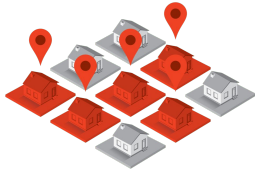


# Addressable Geo-Fencing



## HOW DOES ADDRESSABLE GEO-FENCING WORK?



**Step 1:** Target your mailing list OR build a curated a list based on demographic targeting (zip code, household income, credit score quartile, etc.)

**Step 2:** Devices are captured at the address using platline data

**Step 3:** The users are served ads from the addressable geo-fencing campaign.



Advertisers CRM Data



GPS & Plat Line Data



Ads Served

## BENEFITS OF GEO-FENCING

Addressable Geo-fence technology offers:

- The most reliable way to target users on various devices in your target demographic
- Pinpoint accuracy & localization via platline data
- Anticipated 90% match rate for mailing lists
- Retarget customers/prospects on your mailing list
- Foot traffic attribution to measure your campaign's effectiveness
- Cross device execution

