



# Geofencing

Target an audience based on their precise location with programmatic Display advertising.

Campaigns are based on a CPM (Cost per Thousand Impressions) model.

## HYPER-TARGETED

Target an area with a radius or custom polygon for the most precise location-based targeting.

## GEOFENCE RETARGETING

Utilize Geo Recency to retarget devices after they leave the geofence location(s) for up to 30 days.

## CONQUESTING

Geofence competitor locations to capture the attention of your ideal audience.

## TARGETING

**Geofence:** Ads are served to mobile devices within specified geofence location(s) who are in-app with location services turned on.

**Geo Recency:** Ads are served to devices after they leave the geofence, for up to 30 days.

## TRACKING

**Offline Visits:** Track the amount of devices that made it to the business location within 30 days.

## Creative

**Required Sizes:** 320x50, 300x250

**Accepted Formats:** .jpg, .png, .gif | HTML | 3rd Party Ad Tags

**Additional Sizes:** 300x50, 300x600, 160x600, 336x280, 728x90, 468x60

