

CAPITALIZE ON USERS' DAILY DIGITAL TRAIL

Leverage data from hundreds of millions of devices touching the Phunware platform for hyper-granular audience targeting and insights.



PHUNWARE DATA

Everything consumers do daily on their smartphones, tablets and laptops creates a digital trail of details about about who they are, where they have been, their preferences and even where they're likely to go next.

Users share valuable information on mobile devices that capture it naturally through interactions with mobile applications and paid media campaigns. Because thousands of apps touch Phunware's platform every month, we process a continuous feed and incredible amount of data that includes:

- 70+ billion monthly user events
- 70+ unique types of event (or "moment") data
- 1 in 10 devices reached globally
- Hundreds of millions of unique monthly devices

Target and engage your ideal users with over 300 audience segments categorized by interest-based personas and mobile device characteristics.

OUR AUDIENCE

Target users based on:

PERSONAS

Interests: Mobile apps used and advertising engagement

Example: Dating app users and auto racing fans

MOBILE DEVICES

Mobile Applications: Mobile app types used
Example: Music streaming app users

Location: Specific geographic location
Example: New York City residents

Device Attributes: Carrier, manufacturer or operating system

Example: AT&T iPhone users running iOS 9.x



USE CASES

Personalize campaigns by delivering relevant content, in-app experiences and interest-based messages and creative.

- Understand the demographics of your audience segments
- Target users based on their interests
- Profile high-value users and acquire more of them
- Uncover hidden audience segments
- Identify user patterns
- Use mobile insights to inform larger marketing and product development strategies
- Overlay Phunware Data with your own CRM information or other first-party data

SMART DATA COLLECTION

Users value privacy and security—and so does Phunware. Here are a few ways we keep Phunware data collection ethical and transparent.

CERTIFICATIONS: Phunware's policies are subject to the regulations of the Federal Trade Commission (FTC) and comply with the EU-US Privacy Shield Framework. Our data privacy policies and practices are certified by an independent, third-party compliance and security firm (TRUSTe).

PRIVACY: Users provide their personally identifiable information (PII) to Phunware directly, through integrated services (such as Facebook or Google) or through other third parties they have authorized. PII data collected is not utilized for Online Behavioral Advertising (OBA).

OPT-INS: All location signals Phunware receives come from users who opted into location services.

For more details, please refer to our privacy policy at phunware.com/privacy



GET STARTED TODAY!

[PHUNWARE.COM/DATA](https://phunware.com/data)

info@phunware.com | 855.521.8485 | [@phunware](https://twitter.com/phunware) 

SAMPLE AUDIENCE SEGMENTS

View a sample of our audience segments and the number of unique devices available in each segment.

Audience segments and devices are accurate as of May 2017.

AUDIENCE SEGMENT	30-DAY UNIQUE
Phunware - Interests > Interest	174,881,571
Phunware - Interests > Interest > Arts & Entertainment	29,419,107
Phunware - Interests > Interest > Arts & Entertainment > Art	664,212
Phunware - Interests > Interest > Arts & Entertainment > Art > Photography	664,212
Phunware - Interests > Interest > Arts & Entertainment > Entertainment	26,383,104
Phunware - Interests > Interest > Arts & Entertainment > Entertainment > Movies	2,647,296
Phunware - Interests > Interest > Arts & Entertainment > Literature	2,639,505
Phunware - Interests > Interest > Arts & Entertainment > Literature > Book Readers	2,639,505
Phunware - Interests > Interest > Automotive	10,107,656
Phunware - Interests > Interest > Automotive > Auto Enthusiasts	9,074,767
Phunware - Interests > Interest > Automotive > Vehicle Owners	1,367,755
Phunware - Interests > Interest > Food & Drink	241,495
Phunware - Interests > Interest > Food & Drink > Foodies	241,495
Phunware - Interests > Interest > Health & Fitness	8,381,000
Phunware - Interests > Interest > Health & Fitness > Calorie Counters	7,617,036
Phunware - Interests > Interest > Hobbies > Games > Video Games	79,640,429
Phunware - Interests > Interest > Hobbies > Games > Video Games > Action Gamers	9,158,726
Phunware - Mobile Devices > Mobile Device	311,204,893
Phunware - Mobile Devices > Mobile Device > Carrier	215,069,650
Phunware - Mobile Devices > Mobile Device > Carrier > AT&T Mobility USA	38,670,296
Phunware - Mobile Devices > Mobile Device > Carrier > Bouygues Telecom France	2,800,102
Phunware - Mobile Devices > Mobile Device > Carrier > BSNL India	6,191
Phunware - Mobile Devices > Mobile Device > Carrier > Celcom Malaysia	25,918
Phunware - Mobile Devices > Mobile Device > Carrier > Cellular South USA	17,139
Phunware - Mobile Devices > Mobile Device > Carrier > Claro Brazil	496,896
Phunware - Mobile Devices > Mobile Device > Carrier > O2 UK	2,156,012
Phunware - Mobile Devices > Mobile Device > Carrier > Optus Australia	679,853
Phunware - Mobile Devices > Mobile Device > Carrier > Orange France	6,777,910
Phunware - Mobile Devices > Mobile Device > Carrier > Primus Telecom Australia	80,949
Phunware - Mobile Devices > Mobile Device > Carrier > Reliance Infocom India	11,263
Phunware - Mobile Devices > Mobile Device > Carrier > SaskTel Canada	301,888
Phunware - Mobile Devices > Mobile Device > Carrier > Satelindo (Indosat) Indonesia	114,004
Phunware - Mobile Devices > Mobile Device > Carrier > SFR France	4,498,688
Phunware - Mobile Devices > Mobile Device > Carrier > Sprint PCS USA	29,708,478
Phunware - Mobile Devices > Mobile Device > Mobile Apps	228,709,932
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Automotive	9,074,767
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Books	2,639,505
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Books > eBook Reader and Audiobooks	1,462,980
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Books > Religious	88,297
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Education	597,349
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Education > Textbook Reader	281,369
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Entertainment	22,209,366
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Entertainment > Cooking	44,699
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Finance	115,562
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Food & Drink	241,495
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Games	43,079,388
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Games > Action Games	1,601,064
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Games > Action Games > Shooter	880,820
Phunware - Mobile Devices > Mobile Device > Mobile Apps > Games > Arcade Games	519,952

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