

## WHAT IS ADDRESSABLE GEOFENCING?

Addressable Geofencing is the ability to target specific households and businesses with your ad campaign by building and activating a custom household-level audience using offline data variables for inclusion or exclusion in the campaign. You are now able to deliver your video, display, and native ads to any device within a household that has access to web content or TV programming via the internet, live streaming, or on-demand in-app or in-browser.

## ADDRESSABLE GEOFENCING ENABLES YOU TO:



Target users that visit a specific location to deliver marketing messages as they enter the location



Track online to offline conversions by identifying audiences responding to your campaign by visiting a physical location



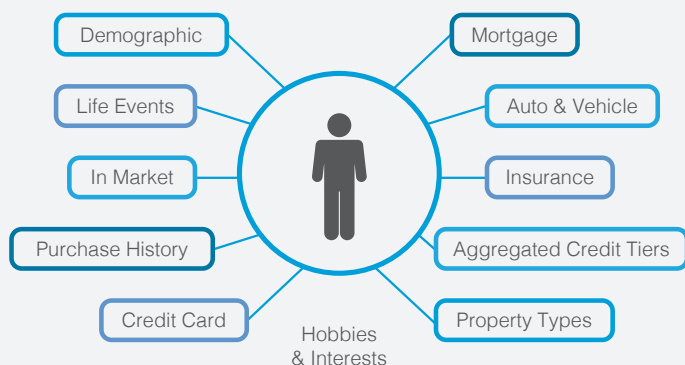
Give your audience more opportunities to engage with your offer

Put your marketing lists to work! Getting the right message in front of the right person at the right time has never been more effective or accurate. Zero-in on your audience, track online to offline conversions, and complement your direct mail campaigns.

*Note: When using the marketing list option up to there is a limit of 1 million addresses that can be uploaded.*

## HOW ADVERTISING WITH ADDRESSABLE GEOFENCING WORKS:

- STEP 1** Define the area your ad campaign will run in, anywhere from the National level to the Zip Code level.  
 Define the land use/property types you want to target. Select from over 200 different property types to further refine your audience, such as residential property type, land use categories, etc. A virtual fence (geofence) is drawn around each address according to its plat lines for each property and is powered by GPS data for precise location targeting.
- STEP 2** Define households across 500+ offline variables. You can even upload a marketing list complete with addresses to do things such as targeting only a part of your customer base with segmentation or complement a direct mail campaign.  
*Note: Plat lines indicate the divisions between properties.*
- STEP 3**



\*The above are samples of a more extensive taxonomy.

### About offline variables:

Curate the ideal household-level audience across hundreds of offline data elements sourced across a unique integration with the top credit bureaus and data management platforms.

- Offline identifiers help resolve identity to reconcile records and capture over time, e.g. gets married, moves, changes name, changes phone number, buys 1<sup>st</sup> home.
- We are 100% dedicated protecting user privacy. We never connect personal attributes to individual names or addresses. A generic plat ID provides a layer of protection to keep the data of individual households safe.
- Data accuracy and data performance are under constant monitoring by our data science team. Offline data sources are refreshed a minimum of once every ninety days.
- Data sources and addressable household-level audience targeting are fully compliant with all active U.S. privacy legislation.