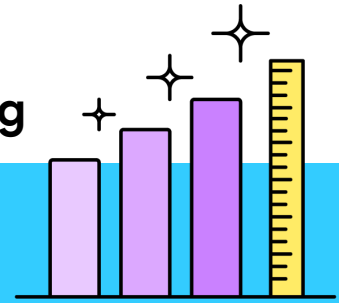


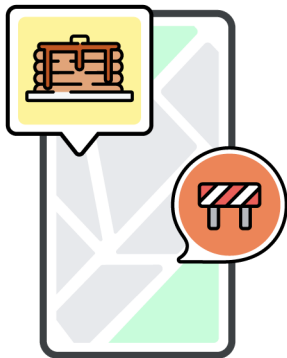
How Waze Ads supercharges your advertising

Waze Ads offers a one-of-a-kind opportunity to connect with customers. Here's what sets it apart from traditional advertising.



1. You reach customers at influential moments

With Waze Ads, you reach people at the perfect time: when they're in the car and can immediately head your way. Instead of engaging them while they're browsing the web or watching TV at home, you catch them in the important moments before a purchase decision. When users see your ad, they can get directions straight to your business with the push of a button.



2. Ads on Waze are native to the experience

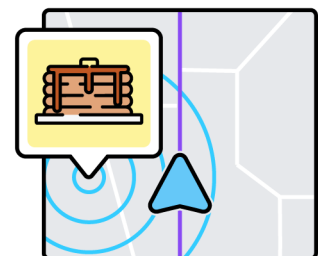
Waze users are a highly engaged audience. They constantly add and respond to notifications in the app. These notifications help users make decisions on the road, whether that's taking a detour around traffic or stopping at a business that appears on their route. Waze Ads gives businesses a chance to become part of a user's drive. This helps customers quickly find your business and get them to your front door.

Did you know?

25,000+ businesses trust Waze Ads to reach nearby customers and grow their businesses.

3. People see that your business is nearby

Because your ads are local, you have a unique opportunity to reach nearby customers looking for their next destination. Letting people know exactly where your business is located (and that they may drive past it regularly) is key to raising awareness and turning local drivers into regular customers.



[See Waze Ads success stories](#) 