

Addressable GeoFence

Engaging digital advertising powered by postal addresses

Addressable GeoFence is an easy-to-implement, digital advertising service that enables direct marketers to reach a postal audience online with engaging display ads. From concept through reporting, AccuData manages every step of the campaign process.

Benefits



Highly accurate and precise online targeting with a 90%+ match rate.



Reach your Direct Mail audience across all personal and mobile devices.



Increase campaign response with digital display impressions.

Like direct mail delivered digitally.

Addressable GeoFence enables marketers to reach every screen in the household with accuracy and precision. These campaigns are ideal complements to direct mail initiatives as they increase reach, frequency, and overall conversion.

How Does Addressable GeoFence work?

AccuData's Addressable GeoFence harnesses advanced, cookie-free technology to match postal addresses with verified GPS and property plat line data to pinpoint only your desired homes or businesses. With a geofence in place, AccuData identifies all the connected devices to serve ad messages via available placements online.

Target Your Direct Mail Audience

On average, AccuData obtains a 90% or greater match-rate to postal files. Multiple targeting options are available, which include existing loyalty or acquisition postal lists, targeted prospect lists obtained from the AccuData team, or custom audiences based on geographic and demographic criteria. Audiences are updated daily at each matched address.



A Team Approach

Need more than just strategy and implementation? AccuData offers a team approach that provides individual attention, exceptional customer service, and campaigns executed with precision. This includes a complete suite of digital creative design and copywriting services.

What does this mean for our clients? It means we provide end-to-end managed digital services from concept to creation. It means we provide insightful and useful reporting every step of the way. And it means data-driven marketing results that go above and beyond.



Additional Digital Display Advertising Services



NextGen Behavioral Targeting

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



Site Retargeting

Convert website visitors into purchasers by re-engaging them with relevant banner advertising as they move about the web. Continue the conversation with consumers for up to 30 days.



Mobile GeoFence & GeoFollow

Leverage the latest in geofencing technologies to reach consumers based on where they are: at work, on the go, at events, or even at competing locations.



Venue Replay

Digitally target your desired audience based on the places they have been. With Venue Replay, you can connect with consumers that visited a specific event or location from up to six months ago.