Near the Company

Near, the world's largest source of intelligence on people, places and products, is the global SaaS leader in privacy-led Data Intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance.

Our platform unites marketers and operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build and maintain the world's largest source of intelligence on people, places and products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy led source of intelligence on people, places and products, wherever you are in your data maturity journey.

Near the Facts

Founded in
2012

Global Leader in
Privacy-Led Data Intelligence

Full Stack SaaS Platform on
People, Places and Products

Headquartered in
Los Angeles

Global offices in

- Los Angeles
- New York
- London
- Paris
- Bangalore
- Singapore
- Tokyo
- Sydney
- San Jose

Near Global Industry Solutions

Retail

Research

Government

Technology

Automotive

Restaurants

Tourism/ Travel

Financial Services

Food / Grocery / Beverages

Media & Publishing

Higher Education

Commercial Real Estate

Near's Data Intelligence platform allows organizations to synchronize, enrich and deliver data for engagement to actionable insights. Matching your data with ours, we provide custom solutions for Marketing and Operational leaders on the people, places and products that affect your business growth and success. Our Proxima ID is a patented identity resolution technology delivering organizations a unified view of the customer journey connecting first and third-party data to answer your key business questions.

Near the Products

- Privacy-led **DATA INTELLIGNECE**
- Actionable insights on People, Places and Products
- The world's largest source of intelligence connecting the physical and digital world
- Global intelligence covering **1.6 Billion unique user ID's in 70 Million places, across 44 countries**

CARBON™
Data sync and
Enrichment platform

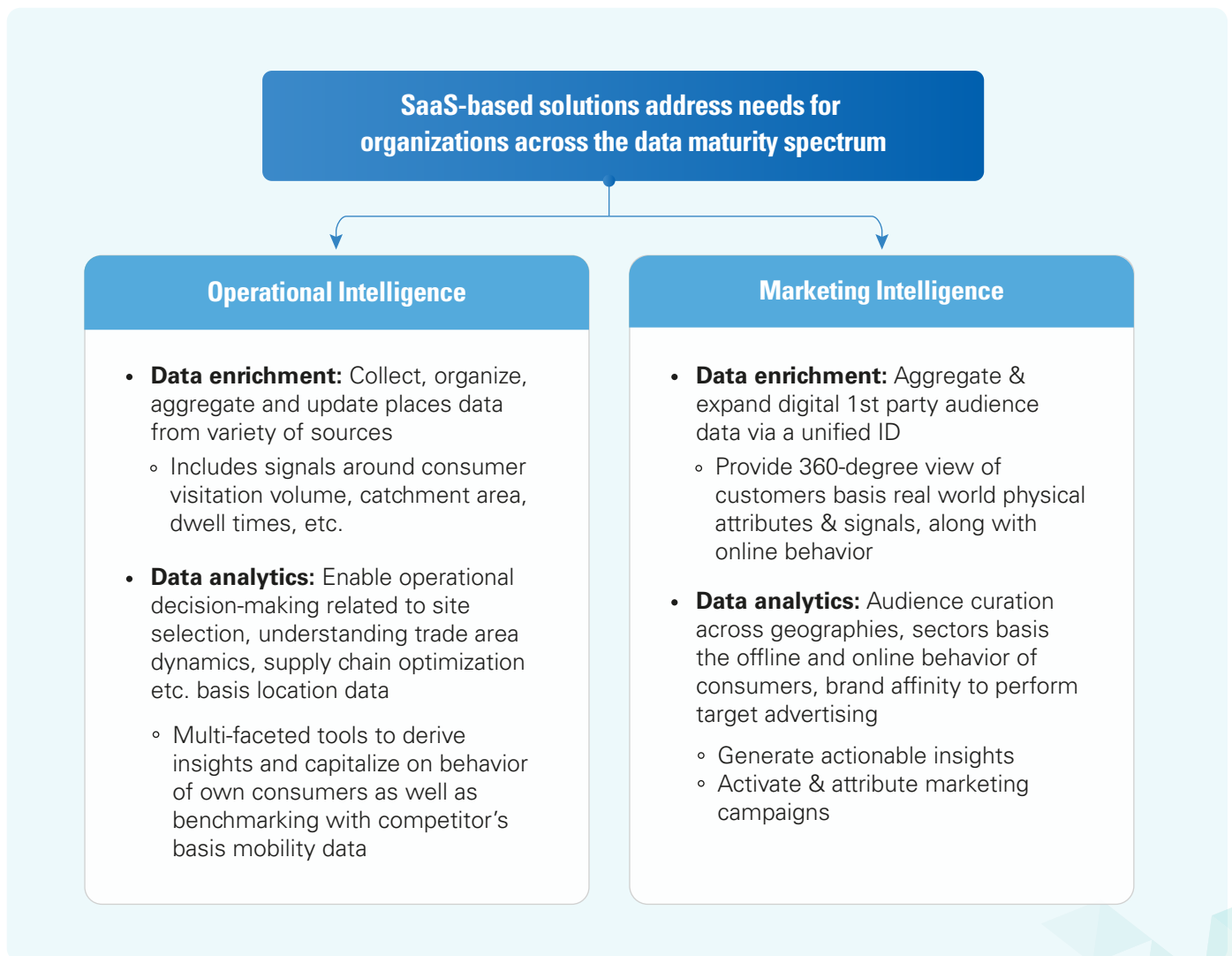## Vista
Location Insights for
Any Organisation

Pinnacle
Platform for Exclusive,
Instant location Analytics

Allspark 3.0
Actionable Intelligence
for Marketers

Near Data Intelligence Platform Uniting
Operational Intelligence and Marketing Intelligence

SaaS-based solutions address needs for organizations across the data maturity spectrum

Operational Intelligence

- **Data enrichment:** Collect, organize, aggregate and update places data from variety of sources
  - Includes signals around consumer visitation volume, catchment area, dwell times, etc.

- **Data analytics:** Enable operational decision-making related to site selection, understanding trade area dynamics, supply chain optimization etc. basis location data
  - Multi-faceted tools to derive insights and capitalize on behavior of own consumers as well as benchmarking with competitor's basis mobility data

Marketing Intelligence

- **Data enrichment:** Aggregate & expand digital 1st party audience data via a unified ID
  - Provide 360-degree view of customers basis real world physical attributes & signals, along with online behavior

- **Data analytics:** Audience curation across geographies, sectors basis the offline and online behavior of consumers, brand affinity to perform target advertising
  - Generate actionable insights
  - Activate & attribute marketing campaigns

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