

## WHAT IS WAZE

Waze is an award-winning navigation app that uses real-time GPS tracking through its community of drivers to determine the fastest and most accurate routes.

## ADVERTISING ON WAZE

Waze Local is our offering for businesses who strive to reach local customers on the road. Waze Local helps businesses meet two goals: Increase awareness of store locations and drive in-store traffic.

## HOW IT WORKS

Ads on Waze are integrated into the map and navigation experience. Similar to billboards, ads on Waze inform drivers about nearby businesses and offers. Since Waze is a digital app, you'll know exactly how many potential customers engaged with your ads.

\*Comscore (2017): On average, active Wazers spend 630 minutes in-app each month.

# 100M

Active Users  
Globally

# #2

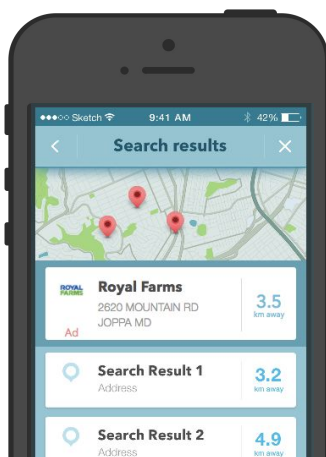
Social App in  
Time Spent\*

# 3

Unique Ad  
Formats

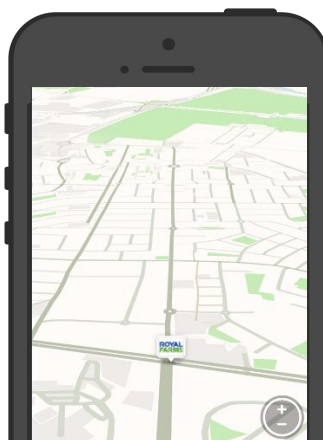
### PROMOTED SEARCH

Show your business at the top of search results.



### BRANDED PIN

Location awareness of your nearby store.



### ZERO-SPEED TAKEOVER

Drive in-store navigations to your location.

