ConsulTV is your location-based marketing expert.

Our technology provides a turn-key solution for local advertisers to target audiences of all sizes and in any area. We offer advertisers the leading location technology, premium inventory and RTB supply.

ConsulTV

Location Based Advertising

GeoFencing

Enables you to set a virtual perimeter for any real-world geographic area. Ads are delivered to consumers who enter the 'fence.'

GeoRetargeting

Brands have the ability to target key consumers based on historical data. Retargeting can be customized to track visits to specific places, as well as categories of places.

GeoAudiences

Base your marketing on real-world behavior trends to ensure you are reaching your target consumer accurately and efficiently.

Custom Location Based Advertising

How Does Location-Based Marketing Work?

Location-Based Advertising tells us as much about who companies are, on and offline, by the demographics of the people that visit them, as it does to tell a story about who you are.

By tracking where potential customers go, what the do, buy, etc., online and offline, ConsulTV is able to capture 3 key factors, **context, home association and offline data**, to build a custom audience for our advertisers.

Ads with Real-Time Relevancy
Once ConsulTV has determined a target demographic/audience, we can track and analyze their behaviors in real-time (where the go, shop, do) and as a result, deliver to them relevant, real-time ads to their mobile device.
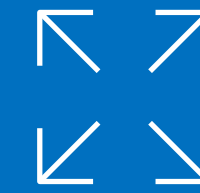
Context
Device observation allows for identification of home association for 85% of all households worldwide

Home Association
Device context, location and behavioral patterns help us build a mobile behavior profile

Offline Data
Home association + 3rd party data sets provide behavioral insights

LBA/GeoFencing

Why Use ConsulTV?

- The leading platform for Hyperlocal

- Mobile DSP with location verification technology

- Only bid on location verified impressions for display & video

- Granular level of targeting down to 1 meter

- Simple UI for geo fencing specific POI's

- Rich reporting module with complete transparency and control

- Global Reach with 36 SSP integrations

- BEST In Class Partners

- DMP Integrations with Factual/Ad Square Reporting Integration

  with Tap Analytics Foot Traffic Integration with Cuebig

In the next 5 years, U.S. Mobile Advertising is expected to triple the 2015 forecast of $28.7B. Broadcasters have the ability to deliver cutting-edge service to their advertisers and capitalize on this expected growth.

GLOBAL CAPABILITIES AND SCALE

NATIVE GPS THROUGH OVER
50,000 APPS AND SITES

FOOT TRAFFIC ATTRIBUTION
SEE HOW MANY HANDSET ID'S THAT SAW AN AD OR CLICKED ON AN AD SHOWED UP AT YOUR LOCATION

45 AD NETWORK INTEGRATIONS

BRAND SAFE TRAFFIC SETS

HYPER-LOCAL, REGIONAL, NATIONAL, OR GLOBAL SCALE

ACCESS TO OVER 1.1 BILLION IMPRESSIONS

PER DAY IN NORTH AMERICA ALONE

**LBA
Targeting/Capabilities**

We scrub data to ensure location data is accurate within each campaign

1. GeoFencing
2. GeoAudiences

3. GeoRetargeting
4. GeoDemographics

5. GeoVideo
6. IP Targeting

Additional Targeting Options: Day Parting; device type; bulk uploads of locations; multiple banner

TYPES OF ADS

IAB Mobile/Desktop Ad Units

Static / Animated / Interactive

Video / Expandables

Splashscreens / Rich Media

ADDITIONAL AD CAPABILITIES

Site Retargeting / Facebook

Search or Keyword Retargeting

Behavioral / Pre-Roll Video

Contextual Targeting