

GEO-FENCING

Residential Geo-Fencing is a powerful, efficient, and accurate new way to target specific households and businesses with digital advertising.

Residential Geo-Fencing can be used both as a stand-alone tactic and to improve the results of TV campaigns, and other marketing efforts that target specific households. By extending the reach, improving the frequency, and providing foot traffic attribution, Residential Geo-Fencing makes all household targeting efforts more effective.

HOW IT WORKS

1. Physical addresses are uploaded into our platform.
2. The addresses are then matched against plot line data to collect the exact physical location, size, and shape of the individually matched addresses.
3. 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.
4. Audiences at every single address are updated daily. Within the 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.



KEY BENEFITS:

- **Highly precise.** Targeting is based on data from property tax and public land surveying information for maximum precision.
- **Highly scalable.** Up to 1 million physical addresses can be targeted per campaign.
- **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 the address.
- Improved reach over IP-based solutions, which are being limited due to truncation of IP addresses in digital advertising.
- Provides foot traffic information. Conversion Zones can be used with residential geo-fencing campaigns to track uplift in foot traffic to the advertiser's location.
- Personalize ads for different neighborhoods and break down campaign performance by zip code.

