



## ReachDisplay GeoFence Location-Based Mobile Advertising

Get more control over your local-mobile advertising than ever before. ReachDisplay GeoFence uses the most advanced location-based targeting technology to pinpoint the right audience and reach them through their mobile devices, wherever they go.

- Build the right audience based on proximity to any location
- Connect with more consumers on mobile, with access to 90% of devices
- Track true conversions and see measurable ROI



### Target Just the Right Local Consumers

ReachDisplay GeoFence uses the most precise location-based targeting available to identify users who enter any specified location, such as your shop, a competitor's business, an event, and more. By tagging users immediately when they enter your geofence, we can target them with your advertising to drive more in-person visits or service area appointments from nearby consumers.



### Reach More of Your Audience with Mobile Ads

More than 80% of Internet users have a smartphone\*, making mobile the ideal platform for your business to reach interested local prospects. Our vast mobile network covers over 90% of mobile devices, coupled with compelling advertising, helps you engage more local prospects than ever before on their preferred Internet device.



### Measure Tangible Conversions and ROI

We uniquely enable conversion zones that track offline store visits or physical consumer behaviour from your mobile ads. This allows you to attribute walk-in customers and purchases directly to your ReachDisplay GeoFence campaign. In addition, we intelligently track the impressions, clicks, calls, and online form fills from your ads, so you can see all your leads and results from your advertising in one place.

\*comScore, 2016