GeoAudience

Direct Mail ● Phone ● Email ● Digital ● Social

IMPROVE YOUR MARKETING RESULTS USING
LOCATION-BASED LISTS & AUDIENCES

GeoAudience allows marketers to reach location-based audiences for highly-responsive digital and direct campaigns. These custom audiences give you a competitive advantage over traditional audiences. You can retarget consumers who visit your locations *and* your competitors' locations.

More Visits, Customers & Revenue

Use **GeoAudience** to build location-based lists and audiences to retarget your key consumers:

- Visitors to your locations
- Visitors to competitors' locations

Key Benefits:

- Drive repeat traffic and purchases to your locations
- Acquire new customers from competitors
- Generate *online* traffic and sales from *offline* visitors

Competitive Advantage

GeoAudience allows you to reach recent visitors to locations: your locations, locations where your brand is carried, locations where your online shoppers visit, or your competitors' locations. In sum, *any* location that matters.

Facebook's geotargeting is basic. It's focused on targeting consumers who are "nearby" and for a limited time.

Digital & Direct Audiences

- Build your audiences based on custom location criteria.
- Reach consumers in digital campaigns using **MAIDs**: Facebook, Instagram, Twitter, AdWords, and most data management platforms.
- Reach consumers in direct marketing campaigns using **postal**, **email** or **phone**. MD5 hash also available.
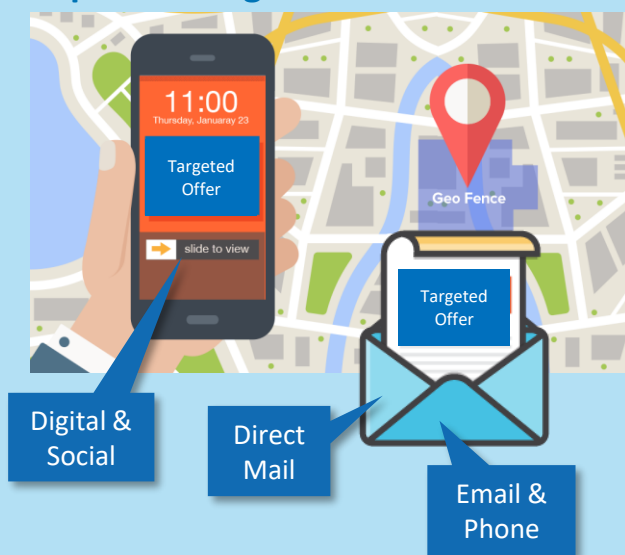
Improve Results & Lower Costs

- A national fast casual restaurant improved conversions on Facebook by **66%**.
- **GeoAudience** can save you **75%-500%** in cost-per-click fees vs. Facebook's interest-based targeting.

Precise Geo Fences & Data Collection

Your Locations

Competitor Locations

Responsive Digital & Direct Audiences

11:00
Thursday, January 23

Targeted Offer

slide to view

Geo Fence

Targeted Offer

Digital & Social

Direct Mail

Email & Phone

Dave Power
PowerLD@me.com
(215) 661-9966

Dave Power
PowerLD@me.com
(215) 661-9966

POWER
LISTS & DATA