



Thinknear Launches Geolink, the First Self-Serve Mobile Advertising Platform to Include Location Score Technology

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Partners, Agencies, and Brands Can Leverage Company's Powerful Location Data to Target Audiences at Scale

LOS ANGELES, May 03, 2018 (GLOBE NEWSWIRE) -- Thinknear® by Telenav® (NASDAQ:TNAV), a leading location-based mobile marketing company, announces the release of Geolink™, a self-serve mobile advertising platform that utilizes the company's proven location-targeting and campaign-optimization technology. Geolink enables users to manage all aspects of their campaigns directly within the platform, allowing for greater control, efficiency, and performance. It leverages Thinknear's Location Score technology to provide greater accuracy of targeting, customized reporting and more advanced location toolsets than standard DSPs or ad platforms.

"Interest in location-based advertising continues to grow and we see an increasing number of use cases for accurate location data in the digital marketing space," stated Brett Kohn, Thinknear president. "Effective marketing campaigns require reliable data and a robust understanding of real-world consumer behavior. Geolink takes the guess work out of the equation and delivers the most accurate and efficient targeting for marketers by leveraging Thinknear's expertise in location data. With nearly two decades of R&D centered on location, no other company can match our depth of experience in building location-focused technologies to connect brands with consumers. Geolink makes location-based mobile marketing simple."

Geolink offers planning, visualization, optimization, and reporting toolsets for mobile advertising campaigns. This allows users to plan their strategy based on real-world consumer data, execute campaigns successfully, and collect meaningful, in-depth reports on those campaigns. Users can count on Geolink for a high-performance, easy-to-use platform that provides the most accurate location data in the industry. It delivers scale, support, and solutions that perform.

"Adding location-based mobile ads has opened doors and closed deals for us," commented Walder Amaya, CEO of Apex Mobile. "Thinknear's Geolink makes it look easy. Our clients couldn't be happier."

Key differentiators separating Geolink from its competition are a simple, easy-to-use interface, customized targeting capabilities, and accurate location data filtered with Thinknear's proprietary Location Score technology – all available on one self-serve platform.

"Location-based targeting is one of our most popular products due to the outstanding results we're able to deliver time after time, and Geolink is at the core of that," stated Jane Zhang, VP of Ad Operations for Target Media Partners.

Geolink is the perfect solution for brands, agencies, and media re-sellers seeking a trusted, powerful, and easy to use toolset. Geolink is offered as both a white-labeled or branded solution.

For more information on Thinknear's Geolink platform and how it can help brands more effectively connect with mobile consumers, please visit www.thinknear.com/geolink or contact info@thinknear.com.

About Thinknear by Telenav

Thinknear is a location-based mobile marketing platform that connects people and brands in the moments that matter. We drive accuracy and performance for mobile marketers through large-scale, high-quality data applied with a human touch. With full-service and self-service solutions, we offer insightful planning, targeting, optimization, and measurement capabilities for businesses and brands of all sizes.

Thinknear is a division of Telenav, the pioneer of GPS navigation for mobile phones which continues to lead innovations in location-based services. To learn more, visit www.thinknear.com.

About Telenav

Telenav (NASDAQ:TNAV) is a leading provider of connected car and location-based platform services, focused on transforming life on the go for people— before, during, and after every drive. Leveraging our location platform, global brands such as Ford, GM, Toyota, and AT&T deliver custom connected car and mobile experiences. Fortune 500 advertisers and local advertisers can now reach millions of users with our highly-targeted advertising platform. To learn more about how Telenav's location platform powers personalized navigation, mapping, big data intelligence, social driving, and location-based ads, visit www.telenav.com.

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