AccuData
INTEGRATED MARKETING

FAQs

Mobile GeoFence/GeoFollow and Venue Replay: Digital Ads Displayed to your Target Audience based on their Physical Location

Q. ### What is Mobile GeoFence/GeoFollow?

Mobile GeoFence/GeoFollow is a location-based advertising tactic that delivers digital display ads to a consumer's mobile device based on where they are in real time and after they leave.

Q. ### How does Mobile GeoFence/GeoFollow work?

Mobile GeoFence/GeoFollow relies on virtual boundaries, called geofences, that have been created around a geographical location that you designate.

Q. ### How do you know a device is at a specific location?

Mobile GeoFence/GeoFollow identifies devices via GPS-location services within a virtual boundary. As soon as a device is used to open a mobile browser, app, or game, the Device ID is captured.

Q. ### What is the difference between Mobile GeoFence and Mobile GeoFollow?

Mobile GeoFence serves ad content to a device while it is present at a specific location. Mobile GeoFollow uses a beacon that enables the consumer's device to continue to receive ad content for up to 30 days following their departure from the designated location.

Q. ### What is a beacon?

Beacons refer to the technology that monitors a user's location to deliver ads where inventory is available on mobile browsers, mobile apps, and/or games. Beacons are placed on devices that enter the desired location, providing the ability to target that device with ads for up to 30 days.

Q. **What is Venue Replay?**

Venue Replay is an advertising practice that delivers digital display ads to a consumer's mobile device based on its history of being present at a specific location. In addition to serving ads to the consumer's inventoried mobile device, AccuData uses the device ID to identify the consumer's home Internet Protocol ("IP") address. This enables direct marketers to serve digital ads to consumers' mobile and home devices based on their attendance at events or locations from up to six months in the past.

Q. **What are some examples of how Venue Replay is used?**

Venue Replay has many uses for brands to reach consumers that have attended a relevant event:

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

Q. **How far back in time can I collect inventoried devices for Venue Replay?**

Inventoried devices are available 2 weeks after the date of the consumer's visit to the location and we can go back up to six months.

Q. **How do you know a device was at a specific location for Venue Replay?**

By using latitude & longitude data from the specified location. If an ad was served while the device was at the location during your desired time-frame, the device ID is captured and stored for future advertising.

Q. **Does the consumer have to be connected to wireless for GeoFence, GeoFollow, or Venue Replay to work?**

No, the consumer does not have to be connected to a wireless network for these services to work.

Q. **How are my ads delivered?**

AccuData works with top tier Demand Side Platforms (DSPs) to deliver ads to your intended audience. DSPs are automated platforms that bring together online advertising buyers and sellers and is where bidding for advertising space from buyers takes place.

Q. **Where will my ads appear?**

With our DSP partnerships, AccuData can place ads on more than one million websites featuring 30 - 50 billion advertising impressions per day. This accounts for approximately 90% of the available daily ad inventory on the Internet! Popular sites where ads may be placed include CNN, Fox News, MSN, and Yahoo. By default, your ads are never served on "vice" or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the top 200 most popular children's sites.

Q. **What ad sizes do I need?**

The standard display ad sizes are included below. We recommend that you provide at least one creative in each size to maximize available ad placement. While we can run campaigns with fewer sizes, it limits the available inventory and may result in your campaign taking longer to serve. Your files should be less than 50K in size. We accept JPEG and PNG file formats.

- 300x250
- 300x50
- 320x50
- 728x90
- 160x600
- 320x480

Q. **Can I use animation in my ads?**

Yes! Just keep in mind that if any animation is present within your ads, it can have a maximum of three loops.

Q. **What if I don't have creative?**

AccuData can help! Simply inform your Account Representative that you are interested in utilizing our creative services. We can assist you with each aspect of the creative process, including copywriting.

Q. **What do I need to get started?**

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW), ad creative, and your landing page URL.

Q. **How quickly can my campaign begin?**

Your campaign will go live 2 - 3 business days from receiving all assets mentioned above.

Q. **What will I learn about how my Mobile GeoFence/GeoFollow campaign performed?**

At the conclusion of your Mobile GeoFence/GeoFollow campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, estimated unique reach, click-through-rate (CTR), time and day trends, a sample of the websites on which your ad may have appeared, the top performing creative, and behavioral insights.

Q. **What will I learn about how my Venue Replay campaign performed?**

At the conclusion of your Venue Replay campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, and click-through-rate (CTR).