

Do you know where your next customers are?

We help B2B Finance and Insurance companies acquire new customers in a cookie-less world.

Tom Ridges
tom@gdlabs.ai



84% CMOs cite customer acquisition as a challenge*

How do you know where to find new customers, when...

Big Tech is blocking access to data

Apple, Google et al are either blocking or making users aware of how apps are using data to target

Mass behaviour change post COVID

Gut-feel has gone with decreases in travel from **increased WFH and eCommerce**

Scaping location data is off the table

Instagram has stopped advertisers scraping location data. This is just one example.

*Gartner 2019

Geo Data Labs tells you the location of your next customers

We predict **the geographic locations** where customers with the **highest propensity to convert** will be, for targeted advertising with the best return.

It's called **Location Based Marketing**

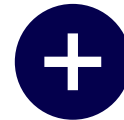


Our vision is to bring ethical, location-based intelligence to a global audience.

Three is the magic number

**Get more people
clicking your ads**

**Help you manage people who have
clicked your ads**



Microsoft
Dynamics 365

Better leads, better managed

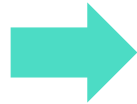
How does it work

There are three core steps to our process. **We start with a customer's sales data** to see where they have been successful and then using proprietary models based on 10 years of academic research **we identify geographic areas with the highest propensity for marketing success**, allowing the marketer to use our locations in their advertising platform of choice.

Ingest CRM data



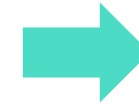
*Microsoft Dynamics 365 is
our first data ingestion
connector*



**Run proprietary
AI algorithms**



Displayed in our own portal



**Post to Advertising
network**



*LinkedIn is our first enabled
activation channel*

How do we do it

Social Networks are not random. If you study the ones you can see, you can predict how the ones you cant see will work.

*Using a branch of maths called "Graph Theory" we've studied how "**visible networks**" work, from online social networks to academic citation networks.*



This allows us to...

*... understand how the "**invisible networks**" of peoples real life social networks will impact how messages move through a population and identify the locations where intervention will help accelerate the message.*

We are uniquely positioned

We reduce risk and capital expenditure, because...

We don't require hardware

No Beacons, Wifi or NFC required

We don't require social media data or cookies

Not impacted by big-tech shutting down services

We are built with privacy from the ground up

Retrofitting privacy is hard, we built it from the ground-up

A few of those we've helped...



468% ROI on
incremental revenue
vs campaign cost



**Increased ROI by
184%** on B2C Sales



**Higher Marketing
ROI** via
Geographical
Targeting



Awaiting results but
anecdotally **"Good"**



visit **portal.gdlabs.ai** to create your
account

We help B2B Finance and Insurance companies
acquire new customers in a cookie-less world.

GDLabs.ai