

Beyond Demographics

The Mapcite guide to real-world audience targeting and MAIDs.

Mapcite



The shift from claimed identity to observed physical reality.

Who they say they are



- Relies on claimed interests
- Assumed demographics
- Stale digital footprints

What they actually do

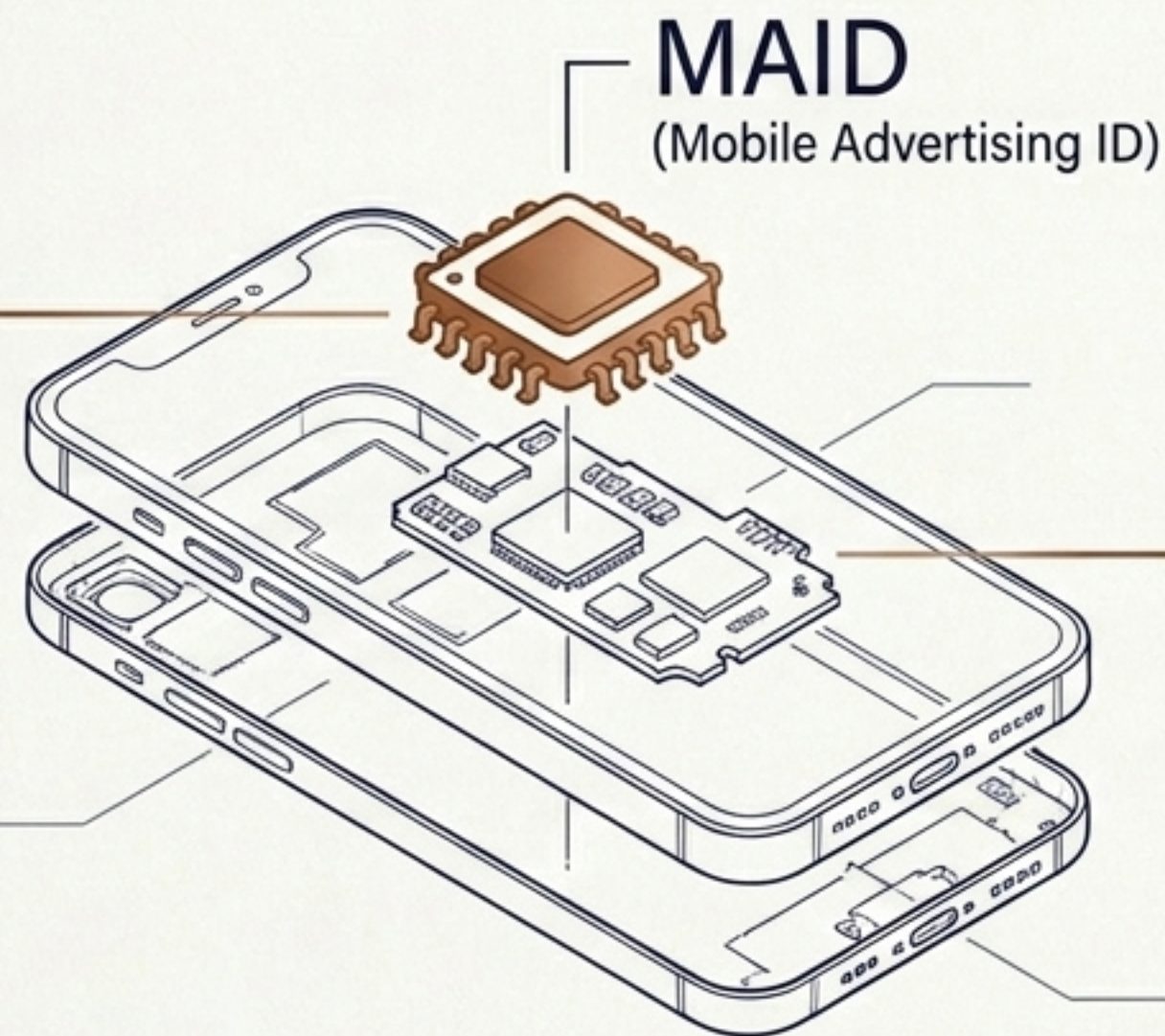


- Undeniable physical reality
- Observed real-world movement
- Actual behavioral patterns

The foundational building block of behavioral targeting.

An anonymous identifier associated with a mobile device.

A continuous observer of real-world movement patterns.



Names



Email addresses



Phone numbers

Mapcite uses these signals to understand behaviour, not identity.

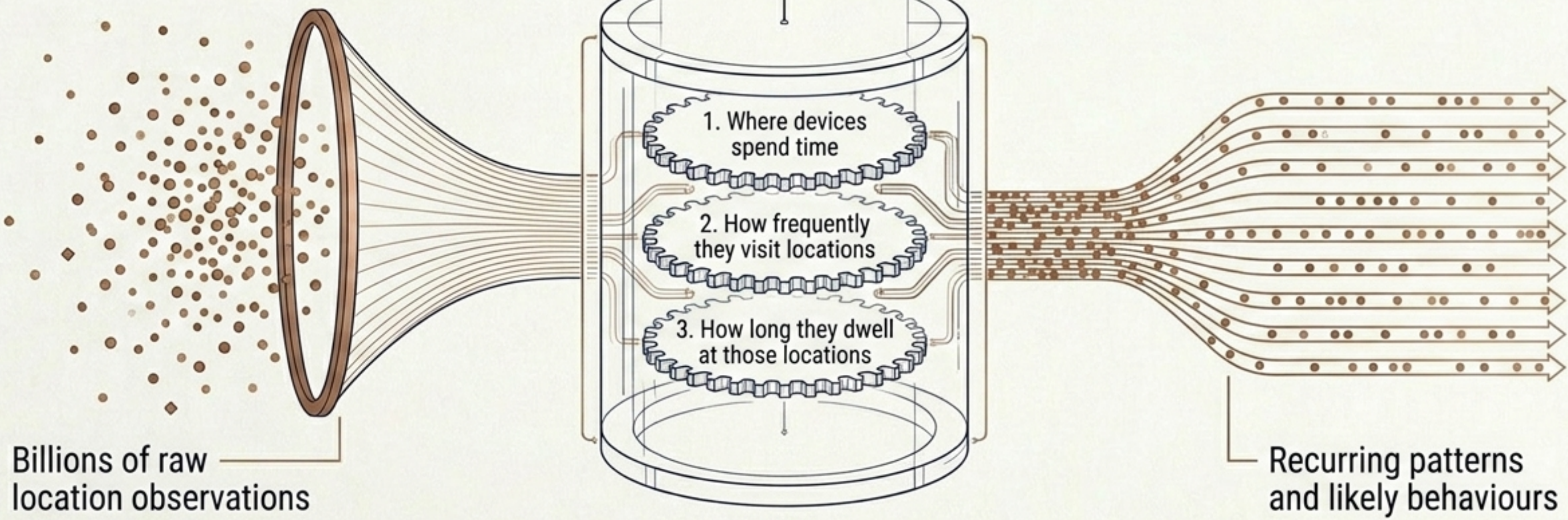
Capturing billions of real-world location signals every single day.

A single location rarely tells a story. Every day, billions of location signals are generated as devices move through these real-world environments.

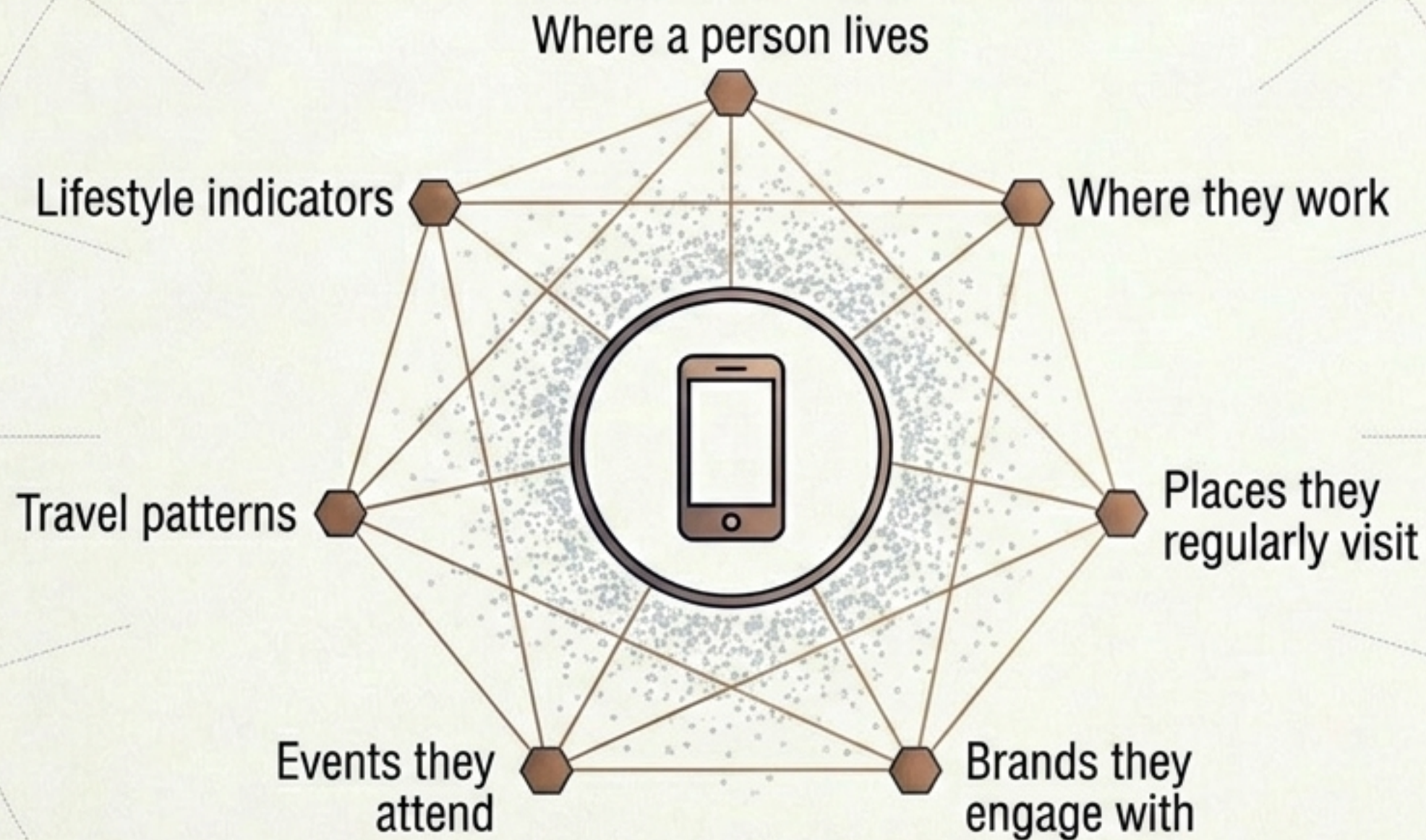


Translating movement into intent with SIDX™ SuperIndex.

SIDX™ SuperIndex Technology



Connecting the dots to reveal the person behind the device.



Combining thousands of observations over time creates a highly accurate picture of consumer behaviour based on actual activity.

Transforming real-world activity into custom, scalable audiences

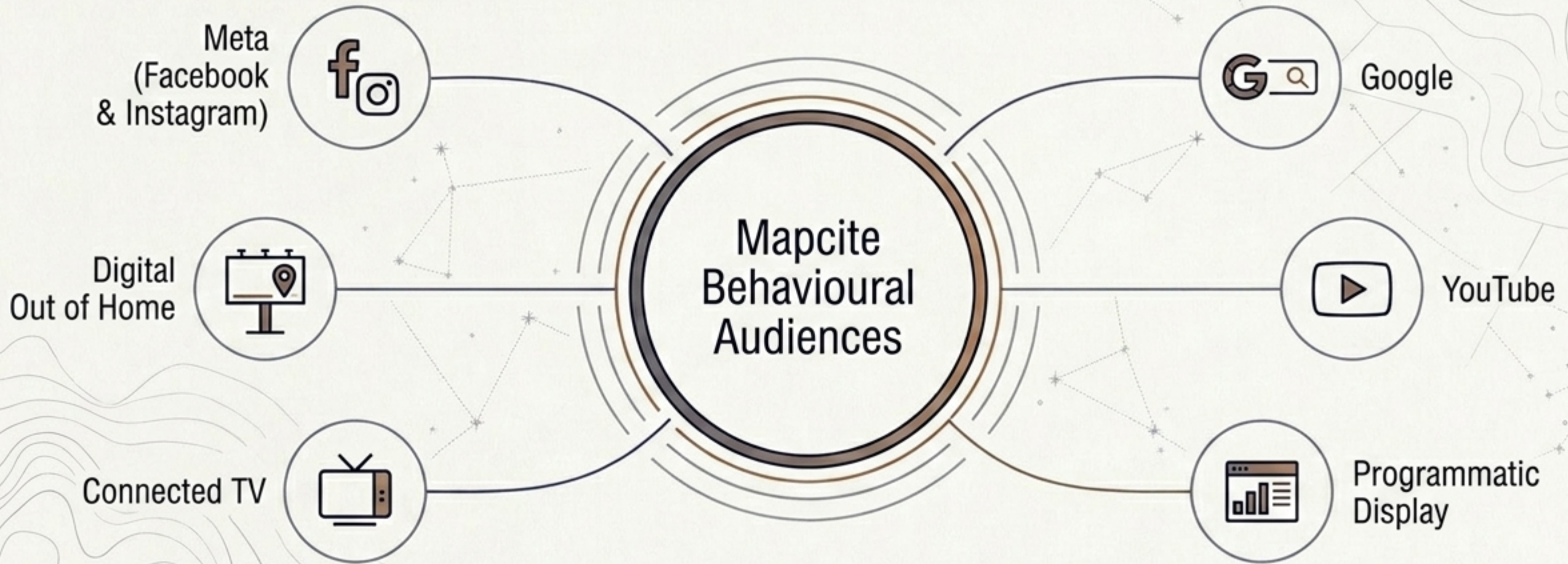


Thousands of devices



Millions of devices

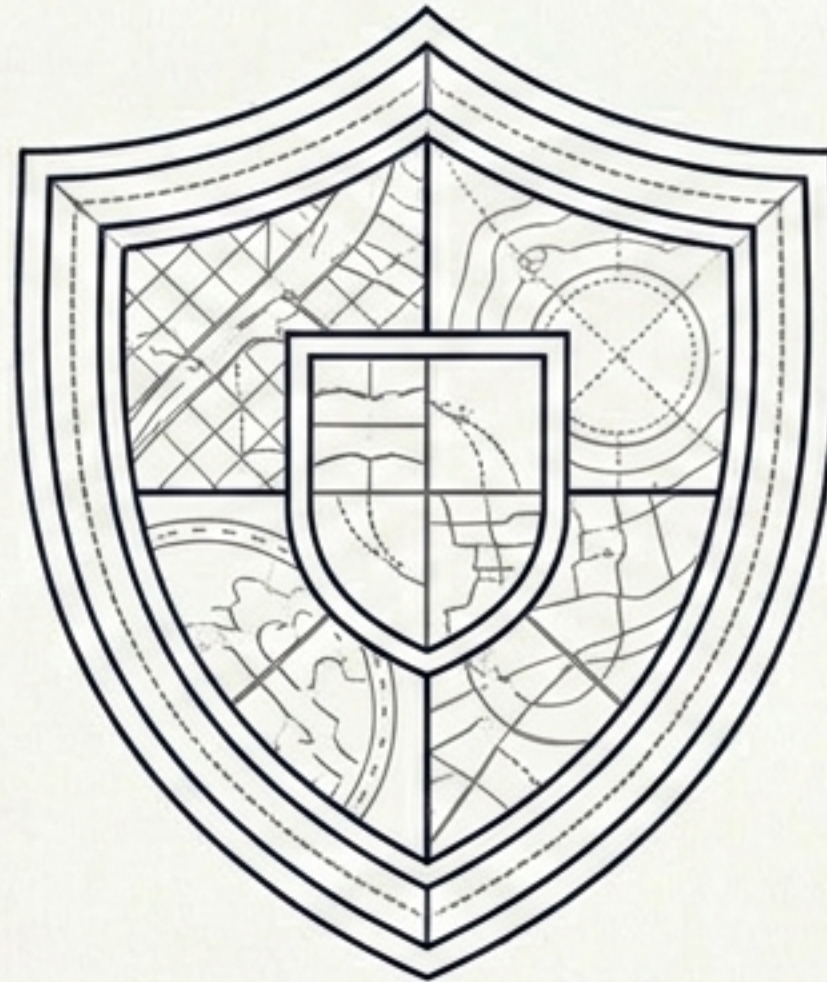
Seamless audience activation across the digital ecosystem.



Reach consumers who have demonstrated relevant real-world behaviour exactly where they consume media.

Uncompromising precision requires uncompromising privacy.

Privacy-Compliant:
Operates using secure
advertising identifiers.



Safeguarded Data:
Audiences are
completely aggregated
and anonymised.



No PII:
Zero use of names,
email addresses,
phone numbers, or
personally identifiable
information.



Restricted Use:
Built exclusively for
marketing and
analytical purposes.

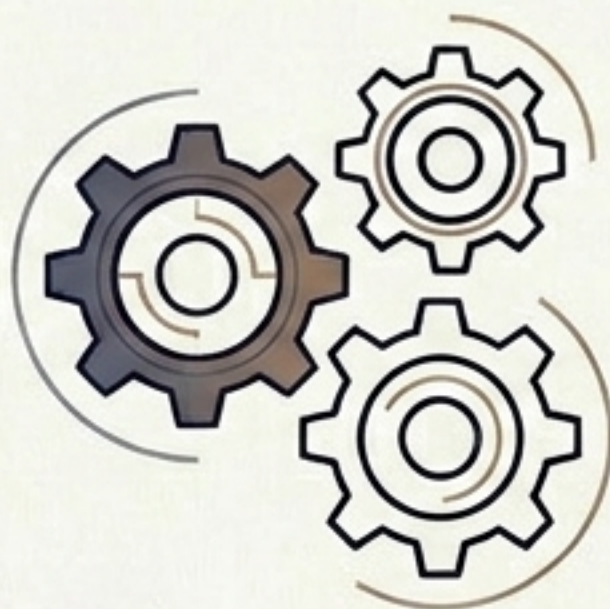


The focus is never on identifying individuals, but on understanding audience behaviour at scale.

The ultimate advantage in audience engagement.



Billions of
Location Signals



SIDX™
SuperIndex



**Unprecedented
Precision**

Stop targeting people based on who they say they are. Identify, understand, and engage your most valuable audiences based on what they actually do.