**New Targeting Based on Relationships**

Advertisers can tap into the valuable input of a targeted person's friends, housemates and relatives with social configurations mapped by AdTheorent's new Relationship Targeting. The maps are assembled via artificial intelligence using mobile location tracking and other data.

***MarTech Advisor 8/23/18***

<https://martechtoday.com/adtheorent-launches-relationship-targeting-223190>

Image credit:

<https://atcolorado.files.wordpress.com/2015/11/real-estate-marketing-e1400121519829.jpg>