



COMPASS PLUS
GEO FENCING | MOBILE ADVERTISING

GEO FENCE

MOBILE ADVERTISING

WHAT IS GEO-FENCING?

By far the most advanced location-based mobile advertising technology for targeting users based on specific geographic areas. Our new geo-fence technology enables marketers to target audiences through custom shapes with data accurate down to 100 meters for behavioral targeting and pinpoint precision for instant targeting.

- Drive mobile performance & mobile reach
- Target mobile users in a business's proximity
- Retarget customers who visit any business's location
- Leverage targeted campaigns to customers within a physical proximity to your business
- Increase brand awareness with concentrated spends
- More powerful and accurate than GEO-IP targeting
- Identify high concentrations of potential customers
- Target competitor's locations

TARGETING ZONE

An advertiser can draw a "Targeting Zone" around their competitors' locations to serve mobile ads to users who have visited those zones. They can geo-fence areas where their customers shop or spend their time; for example, a competitor's store, an event venue, a specific part of town, etc.

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CONVERSION ZONE

TRACKING

WHAT'S A CONVERSION ZONE?

A Conversion Zone is a virtual boundary drawn around an advertiser's location using a GPS map. Conversion Zones enable advertisers to track what amount of physical traffic at their location was previously served an ad from visiting another geo-fenced location.

WHY USE CONVERSION ZONES?

- Track online to offline conversions
- Track Total Visit Rate (TVR)
- Track Cost Per Visit (CPV)
- Enrich mobile performance
- Evaluate campaign effectiveness

HOW IT WORKS

When the customer enters the geo-fenced location, they will then be targeted with the advertiser's ads on their mobile device. When the customer enters the Conversion Zone with their mobile device and has previously been served the advertiser's ad, the Conversion Zone recognizes the user and attributes their visit as a conversion for the geo-fencing campaign.

REAL TIME REPORTING

Compass Plus can provide custom reporting based on the goals of the individual campaign. We are able to track off-line or 'last mile' conversions to measure your advertising success.