



Geofencing

**Connecting
Location-Based
Marketing and
Conquesting**

 **TIMES TOTAL MEDIA**



Geofencing

Reach potential visitors on their mobile devices who have visited a business, community or event.

We draw a digital fence around competitor locations, geographic areas, businesses or event of your choice so that we can target those who enter those locations. We'll work to capture as many mobile IDs as possible and then start serving your ad for up to 30 days.

We can also track conversions by setting up your location as a zone so we can track those who've seen your ad, clicked on it and then came into your location.





Connecting Location-Based Marketing and Conquesting



GEO-FENCED COMPETITOR



AD SERVED



CONVERSION ZONE

Geofencing



Geofencing benefits

- Geofence competitor's physical locations and put your ad in front of their customers letting them know you offer similar or same products or services.
- Drive Customer Loyalty Marketing Strategy. Stay top of mind to your customer base.
- Gauge the success of your conquering campaign and the effectiveness of your ads with conversions zones.

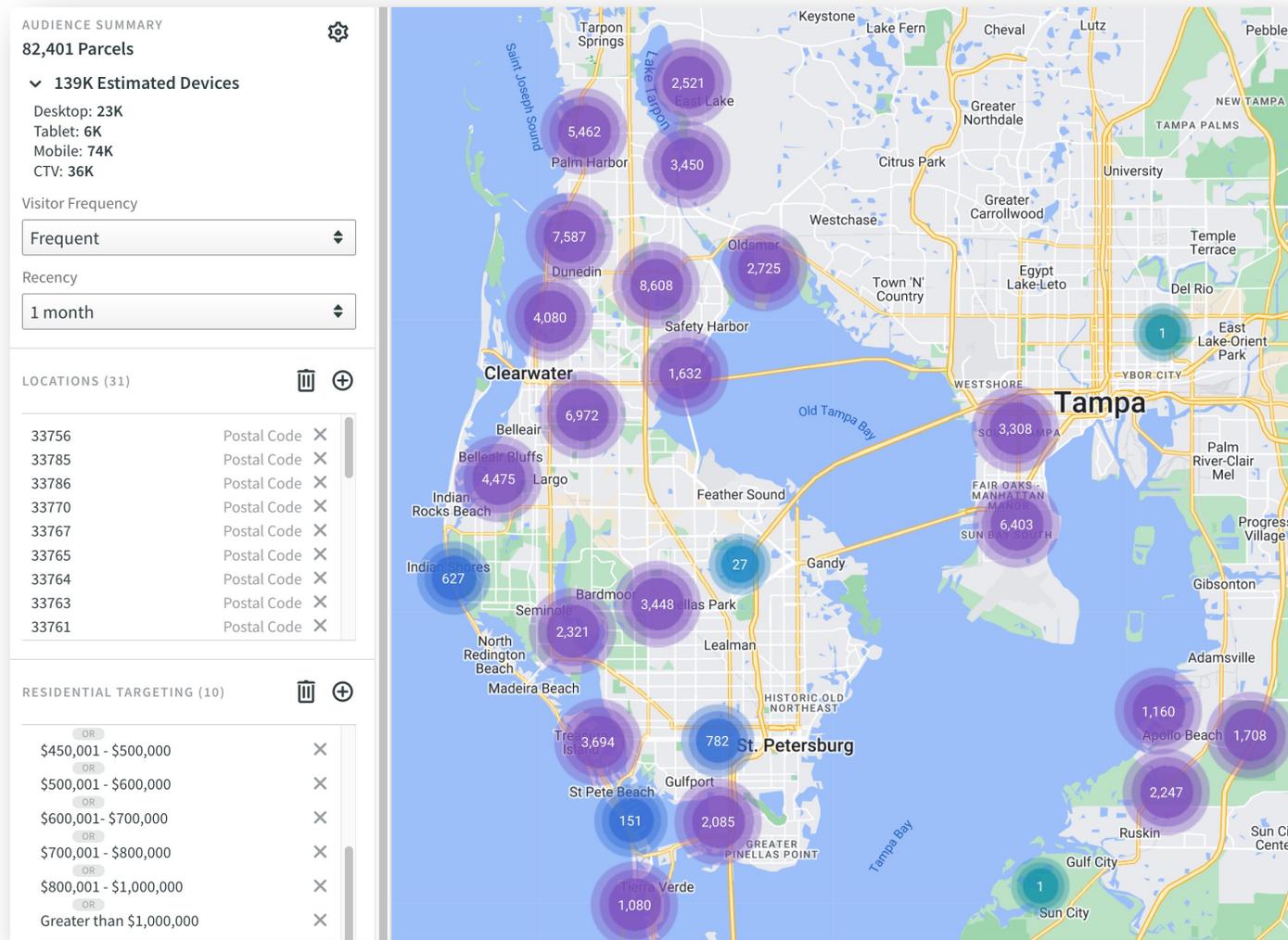
7 out of 10 hours spent with digital media are on mobile devices. (ComScore)



Addressable Geofencing

Target specific households by physical address that align with your demographic. This technology uses GPS tracking so we can reach all devices in the household. We add targeting layers such as geography by zip codes, household income levels, homeowners, home type, home values, etc. shopping interests, small business owners, occupation, and much more!

Audience data is updated on a 24-hour cycle.

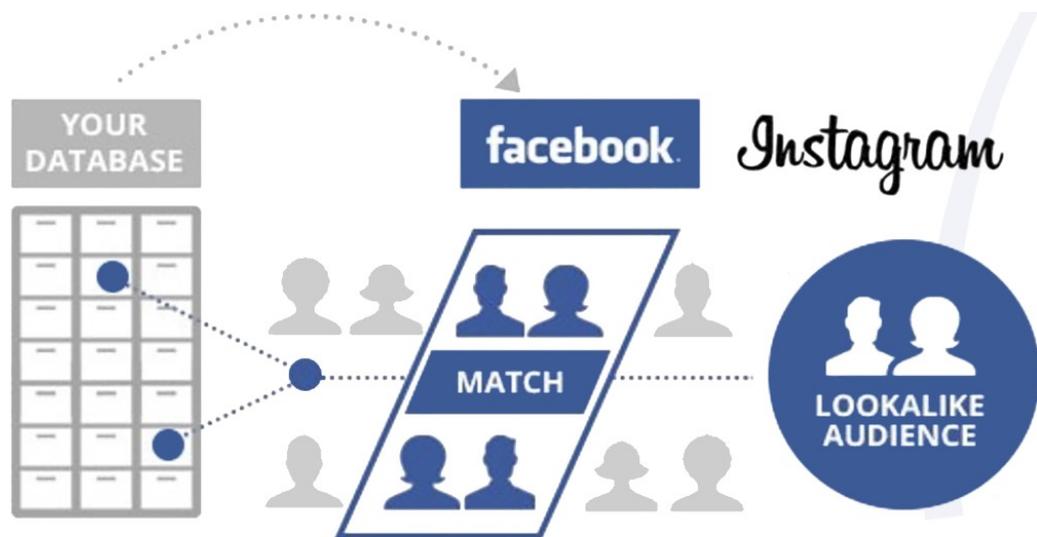




Social Geofencing



Leverage customer data to grow your business!



Targeting & ad options include

- Behavior & demo targeting options
- Look-a-like targeting
- Social site retargeting leverage latest in Facebook ad formats

Geofence competitor locations, geographic areas, businesses or events to reach people within those locations. We'll capture mobile IDs of those within these locations, match that with a social media account like Facebook, Instagram or YouTube and then deliver your ad to those mobile devices for up to 30 days.



Sara Minton-Oglesby
Lead Digital Strategist
Castnet | Times Digital Media

C: 813-367-6409 | **E:** soglesby@tampabay.com
www.Castnet.media | www.tampabay.com

