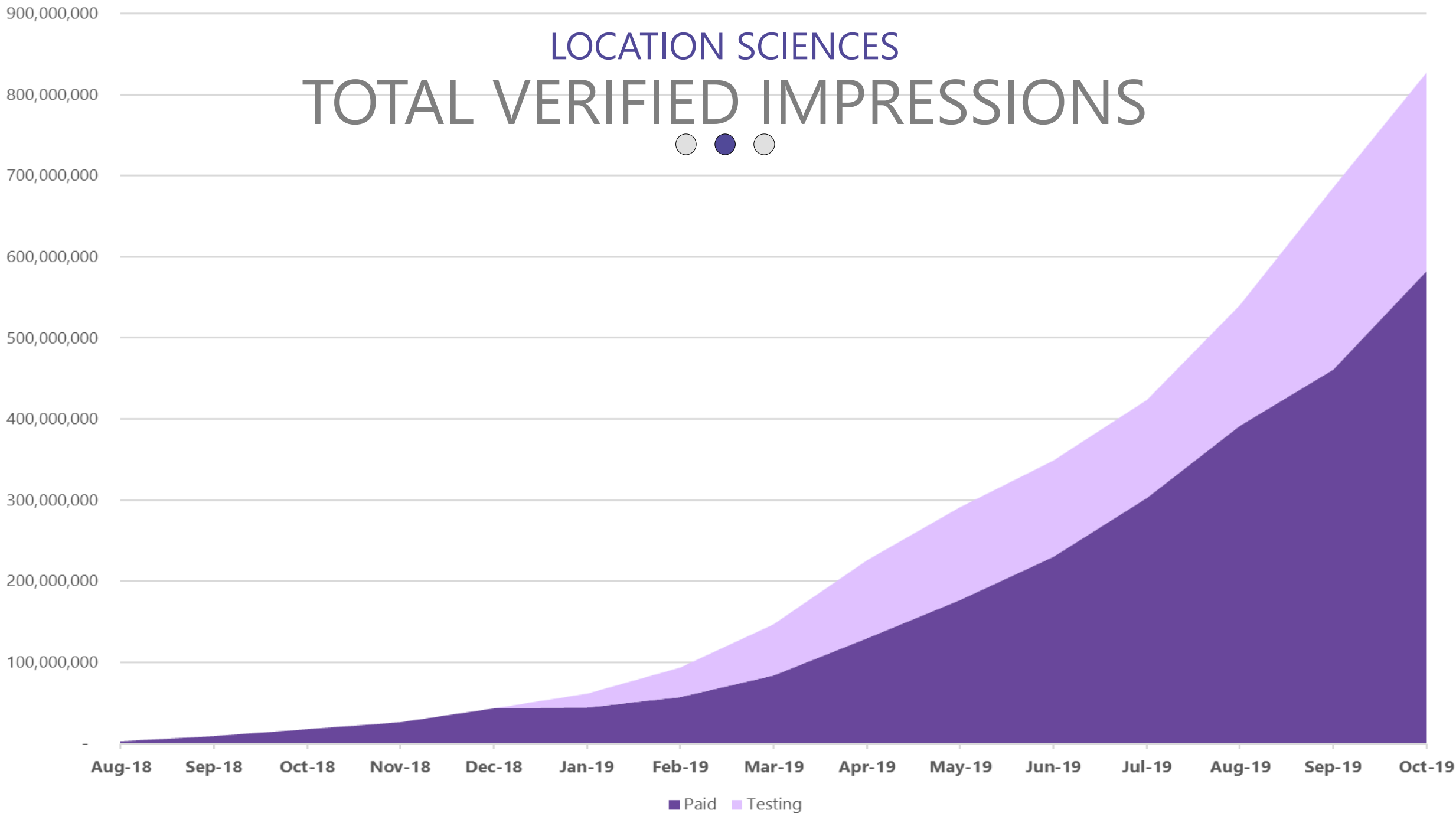
Greg Isbister, Blis CEO



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TOTAL VERIFIED IMPRESSIONS



LOCATION SCIENCES CUSTOMER TRACTION

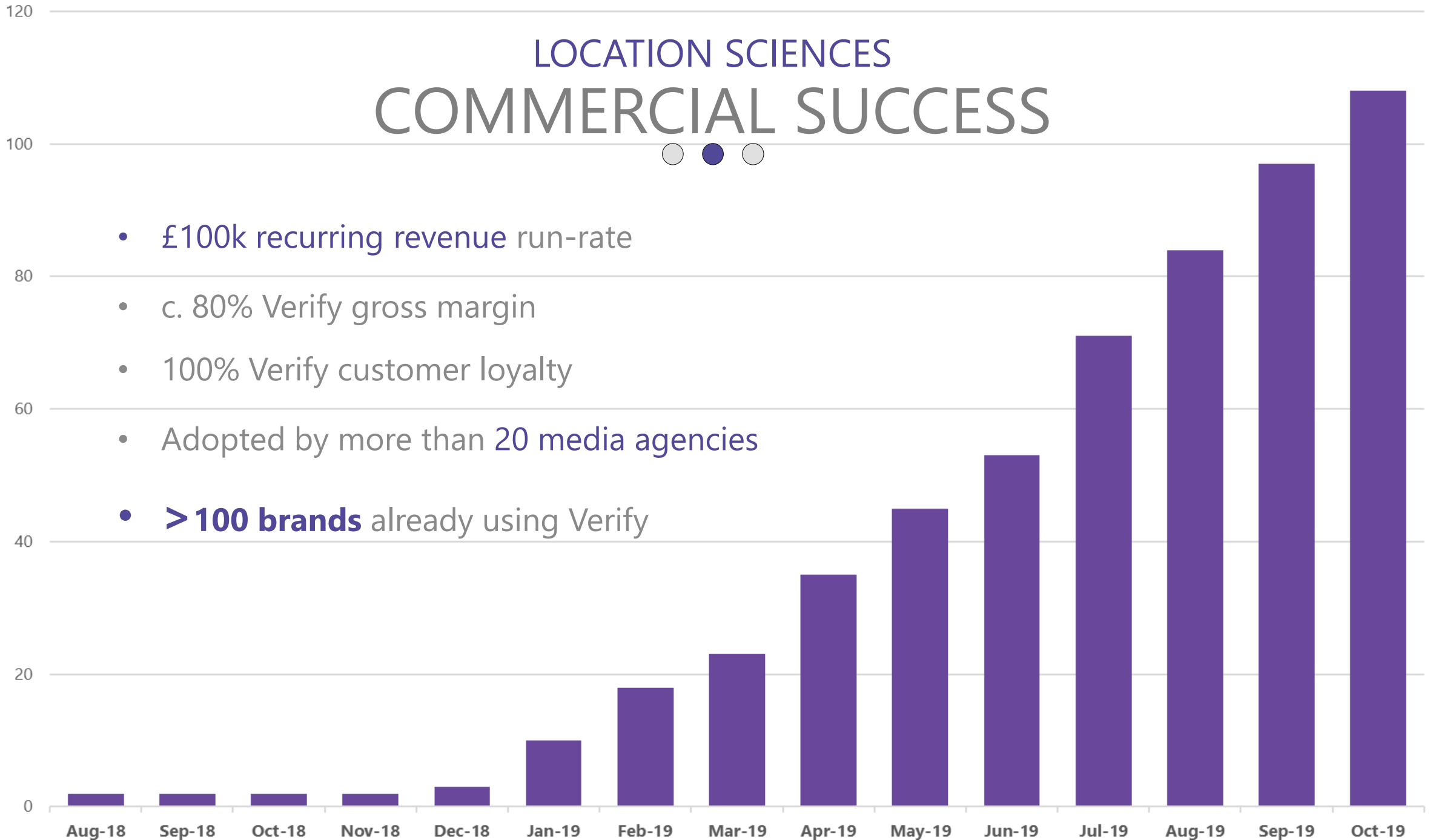


LOCATION SCIENCES COMMERCIAL SUCCESS



- £100k recurring revenue run-rate
- c. 80% Verify gross margin
- 100% Verify customer loyalty
- Adopted by more than 20 media agencies
- **> 100 brands** already using Verify

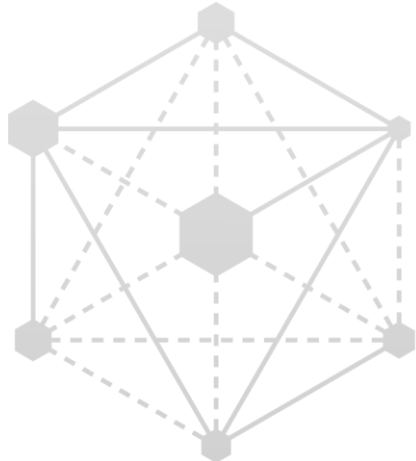
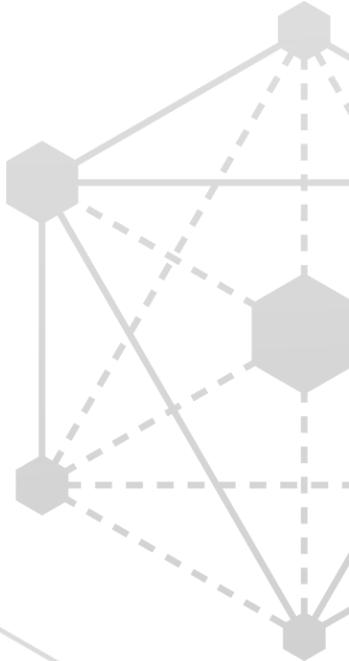
Number of brands that have adopted Verify



LOCATION SCIENCES ROADMAP



MARKET OPPORTUNITIES



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LOCATION SCIENCES M&A ACTIVITY



MOAT

Acquired by Oracle – April 2017
Viewability
\$850m

grapeshot

Acquired by Oracle – April 2018
Brand Safety
\$300m

DV

DoubleVerify

Majority Stake by Providence Equity – August 2017
Viewability
\$300m valuation

IAS Integral Ad Science

Majority Stake by Vista Equity Partners – June 2018
Brand Safety
\$850m valuation



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Q&A

MARK SLADE, CEO

DAVID RAE, CFO

20 Eastbourne Terrace
Paddington
London W2 6LG

www.locationsciencesgroup.ai

hello@locationsciences.ai