



Geotargeting and geofencing

How two slightly different technologies deliver prime audiences.

With geofencing and geotargeting, we identify your audiences by their location and deliver your ads to their mobile devices and computers.

How we do it:

- 1) Determine the buildings, businesses, homes or geographic areas to target.
- 2) Draw an invisible boundary around those locations.
- 3) Through **geotargeting**, deliver ads to computers and cell phones in those locations, recognized by their IP addresses and phone IDs.
- 4) Through **geofencing**, collect the IDs of cell phones while in the target locations, then serve ads to the phones later.

How we track conversions:

- 1) Draw a boundary around your business.
- 2) Track anyone who comes into your business after receiving an ad.

**Interested in reaching the prospects in your neighborhood?
Talk to your sales rep about geofencing and geotargeting.**