

Geofencing

The most advanced location-based mobile advertising technology powered by latitude and longitude data to target specific geographic areas with custom shapes. By Targeting specific locations, we are able to capture devices seen in those locations and target those devices with ads.

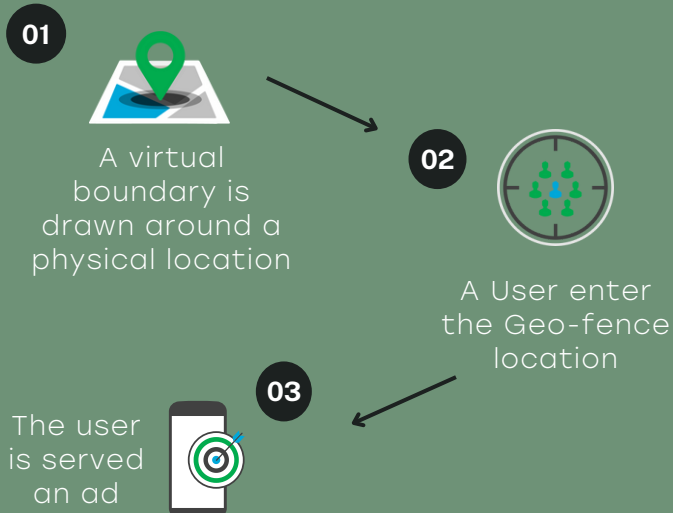
Benefits

- Pinpoint Accuracy
- Granular Localization through custom shapes and sizes
- Variable recency (Instant - 30 days)
- Measure and Optimize to physical visits
- Temporal geo-targeting of an event location during a specific day and time window
- More powerful and accurate than GEO-IP targeting

Ideal for those who wish to:

- Retarget Customers who visit or commute through any business location
- Increase Brand Awareness
- Identify High Concentrations of Customers
- Conquest Competitor's locations
- Drive Foot Traffic to a Physical Location

How does it work?



Metrics

Cost Per Visit (CPV)

Total Campaign Cost divided by total number of visits to a conversion

Total Visit Rate (TVR)

Percentage of Users who were served an ad and then visited the conversion zone

View-Through Visits

Total Number of Visitors to the Conversion Zone who received an ad but did not click

Click-Through Visits

Total Number of Visitors to the Conversion Zone who clicked the ad

Results

Car Dealership

- Targeting competitor Car Dealerships in a 30 mile radius
- 39 Competitors
- Paired with Site Retargeting

In ONLY 22 days

509 Clicks **0.95%** CTR

28 View-Through Visits

Senior Living - Recruiting Campaign

- Targeting competitor Senior Living and Hospitals in a 20-mile radius
- 13 competitors

In 30 days

163 Clicks **277** Actions

233 View-Through Visits **44** Click-Through Visits