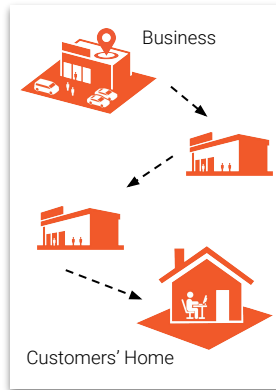


## COMPETITOR TARGETING | GEO-FRAMING VS GEO-FENCING



### What Is Geo-Framing?

Geo-Framing is a targeting technology which allows us to capture a customer's multiple device signals while they are seen in a specific location. By framing up an individual location, we can identify any device (smartphones, tablets, laptops, etc) after these individuals leave. From there, we continue to target them with digital banner ads while at home across all media devices.



### What Is Geo-Fencing?

Geo-Fencing is similar to Geo-Framing but instead of framing the individual walls of a specific store, you frame a 200m radius of both the store & surrounding area. Unlike Geo-Framing, this creates an area of uncertainty or wasted ad dollars. Consumers' Device IDs collected in this area may or may not be in the exact desired area of interest. Thus, the money spent to target this audience group will be wasted on irrelevant traffic.

### Why Should I Use Geo-Framing?

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 a precise location and only capture the devices present within our frame. We can go back six months for data review, comparison & optimization. **Ads will be served within 72 hours** of recognition of a device inside the area of interest.



**EXTREME ACCURACY**



**EXTRACT DEVICES** IN DESIRED LOCATIONS



**MATCH TO DEMOGRAPHIC PROFILES**



**REAL-TIME INSIGHTS**

## ATTRIBUTION WINDOW | APPROXIMATELY 45 DAYS



Ads Will Be Served For ~45 Days

### THE ATTRIBUTION WINDOW IS APPROXIMATELY 45 DAYS

Our goal with competitor targeting is to serve ads to consumers while they are actively exhibiting a specific behavior. We serve ads to this audience for approximately 45 days after their **last** visit to a specific location.



1st Visit



2nd Visit

Ads Will Be Served For ~45 Days



1st Visit



2nd Visit



3rd Visit, etc.

Ads Will Be Served For ~45 Days



### DATA COMPARISON

We can go back six months for data review & comparison. Certain data points will be eliminated at the 3 month mark.

# ROAS | 14:1

National average Return On Ad Spend (ROAS). Increased results with long term optimization.