

# Location-Based Targeting

Identify and reach new customers based on their physical location

Location-based targeting is evolving as quickly as the technology that enables it. Partner with AccuData to reach current and prospective customers on their home and mobile devices, while on location at events, while visiting competing locations, and more. Also serves as a powerful digital touchpoint for targeting large databases of postal and email addresses to increase conversions.

## Benefits



Increase campaign conversions with precise targeting.



Build brand loyalty by connecting with your audience through multiple touchpoints.



Deliver highly relevant offers directly to the audience you most want to reach.

**Venue Replay:** Reach new customers via their home and personal devices with Venue Replay. The process starts with an ad served to a consumer using an inventoried device ID, then continues to the home where the IP address is identified based on the connection history of the device. Your digital offers can be served to all of the consumer's mobile and home devices — without the use of cookies — for up to six months.

**Venue Targeting:** Using traditional *GeoFence* technology, AccuData can target customers at competing locations or at specific geographical locations. Ads can be served to any device that enters the geo-fenced location via available placements on mobile browsers, mobile websites, apps, and pre-roll videos. For continued targeting, a beacon can be placed on each device for up to 30 days. Ideal for targeting consumers at sporting events, conferences, concerts, trade shows, hotels, or competitors' locations.

**IP Targeting:** IP Targeting has evolved with AccuData's *Addressable GeoFence* technology. Using a physical address, home routers are identified and used to determine each device ID located in the home. Ad messages can then be served to any device that connects to the router via available placements on mobile browsers, mobile websites, apps, pre-roll videos, and over-the-top (OTT) services.



With AccuData as an extension of your team, you'll know your next campaign will be executed with precision.

## Team Approach

Need more than just strategy and implementation? We offer a team approach that provides individual attention and exceptional customer service.

What does this mean for our clients? It means we provide end-to-end managed services from concept to creation. It means we provide insightful and useful reporting every step of the way. And it means data-driven marketing results that go above and beyond.



# Digital Marketing Solutions with AccuData



## Precise Targeting

Reach highly connected audiences based on location, interests, behavior, and more than a thousand demographic attributes.



## Creative That Converts

Our expert team acquires the intelligence needed to craft highly customized, relevant communications designed to drive customers toward conversion.



## End-To-End Campaign Management

From concept to reporting, our team manages advertising campaigns and comprehensive multichannel marketing programs for loyalty and acquisition efforts.



## A Data-Savvy Extension of Your Team

Our data-driven methodologies mean that each recommendation we offer and every tactic we implement is informed by data.