



GEO-FENCING

Target visitors of a specific location

With the magic of Geo-fencing, you can draw a circle on a map and target anyone who is in that circle or has visited in the last 30 days. With access to the latitude and longitude coordinates of any smartphone, we are able to target users very accurately. You can even use geo-fencing to target individuals who have visited your competitor's physical location!

Industry Example:

Louise decides to visit a heavy equipment dealership to see what kind of deal she can get on a forklift. She left before making a purchase to give herself more time to weigh her options. That's when she starts receiving ads for deals that are happening at Jerry's dealership located in the town over. How is she seeing ads for Jerry's dealership when she hasn't been there? Jerry uses the geo-fencing tactic to target his competitor and is delivering ads to anyone who visits that location. Talk about competitive advantage!

Hyper-targeted location driven advertising drives 3X the average CTR

Benefits:

1. More accurate than using beacons
2. Target competitor/distributor locations to gain market share
3. Target your own location to maintain brand loyalty and convert more visits

Conversion Zones

Tracking Conversions Beyond a Click

Let's say we use a geo-fence around your competitor's physical location, we'll call that a target zone. We will deliver ads to anyone who enters this zone or has in the last 30 days. We use a second geo-fence for your own physical location, we'll call that a conversion zone. We can track who ever has seen your ad while at your competitor's location, then within 30 days, came to your location.



GRENI MEDIA

Phone: 1 (844) 473-6471

1 (844) GRENI-1

Email: sales@grenismedia.com

Web: www.grenismedia.com

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