



AT GIMBAL, WE'RE REIMAGINING RELEVANCE

We build tools that translate location data into intent, measurement, and analytics and help organizations transform their businesses, maximize marketing relevance, and humanize messaging for consumers.

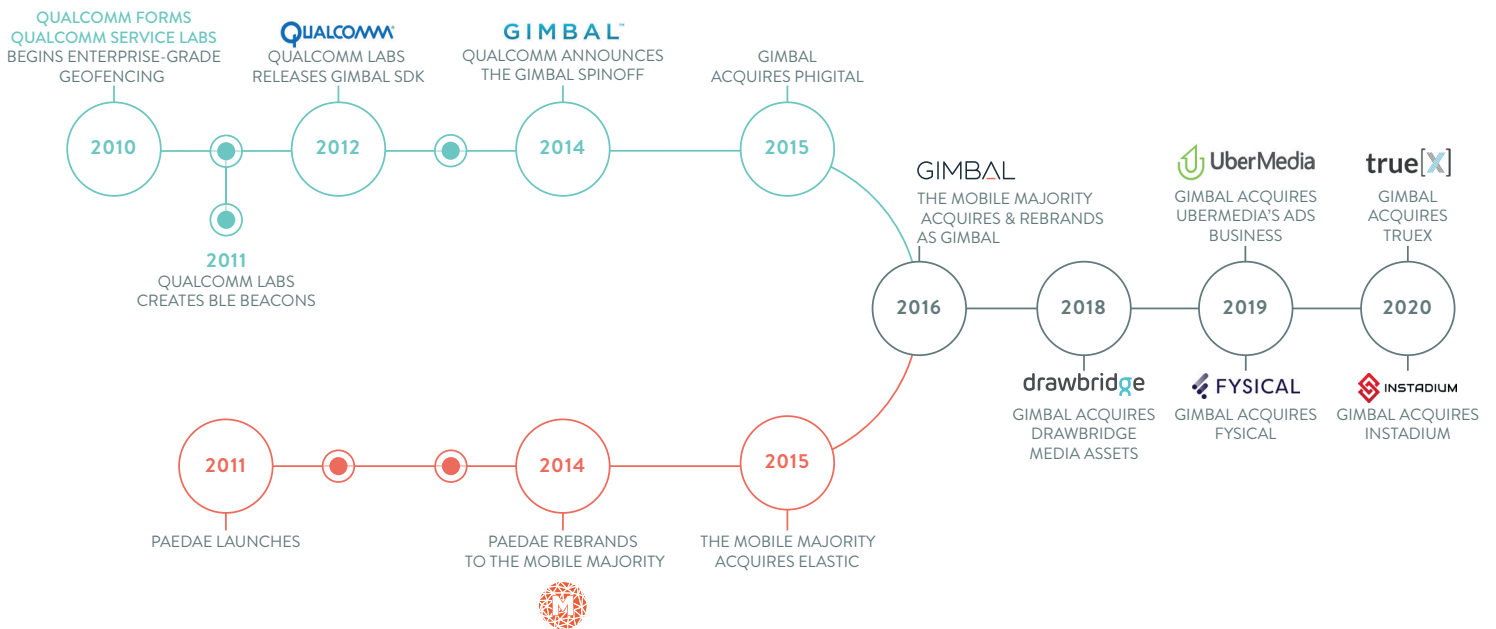


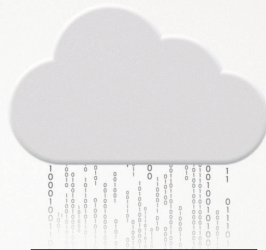
OUR ROOTS

Gimbal, as you know it today, formed when two independent companies - *The Mobile Majority* and *Gimbal* - merged at the end of 2016. The former, an integrated mobile advertising platform based in Los Angeles, and the latter, a location technology platform born

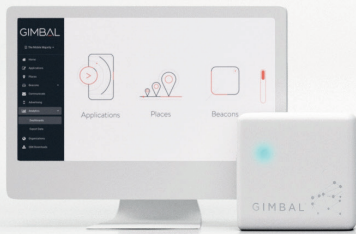
out of Qualcomm, joined forces to bring the best of adtech and martech together under a single offering.

Since then, we've acquired several companies and expanded our data offerings while growing our identity-driven, cross-device solution.





WHAT WE OFFER



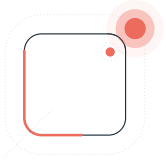
LOCATION PLATFORM

Cloud-based mobile marketing platform & location intelligence powered by Gimbal's Location SDK



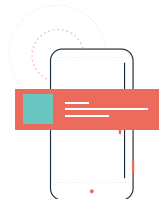
GEOFENCING SOFTWARE

Radial and polygonal capabilities. Manually input or option to choose prebuilt premium geofences



BEACONS

For hyper-precise Targeting & Attribution



PUSH/MARKETING

SDK integration for personalized messaging



INSIGHTS & ANALYTICS

Gain a rich understanding of your users, your locations, and the performance of your campaigns

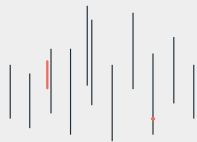
DATA CLOUD

World's largest location data stream built atop the Gimbal Location SDK. Gimbal's panel is available for companies to license to support their marketing needs and business tools



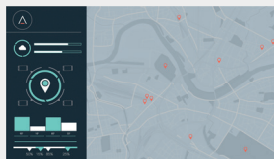
GIMBAL AUDIENCES

Choose scalable, placed-based audiences built with accuracy and precision from geofences and beacons



VISIT FEEDS & EXPOSURE FEEDS

Power your business tools with a daily recurring feed of Mobile Advertising IDs for targeting, attribution, and analysis

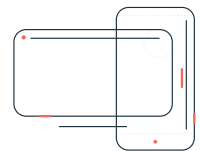


DATA ENRICHMENT

Enrich your first party customer data using Gimbal's high quality, real-world visitation data

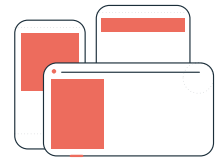
AD PLATFORM

Performance driven, location-powered advertising executed at scale with in-store visitation measurement



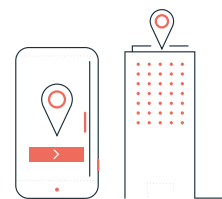
CROSS-DEVICE MEDIA/ADVERTISING

Largest and most precise independent people-based, cross-device identity solution



CREATIVE

Beautiful, interactive units built in-house



MEASUREMENT & REPORTING

Place-based visitation attribution based on campaign exposure as well as cross-device performance reporting

LEADERSHIP

ROB EMRICH
Chief Executive Officer,
Co-Founder



MATTHEW RUSSO
Chief Marketing and
Operations Officer



DON NORTON
Chief Revenue Officer



OUR CORE VALUES



RELENTLESS FOLLOW-THROUGH

Take initiative and ownership while maintaining integrity



INNOVATION

Embrace curiosity



TEAMWORK

Work together to solve complex problems



DATA-DRIVEN DECISIONS

Take an analytically-driven approach



CUSTOMER CENTRIC

Keep the customer at the forefront of every decision you make



ALWAYS FIND A WAY

Embrace tenacity and look for improvements

INDUSTRY RECOGNITION



MEMBERSHIP

