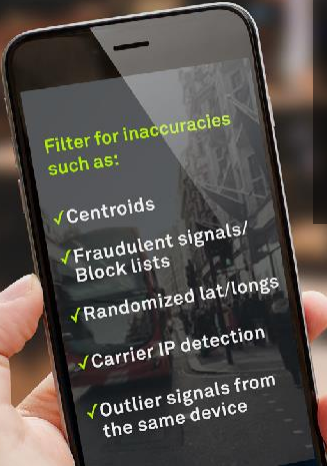# Leverage Real-World Data with Mobile-Location Advertising

Our mobile advertising solution allows us to offer location based mobile advertising solutions to our clients. This solution can be used to extend the reach of media buys across devices, deliver more targeted messages, measure engagement, and provide attribution and ROI tracking to ad campaigns.
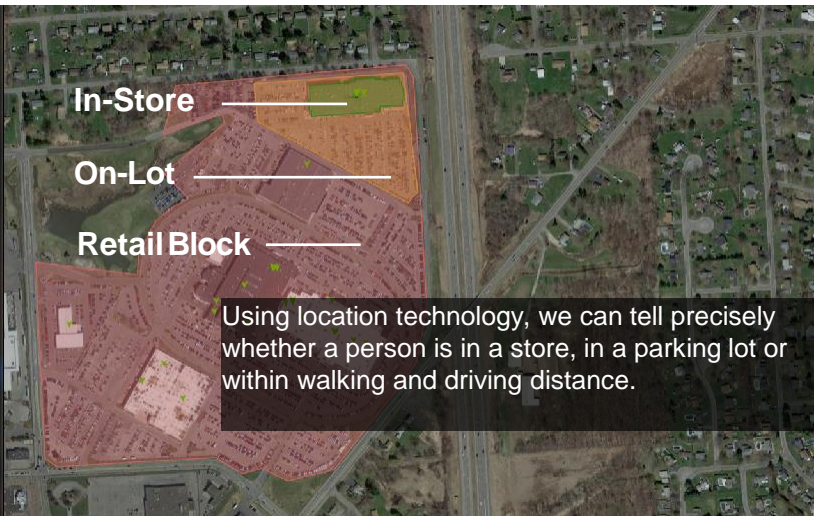
The Technology...

Location Verification

Patented algorithms evaluate millions of signals to weed out inaccurate or fraudulent latitude and longitude, and categorize data by their precision.

Filter for inaccuracies such as:

✓ Centroids

✓ Fraudulent signals/ Block lists

✓ Randomized lat/longs

✓ Carrier IP detection

✓ Outlier signals from the same device

In-Store

On-Lot

Retail Block

Using location technology, we can tell precisely whether a person is in a store, in a parking lot or within walking and driving distance.

...Shapes the Products

Behavioral Audience

Leverage 1,000's of segmented audiences and overlay real-world visitation behavior with demographic data.

Example Audiences Include:

» Auto Intenders

» Millennials

» Hispanics

» Luxury Retail Shoppers

Brand Targeting

Reach people who have visited a brand-specific or category locale within a specified timeframe, up to 90 days. Leverage data from thousands of brands and major chains.

Example Brands Include:

» Starbucks

» Home Depot

» BMW

» Walmart

Proximity Targeting

Reach consumers when they are in the defined vicinity of a specific location to impact immediate and future behaviors.

Target Locations Such As:

» Client Storefronts

» Competitor Locales

» Relevant Points of Interest

» Short-term events targeting

Distance Overlay

Increase ad engagement and visits to your locations by utilizing a Distance Overlay which shows the user how far they are from your brick and mortar
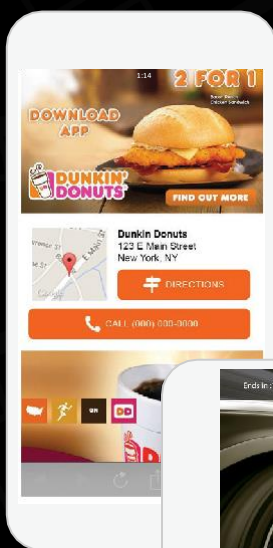
Arby's 2.2 MI AWAY — NEW TRIPLE THICK BROWN SUGAR BACON — I'M HUNGRY

Which Provide Solutions...

By adding mobile-location advertising to your marketing mix, you empower your brand or business to reach audiences interested in your products or services.

320x50

300x250

Location-Enabled Mobile Display Ads

Location Landing Page

Video Ad Unit

Ad Placement

Based on the goals of the campaign, ads are placed across a vast network of apps and sites such as weather, news, sports, mapping, and directories.

...That Get Results.

Reporting

Delivers a clear understanding of campaign performance. We can manage and measure it all.

CTR

Click Through Rate is a measurement of when someone clicks on your ad. We provide ad creative and campaign targeting that delivers results.

Secondary Actions

Track consumer activities once they arrive at your landing page.

Website visits, Directions, Phone Calls, video views, etc.

Business Visitation

Is the ultimate measure of engagement. Tracks visits to your business that occurred after a consumer interacted with your ad.

For additional questions, contact: Michael Parsons, 205-789-3975 or Michael@senderllc.net