



Where you've been reveals a lot about you, your interests, values and passions.

First Party User Profiles are based on the location history of **over 100MM** U.S. and Canadian customers.

What it is?

GeoCookie targets mobile users based on historical location data.

How is it used?

Create GeoCookie profiles based on custom “look back” windows and specific historical location data to reach the target consumer.

Why it is important?

Consumers get relevant ads while marketers reach the audience that matters most.

What are it's benefits?

GeoCookie targeting allows marketers to conquest competitors visitors, and re-engage past consumers and visitors.

Tactical Solutions

Conquesting:

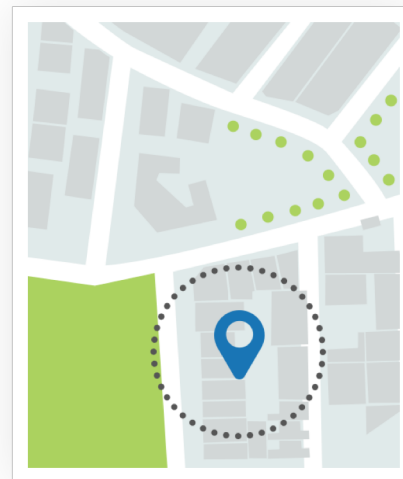
Target competitor locations.

ex. competing dealerships or retailers, to spark consideration and drive foot traffic.

Engage Existing Customers:

Connect with past visitors.

ex. a concert, football game or restaurant, to increase their visitation rate and drive new revenues.



2 Types of GeoCookie Tactics

Behavioral GeoCookie:

Handset ID's collected at stores/locations over a period of time. **Ex:** Furniture wants to target people that have visited a competing furniture store in the last 3 months.

Event GeoCookie:

Handset ID's collected during a specific event (short time period, less than 1 week). **Ex:** Auto dealer wants to target people that visited a auto show at a convention center last month.

Both types of tactics can be applied to campaigns and suggest both to get the most possible handset ID's, especially for GeoCookie campaigns targeting event attendees.