



# Geocookie



## NEUHOFF

Media Made Locally.

## Best Practices

Geocookie is best suited for campaigns targeting multiple locations, for example fast-food restaurants with several target locations. This increases the likelihood of gathering sufficient numbers of handset ID's having visited those locations over a lookback window.

Businesses that consumers visit frequently are also good targets for using Geocookie. Frequent visits increases the likelihood of identifying and collecting sufficient numbers of hand set ID's.

Geocookie is not a good fit when attempting to identify handsets that visit very niche businesses with few locations. For example handsets that visit a drive through coffee shop or patients that visit low trafficked cosmetic surgeons offices.

### Best Verticals

- ✓ QRS / Restaurants
- ✓ Grocers / Supermarkets
- ✓ Auto Dealers
- ✓ Theme Parks / Arenas
- ✓ Banks / Credit Unions
- ✓ Retail
- ✓ High Traffic Areas

### Not Designed for Use

- ✗ Legal
- ✗ Small Medical Offices
- ✗ One Location Retailer
- ✗ Staffing

## Minimum Handset Requirement

In order to use Geocookie as part of a campaign we need to be able to identify a minimum of 10,000 verified handset ID's. Avails under the 10,000 handset ID minimum won't provide efficient campaign delivery.

**Ex. Your client is interested in targeting handsets that have visited a McDonald's in the last 30 days. We will need to be able to identify 10,000 unique handset ID's that have visited the aggregate number of locations within the target lookback window of 30 days.**

If there aren't enough verified handsets across the locations in the lookback window we will need to increase the size of the window or add locations in order to meet the minimum threshold of 6,000 unique handsets ID's.

## Geo-Fencing Campaign

You must run a geofencing campaign in order to utilize this technology – *no exceptions* as Geocookie is not a stand-alone product.