



Sender, LLC - Advanced Location-Based Marketing Solutions

Much More Than Just Location-Based Marketing. We provide services that cater to businesses of all sizes and needs. Our platform provides the easiest and most effective way to integrate location technology into your marketing strategy. In today's connected world, understanding how your customers behave on-the-ground is crucial. Identifying with pinpoint accuracy, who these customers are and how they behave, can open up incredible possibilities for your business. With our location-based marketing technology you get a unique view of physical consumer behavior, like where they are, where they have been, and predict where they may go next and even account for localized weather conditions allowing you to make smarter decisions for your business. We provide our clients access to the largest location-based marketing platform in the world. We also ensure our data is of the highest quality. When someone uses a location-enabled app, our technology verifies the location signal for precision and accuracy. Each signal is run through our location verification process, removing inaccuracies, filtering outliers, and analyzing patterns. This yields precise mobile location targeting you can trust. All this adds up to measurable performance. Whether that is driving traffic to your site (or store), increasing sales, or enabling you to plan, predict and prepare for real consumer behavior. Your business does not need guesses, it needs the reality on the ground. So, let us show you the amazing things we can do with location data that tells the truth.

Why Sender for your digital advertising solutions?

Our platform enables clients to leverage powerful location data to reach their audiences in the places and moments that matter most. It is a comprehensive solution for campaign planning, laser-focused targeting, real-time optimization, and detailed reporting. Mobile advertising is inherently local, and effective campaigns require reliable data and a robust understanding of real-world consumer behavior. All data is not created equally. We rely on the highest level of verifiable data via a combination of GPS, Wi-Fi, and Cell-Triangulation to maintain the accuracy and scale necessary to effectively reach your audience.

Here is the best part: Sender's solutions give you 100% certainty that mobile ads really are being seen by the right people in the right location at the right time. Every campaign is customized to your needs. We provide solutions that perform in real-time allowing your ads to be right where your consumer is and impact them at precisely the right moment. No waste. Always accurate. Every time. This is only possible with digital advertising...

How You Can Use Our Geotargeting

Geotargeting - our Geotargeting tactics provide you with an advanced digital marketing solution. Using location technology, we can tell precisely whether a person is in a store, in a parking lot or within walking and driving distance of a location. Accurate mobile targeting allows you to immediately impact present and future consumer behaviors. Use it to reach consumers in real-time when they are around specific locations.

Neighborhoods Targeting - allows marketers to target unique geographical boundaries down to street level based on the combination of visitation patterns and audience segments. Use it to send ads directly into specified neighborhoods to reach your intended audience. Much more effective than standard zip-code targeting.

Location Audience Targeting - allows marketers to reach potential customers based on their real-time location and past location history. Use it to reach people who have visited any location, be it your own brand, or custom point of interest locations within a specified look-back period. Used to reach people who have visited your competitors' locations. Turn their customers into your customers.

Behavioral Audience Targeting - combines visitation behaviors with demographic information to build sophisticated audience profiles. Use it to reach potential customers based on consumer affiliations, lifestyles, interests, demographics, and more. Behavioral is the most granular of the targeting options. It allows marketers to reach precisely who they want to reach.

Real Estate Property Targeting - allows marketers to reach consumers in real-time while at a listed open house. Or, reach consumers based on their historical behavior such as visiting an open house in the last 90 days. Differentiate audiences based on the value of homes visited.

Mailing List Targeting – allows marketers to reach smartphones at any address using an address list of 150 addresses or more. Layer with demographics and targeting tactics to reach the right audience for your marketing goals.

Weather Triggered Targeting - send real-time weather triggered ads based on weather conditions such as temperature, wind, UV index and alerts. Triggered ads are only served when weather parameters are met.

Why Our Audience Targeting Platform?

Our Audience Targeting platform is built with location data at the forefront. This allows you to build an audience profile not just based on your customers online habits, but off-line habits as well, providing the most accurate picture of customer behavior available from any location-based platform. Audience Targeting is a way for marketers to reach likely consumers with precision and scale based on their behaviors, interests, location, and demographic information. We provide meaningful and relevant targeting options designed with the specific purpose of delivering ads to the people that are most likely to act on them.

How Does it Work?

Marketers can use location-based information to create tailored ads and target customers when they are likely to buy a product or use a service. If a customer has filled out a form, visits your website, or is observed inside your brick-and-mortar location, an ad is delivered. Digital advertising can also create an audience segment to retarget customers at a later point in time. The more relevant targeting parameters used to create a target audience, the more effective an advertising campaign will be in terms of results. We will help design the winning campaign. This means Better Accuracy, More Scale, Precise Audiences and Relevant Advertising to all types of consumers.

Geofencing and Digital Advertising

Geofencing makes the technology possible and is the application of a virtual boundary around a location in which ads are delivered as certain rules are applied as a mobile device enters or leaves. The size of a geofence can be configured to any size radius. Using polygons or boundaries that are more geometric in shape, is another form of geofencing that more specifically outlines the shape of certain landmarks, buildings, or areas to reduce wasted impressions.

Why You Should Use It

Our platform is the most sophisticated location-based advertising platform on the market with thousands of customizable options including audience and behavioral targeting, location-based targeting and weather targeting. All campaigns include Measurement with Meaning. Our robust campaign reporting tools deliver best in class measurement and a clear understanding of campaign performance. From objectives that range from foot-traffic to purchase intent, and from engagement to awareness, we can manage and measure it all. We provide the easiest and most effective way to integrate location technology into your marketing strategy. If you are looking to increase brand awareness, drive store visits, increase website traffic, drive social media engagement, or uncover insights about your key audience, we have the tools and expertise to help you exceed your goals and KPIs.

Pricing

Ad creation- \$20-\$40 per static ad created. Rich Media and Video creation sourced at cost.

Static (or Gif with 3 elements) - 8.00 CPM (1000 ads) Rich Media (interactive) - 12.00 CPM Video - 16.00 CPM

Getting Started is Easy

Contact us and we will guide you through the process. See what location can do for you.

Michael Parsons, 205-789-3975, michael@senderllc.net, www.senderllc.net, 1900 Corporate Drive, #382192 Birmingham, Al. 35242