

Display Ads: GeoFencing

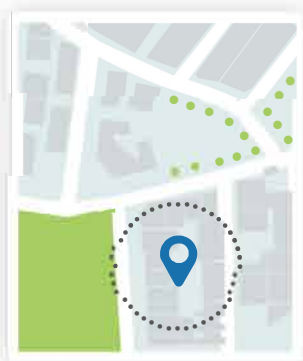
GeoFencing

A predefined area around a specific location. Ads are only served to consumers inside the fence. Verifiable location targeting with GPS services. Eliminates wastes circulation with day-parted delivery. Engage consumers through mobile as they are near or around businesses or key points of interest.

GeoRetargeting

Keep serving ads to consumers even after they've left your geofence if they were served an ad while inside a geofence in this campaign.

Excellent way to get high frequency on already qualified consumers.



WHEN TO USE WHAT	GEOFENCING
WHERE ADS ARE SERVED	Mobile Apps & Mobile Websites
HOW APPS AND WEBSITES ARE CHOSEN	22,000 of the most popular apps
DEVICES WHERE ADS WILL BE SEEN	Phones & Tablets
GEOGRAPHIC TARGETING	Specific Businesses, Addresses & Locations
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited / Based on your budget
DEMOGRAPHIC TARGETS AVAILABLE	Not Available
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Not Available
RETARGETING AVAILABLE	Yes
CAMPAIGN MEASURE	Impressions

