

# Geo-fencing



## HOW DOES GEO-FENCING WORK?

**Step 1:** A virtual boundary is drawn around a physical location.

**Step 2:** A user enters the geo-fenced location.

**Step 3:** The user is served ads from the geo-fencing campaign for up to 30 days.

## BENEFITS OF GEO-FENCING

Geo-fence technology enables you to capture audiences through custom targeting shapes around businesses, street and highway boundaries, municipalities, etc.

- The most reliable way to target mobile users in your business’s proximity
- Pinpoint accuracy
- Granular localization via custom shapes & sizes
- Boost mobile performance and reach
- Retarget customers who visit or commute through any geo-fenced location
- Track off-line or “last mile” conversions to measure your campaign’s effectiveness
- Leverage targeted campaigns only to customers within a predetermined physical proximity to your business or your competitor’s business

