



ADDRESSABLE GEOFENCING

The most precise address-level geo-targeting solution used to build an audience based on plat line data for physical addresses.



WHAT IS ADDRESSABLE GEOFENCING



Addressable Geofencing brings to advertisers a powerful, efficient, and accurate new way to target specific households and businesses with digital advertising.

Addressable Geofencing can be used both as a stand-alone tactic and to improve the results of addressable TV campaigns, direct mail campaigns, and other marketing efforts that target specific households.

By extending the reach, improving the frequency, and providing foot traffic attribution, Addressable Geofencing makes all household targeting efforts more effective.

To use Addressable Geofencing, advertisers provide up to 1 million street addresses for our platform. Those street addresses are then automatically converted into geo-fences that conform to the plat lines of each address. Then, devices seen within those plat lines are targeted with mobile, video, and/or OTT/CTV ads. If the name and email address of each user is provided, we can also target those users on social media with your content.

Additional data targeting overlays can also be applied.

ADDRESSABLE GEOFENCING BENEFITS



Highly precise. Targeting is based off of plat line data from property tax and public land surveying information to maximize precision of addresses being targeted.

Highly scalable. Up to 1 million physical addresses can be targeted per campaign.

Improved reach over MEID & IP-based solutions, which are being limited due to truncation of IP addresses in programmatic advertising.

Provides foot traffic attribution. Conversion Zones can be used with Addressable Geofencing campaigns to track uplift in foot traffic to the advertiser's location.

Improves performance of addressable TV, and can be an alternative solution for direct mail by extending your reach, improving your frequency, and providing attribution for measuring results and return on investment.

ADDRESSABLE GEOFENCING BENEFITS



Personalize creative based on address level intelligence.

Granular reporting. Report and break down campaign performance by ZIP+4 level.

Cross Device. Targets all individuals at the address on multiple devices by leveraging our cross-device graph, and enables targeting of devices for up to 30 days after they have left address.

Effectively and efficiently on-board offline data. Create granular audiences from CRM systems and other offline databases (e.g., automotive lease renewals, households using internet but not video/cable, new mortgage loans, etc.).

Audiences are updated on a daily basis.

HOW IT WORKS



Physical addresses which an advertiser wants to target are uploaded into our platform.



The addresses are then matched against plat line data to collect the exact physical location, size and shape of the individually matched addresses.



The system then geo-fences each matched address to collect and target users specific only to that distinct address location. If desired, desktop, laptop, and OTT/CTV devices are also targeted through our cross device graph.



Audiences at every single address are updated on a daily basis.

Within our programmatic platform, lists of addresses are easily onboarded, matched and scrubbed of any personally identifiable information so that there is no risk of breach in privacy.

ADDRESSABLE GEO-FENCING SPECS



FILE TYPE

.CSV, limited to one million addresses.

ADDRESS FORMAT

Address, city, and state required. Zip optional.
For best match results, please use USPS formatting.

CREATIVE TYPES

Addressable Geofencing can be deployed using any creative types in our system.

ANTICIPATED MATCH RATE 90% or above.



WHO ARE THE IDEAL CLIENTS FOR ADDRESSABLE GEO-FENCING?



- **Mortgage Companies** – Homes For Sales, Open Houses
- **Utility Providers** – Cable, Internet, Electric, etc.
- **Auto Industry** – Car Dealerships, Auto Services, etc.
- **Restaurants** – Fast Food Restaurants, QSRs, etc.
- **Real Estate** – Brokers, Agents, etc.
- **Charities** – Fundraising, Event Awareness, etc.
- **Healthcare** – Dentists, Physicians, Veterinarians, etc.
- **Politics** – Political Parties, Campaign Awareness, etc.
- **Financial Services** – Banks, Credit Card Companies, Financial Planning, etc.
- **Direct Mail Companies** - Catalog, Post Card, All-In-One, Standard etc.
- **And more.**

REPORTING & ANALYTICS IN ONE DASHBOARD



Integrate All Your Marketing Activities Into One Reporting Dashboard

Our analytics platform will integrate all of your digital activities into one reporting dashboard - from Google Analytics, AdWords to Social Media Platforms.

One reporting dashboard allows for better decision making and program optimizations.

