

Addressable Geofencing

Pairs GPS and plat line data to identify the exact property locations that advertisers wish to target, making it a highly precise and scalable solution. It allows us to easily reach users where they spend the majority of their time and across all of the devices in a home.

Methods

Advertisers can leverage Addressable Geo-Fencing via two methods:

1. They can capitalize on existing first-party data by uploading address lists
2. Use the Addressable Audience Curation tool to build custom addressable audiences

Benefits

- Precise GPS and Plat line data
- High Match Rate - Anticipated 90% Match Rate
- Cross-Device Matching
- Highly Scalable
- Faster Access to Real-time Attribution Data

Audience Curation

- Custom Built Audience
- Over 500 demographics
- Define audience by frequency
- Ability to Exclude
- Residential targeting
 - Personal: age, gender, education, presence of children, number of children, marital status, vehicles, pets and etc.
 - Residence: dwelling type, year built, length of ownership, purchase price, home value and etc.

Campaign Recommendations

- Minimum 100K impressions per month
- Length of campaign - minimum 3 months
- Minimum 1000 addresses to target
- Must have at least 1 conversion zone

Formula to calculate budget:

OF ADDRESSES
 X APPROXIMATE # OF DEVICES (2-3)
 X APPROX DAILY FREQUENCY (5)
 X CPM = DAILY BUDGET
 X 30 = MONTHLY BUDGET

Reporting and Metrics

Ability to evaluate campaigns at the zip+4 level, track online and offline conversions, identify Geo-Conversion Lift metrics, and capture online transaction values

- **Offline Conversions**
 - measure the number of targeted users who were served an ad and later visited the advertiser's location
- **Online Conversions**
 - Form fills, newsletter signups, requests for more information, online purchases, and more
- **View-Through Visits**
 - Total Number of Visitors to the Conversion Zone who received an ad but did not click

Strategies

Attorneys

Business Type: Small Business Attorney
 Goal: Grow Client Base
 Audience: Small Business Owners in the local DMA who generate \$250K to \$3M in sales Revenue and are 2-5 years old

Car Dealerships

Business Type: Car Dealership
 Goal: Encourage drivers to lease the next family-friendly vehicle
 Audience: Households in nearby zipcodes with users who have vehicle leases ending in three months, Household incomes under \$85K and have at least one child