

When to Use GeoFencing and Targeted Display

| WHEN TO USE WHAT BANNER AD TACTIC | GEOFENCING | TARGETED DISPLAY |
|---|--|--|
| WHERE ADS ARE SERVED | Mobile apps | Websites (on desktop, tablet, or mobile) |
| HOW APPS AND WEBSITES ARE CHOSEN | 22,000 of the most popular apps | Top websites belonging to ComScore 1000 publishers (AAA and AA grade websites) |
| DEVICES WHERE ADS WILL BE SEEN | Apps on mobile phones & tablets | All – phones, tablets, laptops, desktops |
| GEOGRAPHIC TARGETING | Specific businesses, addresses & locations | Zip Codes & regions |
| NUMBER OF GEOGRAPHIC TARGETS AVAILABLE | Unlimited (limited only by your budget) | |
| DEMOGRAPHIC TARGETING | Not available | Male/Female, Age, Education, HH Income, Kids/No Kids (and more upon request for higher CPM) |
| BEHAVIORAL & CONTEXTUAL AUDIENCE INTEREST TARGETS | Not available | Yes – Client chooses a minimum of 3 and a maximum of 15 |
| RETARGETING | Yes, for a CPM upcharge (optional) | Yes (included automatically for free) |
| CAMPAIGN MEASURE | Impressions | Reach & frequency |
| MINIMUMS | 50,000 Impressions | Technically no minimum buy. <i>Strongly</i> recommended to have 5-10 frequency per month ran. |
| REPORTING ANALYTICS CONTAIN | Map of campaign, impressions, clicks, creative performance comparison, impressions by location, impressions by day, and apps the ads served to | Map of campaign, impressions, clicks, engagements, view throughs , creative performance comparison, impressions by location, impressions by day, digital lift (for +90 day campaigns) , websites the ads served to, and live ad screenshots . |