

# REFINITION



NETWORK MEDIA GUIDE / RETAIL



# REFINITION

**DATA FRESH DAILY/ RETAIL NETWORK**

**SPEND LESS – SELL MORE – REPEAT OFTEN**

## **REFINITION- The Retail Network**

A diverse and growing media network of real people at the nation's most prestigious shopping destinations. This data desired by e-tailers and retailers captures up to 20 times the participants of traditional opt in methods and this network represents the largest audience of qualified shoppers in the US.

## **ACTIONABLE – In Market Intenders**

Encompassing  
**121**



shopping  
districts

and  
**700**



retail destinations  
nationwide

Last 12 months  
**151,753,139**



unique qualified  
intenders

Representing  
**382,200,863**



total visits

## **THE DATA OF INTENT – Showing up Matters**

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

## **DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations**

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our retail network identifies devices of real people at every shopping destination in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

**UNDERSTAND MORE & DRIVE CONVERSION** – Better Research, Refined Audience, Enhanced Results

**ALL IN VS. OPT-IN** – Wider Audience, Any Location, Just Real People