



Goodway Group Partners with Factual Alliance Will Provide Unparalleled Accuracy for Mobile Ad Targeting

PHILADELPHIA, PA - (April 30, 2015) – [Goodway Group](#), an industry-leading digital media company with offices across the United States, has forged a new partnership with Factual, the leading location data company in mobile, whose proprietary location platform is greatly improving the accuracy of mobile ad campaigns. Factual is collaborating with Goodway's digital team on providing a more relevant and personalized ad delivery experience for mobile users worldwide.

Unlike the majority of digital service providers, who primarily license 3rd party location data, Factual's core expertise is in building high quality location data. These data sets are much more contextual in nature, providing a greater level of accuracy in the customization of ad delivery techniques. The highly targeted approach is achieved by utilizing demographic, audience history and location categorization – all layered with U.S. Census and data from Factual's wide network of partners.

The location based capabilities that Factual enables are fast becoming the recognized industry standard for the future of mobile ad targeting. According to the [Groupe Speciale Mobile Association \(GSMA\) Intelligence report, "Mobile Economy 2015,"](#) digital commerce continues to show rapid growth – from \$1.7 trillion in 2014 to a projected \$3 trillion in 2018. In addition, the report states that mobile commerce is forecast to account for over 20 percent of total digital commerce by 2018.

"By partnering with Factual, Goodway has taken its ad targeting capabilities to the next level of precision," said Jonathan Mellinger, Goodway's Vice-President of Enterprise Partnerships. "The ad campaigns we intend to create together will significantly move the probability needle toward the ultimate goal – purchasing by mobile users."

As an added bonus to the partnership, Goodway's media buying arm will now have access to Factual's custom-built audience segments, all of which are based on location patterns of mobile users. These segments include information on geographic, demographic, and behavioral characteristics, affinities to specific retail brands, and the ability to create custom location based segments via Factual's Tailored Location Segments. This segmented audience access will allow for further fine-tuning of effective mobile ad campaigns.

"Factual is excited to empower Goodway Group's 50+ person media trading team with access to our Proximity and Audience media planning tools utilizing our global location

data,” stated Jeff Dillman, Agency & Strategic Partnerships for Factual. “This partnership allows us to provide Goodway Group’s clients and agency partners the best in location based consumer insights for the most accurate data mobile ad targeting.”

Goodway partners with regional ad agencies to provide clients with advertising solutions in the mobile, online, video and social media categories. Current clients include nationally recognized brands such as McDonald’s, General Motors, Porsche and Subaru. For more information, please visit Goodway on the web at www.goodwaygroup.com.

About Goodway Group

Goodway Group is a leading managed-services programmatic partner to local, regional and Fortune 500 brand agencies. Bootstrapped and 100% privately owned since 1929, Goodway moved into the programmatic digital media space in 2006 to continue its rich history of tackling complex local and regional campaign executions with data science-driven targeting and support services to make achieving success easy for agency clients. Its proprietary algorithms pair with a technology-agnostic approach to enable agencies and marketers to achieve their ultimate goal – better results with fewer resources than ever.

About Factual

Factual is a data company that helps make sense of what’s happening in the physical world, enabling developers, publishers, and advertisers to build more relevant and personalized mobile experiences using the context of location. Factual’s real-time data stack builds and maintains data on a global scale, with Factual's core Global Places data covering over 65 million local businesses and points of interest in 50 countries. Factual’s Geopulse products, built on top of its Global Places data, provide industry leading real-time location targeting and location-based audience capabilities. For more information, visit <http://www.factual.com/>.

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