

Location-Based Targeting *with Venue Replay*

Reach prospective new customers based on their past visits to events or store locations

For precise targeting based on consumer interests and activities, look no further than AccuData. Venue Replay, part of AccuData's Location-Based Targeting product suite, is ideal for B2C and B2B marketers who wish to reach current and prospective customers who have visited specific locations.

Benefits



Build brand loyalty by connecting with your audience through multiple digital touchpoints.



Increase campaign conversions with cookie-free targeting.



Deliver highly relevant offers to consumers that have demonstrated a specified behavior.

The Venue Replay Process

Wish you could reach individuals who attended an event that's relevant to your brand? With AccuData's Venue Replay, you can connect with consumers who visited a specific event or location from up to six months ago.

Ideal for marketers who want to:

- Reach sports enthusiasts who attended a big game
- Connect with music lovers who attended a recent concert or festival
- Engage with conference goers to promote new business solutions
- Promote special offers to shoppers who visited a competing location

The Venue Replay process begins with your list of desired locations and date ranges. AccuData pinpoints those locations and collects the device IDs that were inventoried during the requested timeframe. For a device to be inventoried, an ad placement must have been received while the consumer was on premises. Based on the device and its connection history, AccuData also identifies the consumer's home IP address as well as other connected devices.

From this point, ad placement begins. The inventoried device, along with other connected devices in the household, are served your ads without the use of cookies.

Venue Replay can be activated as a single campaign or as part of a full multichannel program. Because Venue Replay advertising is highly relevant and timely, it can serve as a compelling digital touchpoint, reaching consumers while they're home, at work, or traveling.



Location-Based Targeting with AccuData

Addressable GeoFencing

Use advanced GeoFence technology to identify home routers and each device ID located within the home. Ad messages can then be served to any device that connects to the router via available placements on a number of platforms and services.

Mobile GeoFencing

Reach customers and prospects 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.

Mobile GeoFollow

Target consumers present at a specified location in real time, then continue to advertise to them once they leave. Their mobile devices are identified when they enter the fenced location and can be targeted for up to 30 days after departing.

Connected TV/OTT

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services. AccuData's Connected TV displays your video ad in an effective and impactful way.