



# Geoblink selects HERE to help the retail industry optimize its expansion and geomarketing strategies

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*Geoblink is using HERE Technologies' high-quality location data to help its retail sector clients optimize the footprint of their store networks.*

Amsterdam – Geoblink is drawing on HERE Places Extract, HERE Technologies' global database of places, to better understand consumers' real-world behavior. Armed with location insights, Geoblink translates that data into valuable information for retailers looking to optimize their store portfolio and grow their reach with smart geomarketing.

HERE continuously updates its Places data by drawing on thousands of different sources, including social media partners, and by applying machine learning to identify actual locations and remove irrelevant or duplicated information. Today, HERE Places Extract covers 79 million places, each accurately geocoded to the map.

“Data availability, granularity, and quality remains the number one challenge in leveraging the power of location intelligence. Our partnership with HERE helps us to tackle this challenge,” says Miguel García-San Román, Marketing Manager, Geoblink.

“We are delighted to work with one of the most promising companies in the Geospatial business intelligence industry where high-quality location data is paramount,” says Eric Fumat, Vice President Sales, HERE Technologies.

## Media Enquiries

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## About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-



based location platform services, visit <http://360.here.com> and [www.here.com](http://www.here.com)

**About Geoblink**

Geoblink is a geospatial business intelligence platform that optimises expansion and geomarketing strategies. Geoblink was founded in 2015 and raised \$1.5 million, with the last round led being by Spanish VC Nauta Capital. In 2 years, the 25-employee big start-up, has signed numerous clients like Toyota, BasicFit, Klépierre, and Amrest (Known from KFC, PizzaHut, Starbucks, Burger King).