



Targeted Display **GEOFENCE**

How it works

- Target consumers based on their mobile device's physical location whose boundaries you predefine.
- Consumer enters your predefined area, with their location settings on, and are served your ad on their mobile browser or in ad-enabled apps.
- Track visitors who've entered your geofence area, been served your ad, and walked into your physical location (or a location you deem as valuable).

Why it works

- You can target consumers based on physical places they've visited that show a potential interest in your brand (e.g., a dog park for a veterinarian or a competitor's physical location).
- Recent geographic activity and habits of consumers are a strong indicator of current interests.

When we use it

- Businesses with physical locations are a great fit but geofencing works for other local businesses like home improvement, for example, who can target based on the geography of their existing clientele.

WHAT MAKES US DIFFERENT

Multiple Ad Tactics Under One Campaign

All your ads and targeting are combined under one umbrella to achieve your business goals and keep reporting easy to understand.

Smart Optimization Technology

Our experts and smart optimization technology are constantly learning and adjusting your campaign to get your best ads on the sites and mobile apps driving the most engagement with your business (not just ad clicks).