AccuData
INTEGRATED MARKETING

Location-Based Targeting
with GeoFence and GeoFollow

Utilize hyper-targeted digital advertising to reach consumers where they are — even at competing locations

Reaching the right audience with the right message at the right place is now possible with AccuData's Location-Based Targeting solutions. By leveraging the latest in advanced geofencing technologies, we can deliver highly relevant advertising to current and prospective customers based on their physical location.

Take your marketing message to the next level with Location-Based Targeting. AccuData's GeoFence and GeoFollow solutions deliver digital display advertising to consumers' mobile devices based on where they are located. Ideal for marketers looking to target consumers at sporting events, conferences, concerts, trade shows, hotels, or competing locations.

GeoFence

Reach consumers present at a specified location, in real time. Consumers browsing the internet or initiating an app session where mobile ad placements are supported will receive your highly relevant display ads on their mobile devices.

GeoFollow

Continue the conversation with consumers after they leave with GeoFollow. Consumers' mobile devices are identified when they enter the fenced location and can be targeted for up to 30 days after they leave.

Benefits

Create real-time digital connections with consumers based on their physical location.

Deliver highly relevant, competitive offers to consumers that have demonstrated a specific behavior.

Continue the conversation with your audience after they depart from the targeted location.

800-732-3440   info@AccuData.com   www.AccuData.com

We Take Data Personally

End-to-End Campaign Management with Leading Digital Experts

Say hello to your own digital performance, strategy, and insights team. AccuData has the skillset and know-how to activate digital marketing tactics for improved targeting, enhanced customer engagement, and strategic positioning. Whether you seek an end-to-end solution, or you simply need specialized planning, our team stands with you as an embedded partner and extension of your team.

COMPLEMENT YOUR CAMPAIGN

✅ NextGen Behavioral Targeting

Utilize advanced online behavioral targeting to display engaging visual ads within seconds of a consumer performing a relevant keyword search.

⇄ Connected TV/OTT

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services.

↻ Web Visitor Intel

Turn your website into a lead generation tool, enabling you to identify real-time, in-market prospects for your organization or the organizations that you support.

</> Creative Design Services

Entice your ideal audience to respond with creative designs that blend words and imagery into compelling, engaging content.

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