

TAPTAP Networks enhances its geo-behavioral profiling technology with an agreement with Locomizer

London and Madrid, December 10th, 2014 – TAPTAP Networks, the largest independent mobile advertising company in Spain and Latin America, and Locomizer, provider of location analytics technologies, announced today a partnership to enrich TAPTAP's Sonata Ad platform.

SONATA (www.sonatalocal.com) is the first global mobile advertising platform aimed at brands and local advertisers seeking local contextual awareness, increased physical store footfall and in-store analytics. Built mobile-first by former retailers and AdTech experts, Sonata's technology leverages geo-enabled devices such as smartphones and tablets, socio-contextual signals, and in-store audience data, enabling attribution between local contextual advertising and real-time, in-store foot traffic data. The SONATA platform allows advertisers to quickly create and customize a local contextual campaign, including its banners and landing pages. Sonata ads appear on mobile apps and web sites whose users have previously opted in to being positioned. The platform is then able to accurately pinpoint, target, and serve ads to users who are most likely to visit a particular local business.

Locomizer's proprietary algorithm will use geo-data in a combination with points of interest (POI) data as its input. These are then converted into individual geo-behavioural user interest profiles - a new way to interpret, store and use positional information. User interest profiles are created with Locomizer's behavioural model, which was developed through studying cell movements and interactions in live systems. This model analyses user's behaviour to understand real-life interests and preferences, making it ideal for matching with relevant services and offers.

"Physical presence provided by opt-in users through their mobile devices convey the same information that legacy cookies on the internet once did. As mobile usage takes over the internet cookies become irrelevant and presence signals allow for the creation of geo-behavior profiles that both global brands and local advertisers value in order to drive people through the purchase funnel. Locomizer's bio-enabled proposition truly enhances our ability for out of the box mobile audience profiling. Said Alvaro del Castillo, CEO and founder of TAPTAP Networks.

"Our ability to translate geo-data into a very sophisticated set of user-interest-profiles and distinctive segments has its very natural fit with the mobile advertising world" said Alexei Poliakov, Locomizer co-founder and chief scientist. "We are delighted about the partnership with TAPTAP and thrilled to see that the trial campaign, we supported them with our technology earlier in the year, was so successful it translates now into a commercial proposition to advertisers and marketers".

The joint offering will be available through TAPTAP's global platform SONATA.

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About TapTap Networks

TAPTAP Networks is the leading mobile engagement company dedicated to audience mobilization and monetization. Founded in March 2010 and based in Madrid, with offices in New York and Bogotá, TAPTAP offers the most advanced technology and services to publishers, and advertisers globally through its proprietary platform SONATA. TAPTAP's CEO is a regular mobile media and advertising speaker at world industry events such as the 2015 Mobile World Congress conference in Barcelona.

Contact with TAPTAP Networks: Twitter: [@TAPTAP_Networks](#) | CrunchBase: <http://www.crunchbase.com/organization/taptap-networks>
Email: marketing@taptapnetworks.com

About Locomizer

London, UK based Locomizer is an enterprise location analytics company. Their world's first Audience Discovery Engine powered by Biology-inspired proprietary algorithm creates highly-targetable user interest profiles by identifying user behavior patterns from location updates (directly from mobile phones or via mobile apps). This enables their enterprise customers to uncover the right audience for the right targeting, resulting in higher mobile marketing ROI along with increased conversion and engagement rates.

Twitter: [@locomizer](#) | Website: www.locomizer.com | LinkedIn: www.linkedin.com/company/locomizer |
CrunchBase: crunchbase.com/organization/locomizer

Press Contact: TAPTAP: Miguel Tena miguel.tena@taptapnetworks.com 0034 91 101 1001
Locomizer: Alexei Poliakov, info@locomizer.com, +44 787 024 8314