esquire advertising
HYPER TARGETED MARKETING

iP TARGETING
AND DEVICE ID

SUMMARY: DEVICE ID & IP TARGETING

NEW MOVER

New movers to an area are actively looking for new places to shop and vendors to buy from. They are open to trying new things when setting up their new living situations. Our system has a live feed of data and connects you to these movers within hours, allowing you to sit back and target new movers the second their information becomes available. 450,000 people move every week in the United States. Most furniture purchase decisions are made in the 30-day window before and after moving. These customers are also more prone to purchasing multiple pieces, due to their recent lifestyle change. Studies have shown that once this consumer audience buys from you, they are 90% more likely to become a repeat customer.

DIGITAL NEIGHBORS

Digital Neighbors is the result of combining our mapping and Device ID Targeting technologies. Similar to how a service company would hand out flyers to the nearby houses after performing a service, Digital Neighbors takes the addresses of your past customers and serves their physical neighbors with digital ads for your store. We take a list of street addresses and zip codes of your existing customers for the last 30, 60, or 90 days, and we run it through our system. The algorithm will identify the home addresses, IP address, and all devices belonging to the neighbors within the line of site of your past customers' households.

GEO-FRAMING (VENUE REPLAY)

Geo-Framing allows you to capture consumers' Device IDs while they are out shopping. This is done by using our proprietary location framing technology. By mapping the area, we can identify any device (smartphones, tablets, laptops) after they leave a location, and continue to target them with digital banner ads at their home and across all of their devices. All of this is accomplished without the use of cookies. Unlike most geo-fences (which can span up to a quarter mile) our mapping technology is accurate down to one meter. This allows us to frame the four walls of any building and only capture the devices within those four walls. We use this program to frame up your store and re-target anyone entering your store and does not purchase, and also to target all consumers shopping in competitor locations.

ABOUT ESQUIRE ADVERTISING

Esquire has developed a revolutionary Furniture and Mattress Program available to retailers nationwide. We have worked with hundreds of retailers, driving hundreds of millions in Furniture and Mattress sales. Our technology and specialization in the Furniture and Mattress Industry gives us a distinct advantage. Our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. Our system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. We are the premier choice for digital advertising. For more information, **contact us today.**

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