

POLITICAL MOBILE LOCATION BASED ADVERTISING

5 Unique Strategies to Reach Voters via (LBA) Location Based Advertising



- **BY GEOGRAPHY; COUNTY; DISTRICT; ZIP CODE**
Target relevant audiences within specific locations.

- **BY DEMOGRAPHICS**
Reach specific demographics (age, race, income, interests, homeowners, spanish speakers, and more) on mobile adevices.

- **BY POLLING LOCATIONS**
On election day, get your message out to active voters near polling destinations.

- **BY PARTY AFFILIATION**
Get relevant messages out to Republican, Democrat, or Independent users.

- **EVENTS; RALLY'S; FUNDRAISERS; SPEECHES**
We can setup a Geofence (virtual perimeter) around the area and target mobile users during and after event by using GeoRetargeting.