

# Location-Based Targeting *with* Mobile GeoFence/ 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.

## 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.

Take your marketing message to the next level with Location-Based Targeting. AccuData's Mobile GeoFence/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.

### Mobile GeoFence

Reach consumers present at a specified location, in real time. Devices are identified by GPS-location services within the geofence boundary. Once a consumer browses the internet or initiates an app session, they will receive your highly relevant display ad on their mobile device, where ad placements are supported.

### Mobile GeoFollow

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

## 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.