It all starts with data

GetGeoFencing.com

Our audience targeting solutions are uniquely architected to enable highly localized planning, execution and attribution.

Behavioral

- Keyword–Level Search Retargeting
- Keyword-Level Contextual Targeting
- Category Contextual Targeting
- Site Retargeting
- 3rd Party DMP segments
- 1st Party data onboarding

Location

- Mobile geo-fencing
- Event targeting audiences
- Conversion zone visit measurement
- Ongoing AB visitation lift reporting

Demographic

- Household-level addressable
- Commercial address addressable
- 500+ variables via "and/or"
- Zip+4 household reporting
- Multi-location conversion zone reporting

Scale | Precision | Performance

Creatives

Display

TOP SIZES: 300x250, 728x90, 160x600, 300x50, 320x50

CREATIVE FORMATS: HTML5, .CSS, .JS, HTML, .GIF, .PNG, .JPG, .JPEG

There are more than 30 supported display ad units for in-browser and in-app delivery including interstitial, companion, and dynamic carousel units for automotive. Select rich media units are accepted and most 3rd party tags are supported.

Native

FACEBOOK: 600x315, 1200x628
NATIVE: 1200x627, 1200x628, 600x315

- Headline: 25 character max (including spaces)
- Body: 90 character max (including spaces)
- CTA: 15 character max (including spaces)
  Destination URL

Video & OTT/CTV

OTT/CTV:
15: 0-15 seconds
30: 15-30 seconds
60: 30-60 seconds

IN-BANNER VIDEO: max 30 sec

FACEBOOK VIDEO: max 45 min

- Skippable and non-skippable
- Dimensions: 1920x1200px, 1920x1080px
- Audio Bitrate: 160 kbps or higher
- Video Bitrate: 5.4 mbps or higher
- Preferred format: mp4 (h.264)
- Max video file size: 200MB Limit.
- Validation will prevent a larger video from being uploaded

Customer Value

AOV: Average Order Value

Total Revenue ÷ Total Orders = AOV

PF: Purchase Frequency

Total Orders ÷ Unique Customers = PF

CV: Customer Value

AOV x PF = CV

CAL: Customer Average Lifespan

Number of years client will return = CAL

CLV: Customer Lifetime Value

CV x CAL = CLV

CLP: Customer Lifetime Profit

CLV x % of sale that is profit = CLP

Tactics Overview

This section of the proposal is intended to share with you how we will execute targeting your relevant audience.
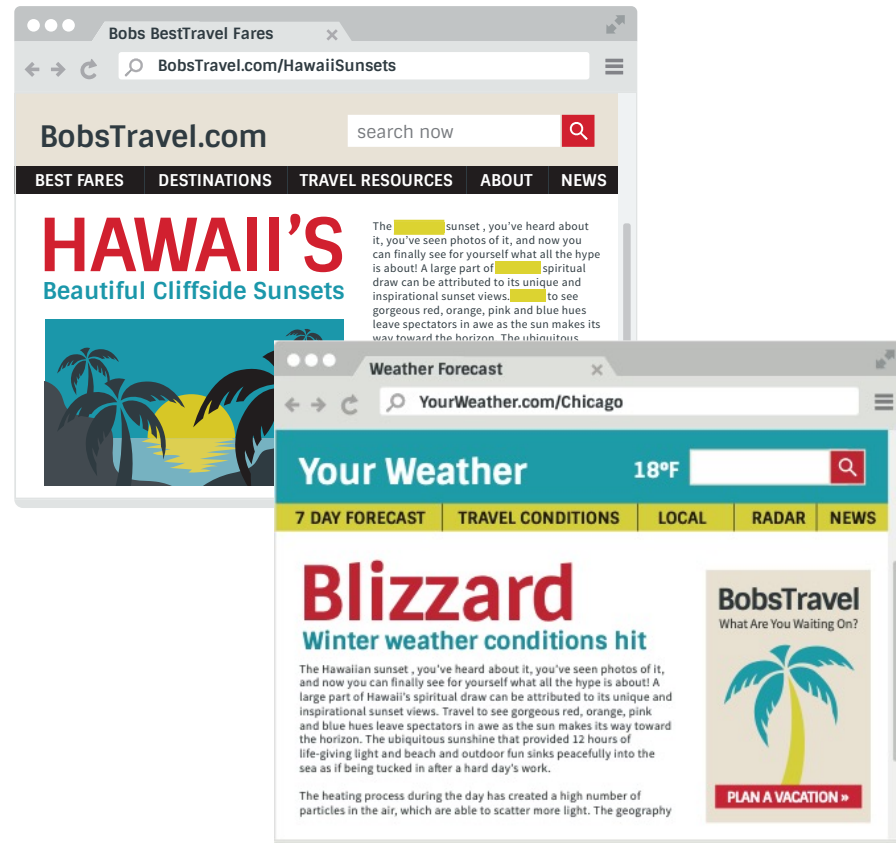
Website Retargeting

Serve your ad to consumers who have visited select pages on your website previously.

Our Differentiators

- Ability to enable bidding, reporting, and optimization down to the smallest data element such as products, categories, or even pages viewed
- Cross-device delivery for display and video
- Tag management capabilities, allowing a single tag on universal footer
- Audience expansion capabilities
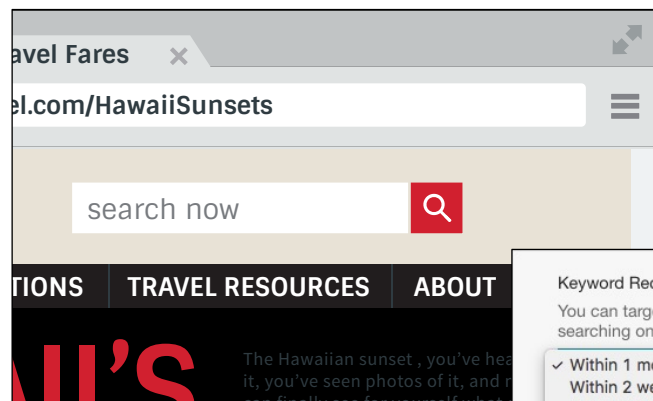- Ability to place conversion pixels for form fill, cart purchases, etc.

Keyword-Level Search Retargeting

Serve your ad to consumers based on the keywords that have been entered into a website or search engine search query with variable recency ranging from instant to thirty days.

Our Differentiators

- Access to more than 13 billion search events monthly
- Proprietary page level web crawler
- More impressions and lower cost per click on high CPC keywords
- Competitor conquesting with no quality score impact
- Unlimited number of keywords sup...
- Target in more than 300 language content
- Phrase match keyword methodol...
- Cross-device delivery for display a...
- Available on OTT/CTV campaigns
- The only true keyword level biddi... optimization & reporting

Page With
Keyword Search

Recency Control

Keyword Recency
You can target these users within a certain time period of searching on the keywords.

✓ Within 1 month
Within 2 weeks
Within 1 week
Within 1 day
Within 1 hour
Within 30 minutes
Within 15 minutes
Within 10 minutes
Within 5 minutes
Instant

Keyword	Impressions	Clicks
Cheap Flight	304357	
All Inclusive	298861	
	297877	
	72978	
	66938	
	56972	
	49804	
	37917	

Keyword	Impressions	Clicks	CTR	Platform Cost	Search Cost	Geographic Cost	Media Cost	CPM	Total Spend
Cheap Flight	304357	274	0.09	0.851632	0.851632	0.170349	1.532936	3.406581	1036.816787
All Inclusive	298861	298	0.1	0.844484	0.844484	0.168907	1.520059	3.377989	1009.549288
Best Beaches	297877	179	0.06	0.793029	0.793029	0.158648	1.427439	3.1722	913.203357
Island	72978	80	0.11	0.840022	0.840022	0.168019	1.511977	3.360098	245.213199
Rental Car	66938	47	0.07	0.820619	0.820619	0.164148	1.47711	3.282555	219.727638
Excursions	56972	17	0.03	0.825266	0.825266	0.165053	1.485456	3.30112	188.071384
Snorkle	49804	30	0.06	0.859034	0.859034	0.171822	1.546271	3.436169	171.134973
Vacation Rental	37917	30	0.08	0.822701	0.822701	0.164536	1.48087	3.290889	124.780655
Hotel	36844	44	0.12	0.843267	0.843267	0.168638	1.517889	3.373137	124.279862

Keyword level bidding, conversions, insight

Keyword-Level Contextual Targeting

GetGEOFENCING.com

Serve your ad to consumers based on the keywords that are contained within the text of websites they are currently visiting or have viewed up to thirty days prior.

Our Differentiators

- Proprietary page level web crawler
- More impressions and lower cost per click on high CPC keywords
- Competitor conquesting with no quality score impact
- Unlimited number of keywords supported
- Target in more than 300 languages within content
- Phrase match keyword methodology
- Cross-device delivery for display and video
- Available on OTT/CTV campaigns
- The only true keyword level bidding, optimization & reporting

Page With Keywords

The Hawaiian sunset , you've heard about it, you've seen photos of it, and now you can finally see for yourself what all the hype is about! A large part of Hawaii's spiritual draw can be attributed to its unique and inspirational sunset views. Travel to see gorgeous red, orange, pink and blue hues leave spectators in awe as the sun makes its way toward the horizon. The ubiquitous sunshine that provided 12 hours of life-giving light and beach and outdoor fun sinks peacefully into the sea as if being tucked after a hard day's work.

The heating process during the day has created a high number of particles in the air, which are able to scatter more light geography of Hawaii, tropical temperat humidity levels and a variety of other

Recency Control

Keyword Recency
You can target these users within a certain time period of searching on the keywords.

- ✓ Within 1 month
- Within 2 weeks
- Within 1 week
- Within 1 day
- Within 1 hour
- Within 30 minutes
- Within 15 minutes
- Within 10 minutes
- Within 5 minutes
- Instant

Keyword	Impressions	Clicks
Cheap Flight	304357	
All Inclusive	298861	
Best Beaches	297877	
Island	72978	
Rental Car	66938	
Excursions	56972	
Snorkle	49804	
Vacation Rental	37917	
Hotel		

Keyword	Impressions	Clicks	CTR	Platform Cost	Search Cost	Geographic Cost	Media Cost	CPM	Total Spend
Cheap Flight	304357	274	0.09	0.851632	0.851632	0.170349	1.532936	3.406581	1036.816787
All Inclusive	298861	298	0.1	0.844484	0.844484	0.168907	1.520059	3.377989	1009.549288
Best Beaches	297877	179	0.06	0.793029	0.793029	0.158648	1.427439	3.1722	913.203357
Island	72978	80	0.11	0.840022	0.840022	0.168019	1.511977	3.360098	245.213199
Rental Car	66938	47	0.07	0.820619	0.820619	0.164148	1.47711	3.282555	219.727638
Excursions	56972	17	0.03	0.825266	0.825266	0.165053	1.485456	3.30112	188.071384
Snorkle	49804	30	0.06	0.859034	0.859034	0.171822	1.546271	3.436169	171.134973
Vacation Rental	37917	30	0.08	0.822701	0.822701	0.164536	1.48087	3.290889	124.780655
Hotel	36844	44	0.12	0.843267	0.843267	0.168638	1.517889	3.373137	124.279862

Keyword level bidding, conversions, insight

Category Contextual Targeting

Serve your ad to consumers based on subjects currently or previously viewed.

Our Differentiators

- Proprietary page level web crawler
- Proprietary classification engine
- Target across 400+ IAB categories & sub-categories
- Recency settings from instant to 30 days

Categories
Selection Menu

Sub-Categories
Dropdown Menu

Geo-Fencing – Competitors

Target customers who are currently visiting or previously visited one of your competitor's locations within the last thirty days.

Our Differentiators

- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Geo-Fences can be drawn in custom shapes
- No minimum fence size
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3rd party measurement tags from Cuebiq & Placed

{Competitor 2} Geo-Fence

{Competitor 1} Geo-Fence

{Your Location} Conversion Zone
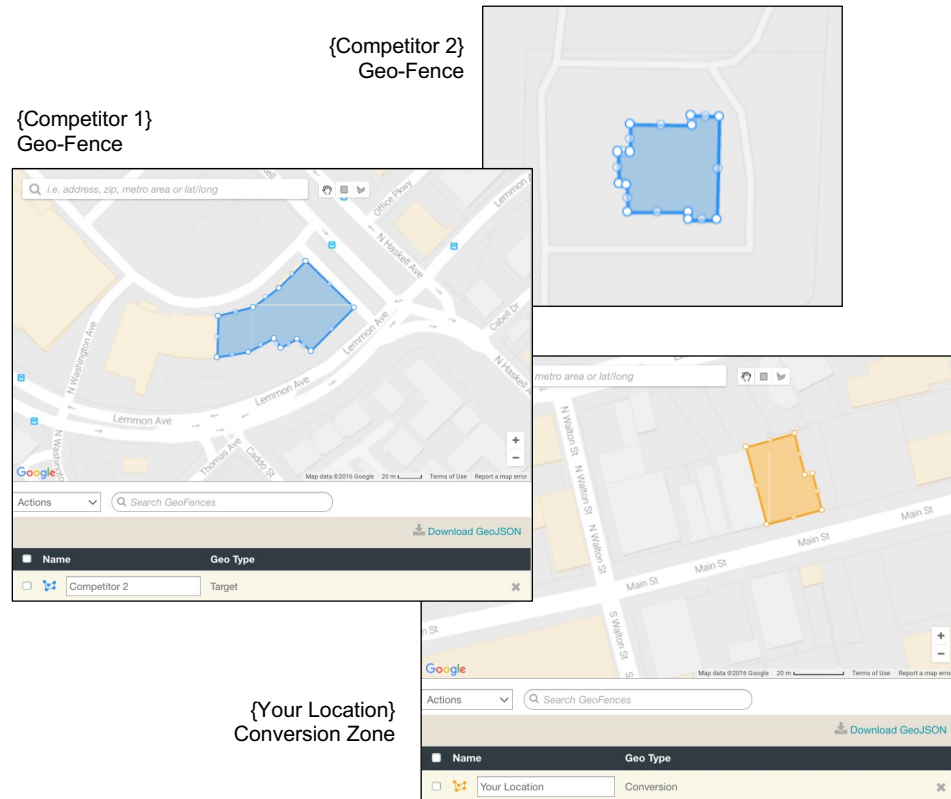
# Geo-Fencing Audience Rich Locations & Events

GETGEOFENCING.com

Custom built geo-fences around audience rich locations unique to your specific campaign allow you to deliver ads while users are within the defined area or up to thirty days after the visit.

Our Differentiators

- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Geo-Fences can be drawn in custom shapes
- No minimum fence size
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3rd party measurement tags from Cuebiq & Placed
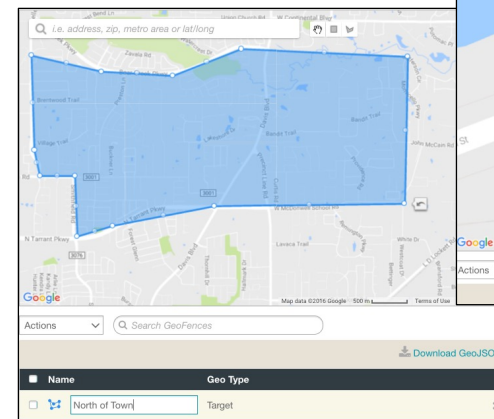
{Single location} Geo-Fence

{TBD Large Area} Geo-Fence
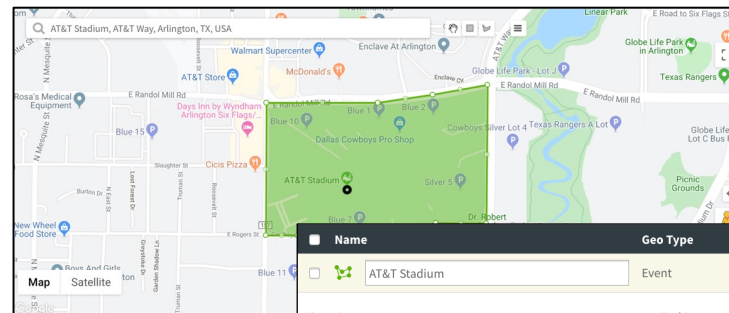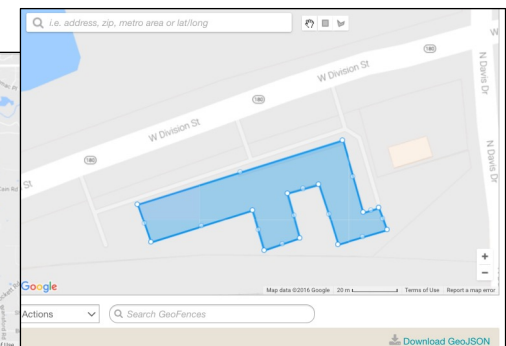
Event Location

Event Date & Time

Geo-Fencing – Customer Loyalty

Reach customers with ads who have previously been to your brick and mortar location with promotional and loyalty offers.

Our Differentiators

- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Geo-Fences can be drawn in custom shapes
- No minimum fence size
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3rd party measurement tags from Cuebiq & Placed

Your Single Location
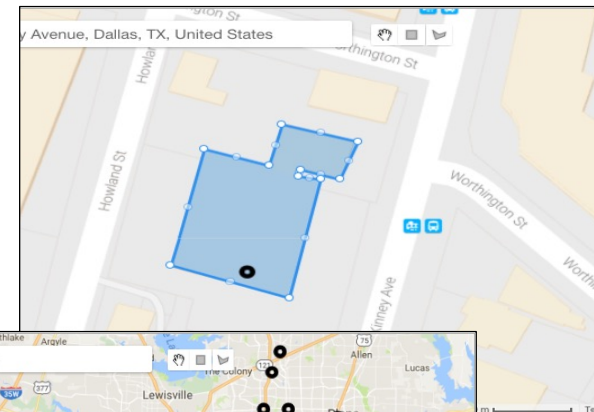
Your Multiple Locations

Household Addressable Geo-Fencing (Demo)

GETGEOFENCING.com

Household Addressable give you the ability to build and activate a custom household-level audience using more than 500 offline data variables for inclusion or exclusion via full Boolean capabilities.

Our Differentiators

- Target locations can range from from National to Zip Code
- Audiences can be filtered by Land Use/Property Type
- Audiences can be filtered by more than 500 offline data points
- Audiences can be filtered by frequent and infrequent visitors
- Audience counts are updated in real-time as the audience is created
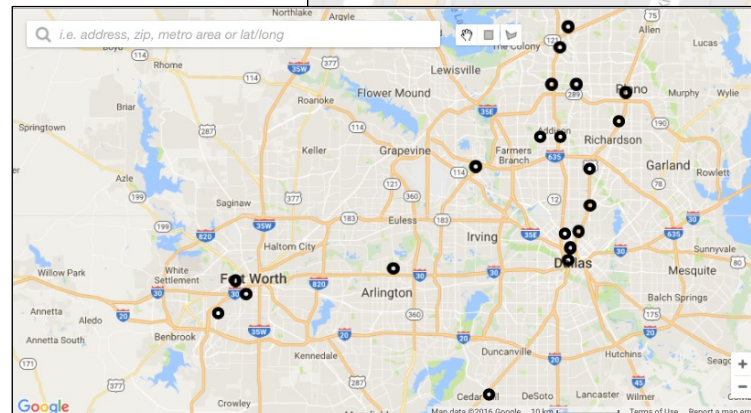- Built on programmatic infrastructure for superior scale
- Advanced precision with unstructured GPS location data
- Cross-device delivery in-app and in-browser
- Measure foot traffic conversions with custom attribution settings
- Determine which foot traffic was naturally converted vs. influenced by an ad with our Geo-Conversion Lift metrics
- Can support 3rd party measurement tags from Cuebiq & Placed

Sample UI Images
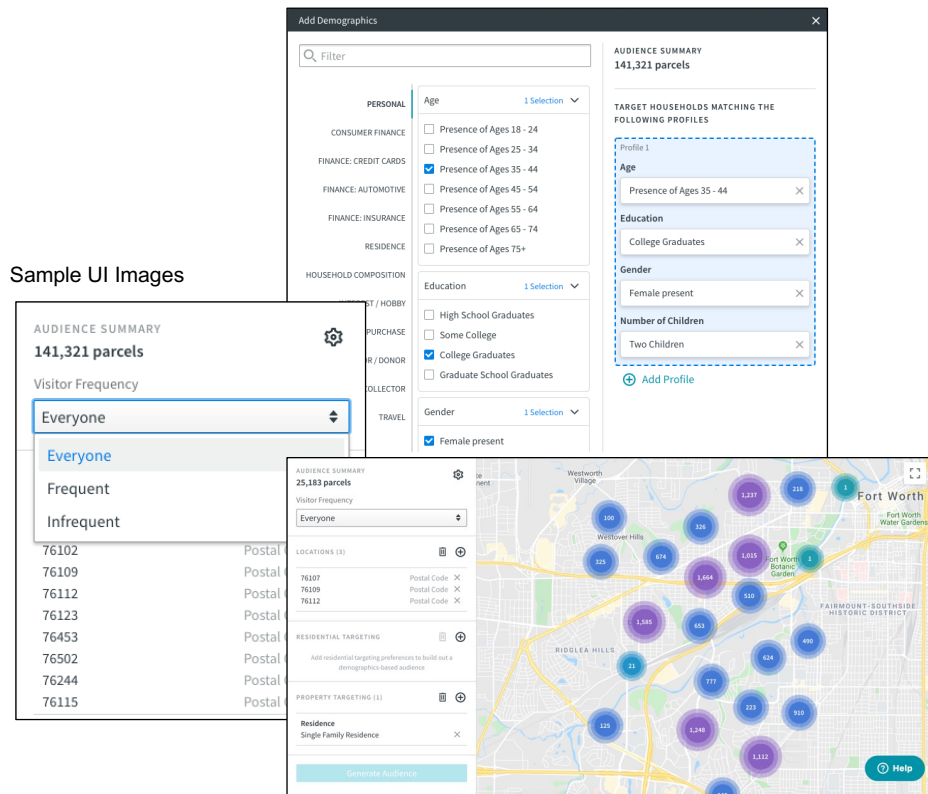
Household Addressable Geo-Fencing (Client List)

GETGEOFENCING.com

Upload and convert physical address list to household level audiences with our proprietary addressable geo-fencing technology.

Our Differentiators

- Highly precise targeting based off of plat line data from property tax and public land surveying info.
- Near 100% address list to household plat match rate.
- Advanced precision with unstructured GPS location data
- No data onboarding or storage fees.
- Highly scalable. Up to 1 MM physical addresses can be targeted per campaign.
- Improved accuracy and reach over IP-based solutions.
- Provides foot traffic attribution. Conversion Zones can be used to track uplift in foot traffic.
- Can support 3rd party measurement tags from Cuebiq & Placed.
- Improves performance of addressable TV, direct mail, and other campaigns that target specific households by extending their reach, improving their frequency, and providing attribution.
- Personalized creative capabilities based on address level intelligence.
- Granular reporting of campaign performance based on ZIP+4.
- Cross-device capabilities.
- Audiences are updated on a daily basis.

All (Addressable List) Locations

New Addressable Target

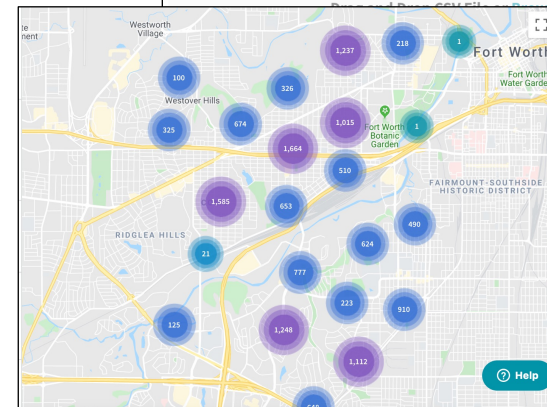Target Name

Enter Organization

☐ By uploading physical addresses or other data, you warrant and represent that you ("Customer") own the information and have the right to collect and use the information for marketing purposes in accordance with applicable laws.

Upload CSV File   Download sample.csv

NOTE that 1st party data (non-address will onboard separately through liveramp)

Your Relevant Audience

GETGEOFENCING.com

People who have visited
your website

People who visit websites
that are categorically
relevant to your business

People who have visited
your store or are on your list

1   2   3   4   5   6

People who are
searching for or
reading content related
to what you offer

People who are visiting
your competitors or other
audience rich locations
(including events)

People whose demographic
data and/or offline purchase
history is that of your ideal
prospect

Ads are delivered on thousands of apps, websites and OTT/CTV channels across devices

Mobile Phone & Tablet

All or select operating systems:
- In-browser
- In-app

Desktop

All or select browsers:
- In-browser

Connected Television

Web Connected Televisions:
- All or select CTV devices

Our Cross-Device Identity Graph

We use our own heuristics along with leading third party solutions like Intent IQ to identify and unify users across devices. These proven methodologies use a combination of deterministic (100% accurate) and probabilistic (96% accurate) methodologies.

Expectations & Reporting

This section of the proposal is intended to share with you how we will measure the impact of your campaign.

Reporting metrics

Sample of standard metrics used to customize reports in real-time, at any time.

- Foot Traffic Conversions
- Foot Traffic Lift
- Spend
- Impressions

- Clicks
- Actions
- CTR
- CPM

- CPC
- CPA
- Budget

Or, customize reports using filters, pivot tables, and more than 100 unique dimensions and measures, such as:

- Ad File Type
- Audience Insights (Demographics)
- Goal Type
- Daily Spend
- Max Bid

- Media CPM
- Behavioral Cost
- View Through Visits
- Click Through Visits
- Total Visit Rate

- Daily Total Conversion Zone Visits
- Geo-Conversion Lift
- Video Completion Rate
- And much more…

Export to following file formats:

- Excel 2007+ Spreadsheet
- Tab-Separated Text
- .CSV (Comma Separated Value)
- JSON

- HTML
- Markdown
- .PNG (for visualization)

Committed to complete pricing and delivery transparency (keywords, websites, apps, geo-fences, etc.)

To protect both advertisers & consumers all household-level addressable campaigns roll reporting up to carrier route level: Zip Code + XXXX.
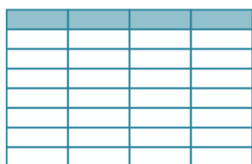
Reporting Visualizations
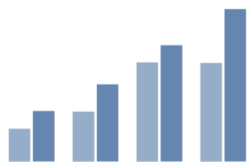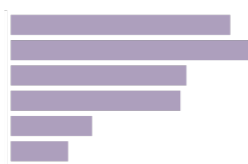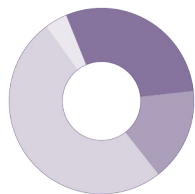

TABLES

COLUMN GRAPHS

BAR GRAPHS

SCATTER PLOTS

LINE GRAPHS

AREA GRAPHS

PIE CHARTS

HEAT MAPS

.35%
Click Through Rate

SINGLE-VALUE

DONUT MULTIPLES

Create visualizations to make data easier to consume, use, interpret, analyze, find trends, etc.

Advertiser should measure:

Website Traffic

Leads

Foot Traffic

1   2   3   4   5   6

Brand Searches

Phone Calls

Sales

Let's recap

The Value of Data

- Behavioral keyword data, including websites visited and keywords searched and found within the context of a person's web browsing history.
- Location data derived from GPS and beacon-verified bid stream data.
- Addressable data including the advertiser's first party data and our demographic and interest-based data based on offline purchases and publicly available records.

Targeting Tactics

- Website Retargeting
- Keyword-Level Search Retargeting
- Keyword-Level Contextual Targeting
- Category Contextual Targeting
- Geo-Fencing – Competitor Conquesting
- Geo-Fencing – Audience Rich Locations and Events
- Geo-Fencing – Customer Loyalty
- Household Addressable Geo-Fencing AKA Demographic Targeting
- Addressable Geo-Fencing First Party Address Data

Expectations

- Foot Traffic Conversions
- Foot Traffic Lift
- Spend
- Impressions
- Clicks
- Actions
- CTR
- CPM
- CPC
- CPA
- Budget
- Transparency of keywords, websites, apps and OTT/CTV delivery

The Proposal

This section of the proposal is intended to provide a plan based on your goals and how we can leverage the tactics to help you achieve them.

Your Relevant Audience

People who have visited
your website

People who visit websites
that are categorically
relevant to your business

People who have visited
your store or are on your list

1   **2**   **3**   **4**   **5**   **6**

People who are
searching for or
reading content related
to what you offer

People who are visiting
your competitors or other
audience rich locations
(including events)

People whose demographic
data and/or offline purchase
history is that of your ideal
prospect

The Blended Campaign

GETGEOFENCING.com

INCLUDE TACTIC?	TACTICS	GEO-TARGETING	START DATE	END DATE	CREATIVE	IMPRESSIONS	CPM	COST
	Website Retargeting	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Keyword Level Search Retargeting	enter geo-targeting	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Keyword Level Contextual Targeting	enter geo-targeting	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Category Contextual Targeting	enter geo-targeting	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Geo-Fencing Competitor Conquesting	NA	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Geo-Fencing Audience Rich Locations	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Geo-Fencing Event Targeting*	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Geo-Fencing Customer Loyalty**	NA	enter start date	enter end date	enter mobile, display, video, *OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Household Addressable Geo-Fencing (Demo Targeting)	NA	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
	Household Addressable Geo-Fencing (Address List)	NA	enter start date	enter end date	enter mobile, display, video, OTT ad sizes	enter impressions or leave open if flexible	$X.XX	$X.XX
						enter total impressions		$X,000

*OTT delivery may be challenging if not a part of a blended campaign.