

# GEOTARGETING DISPLAY



## 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.

## Target Your Ideal Mobile User

With access to hyper accurate GeoFencing, GeoRetargeting and GeoAudiences via billions of location-aware data points. Our GeoTargeting capabilities enable you to deepen your engagement with mobile consumers and serve the right ad to the right person at the right time and place.

Leverages opt-in location data to target specific mobile users

Based on actual location history and data

Targeted campaigns can go live in a matter of hours

It's a win-win: consumers see ads that are relevant and more engaging and advertisers can reach their true target audience to drive uplift in store traffic.