Geofencing leverages location-based mobile advertising technology using latitude and longitude data to target specific geographic areas. The technology uses the exact location of an individual to deliver ads directly to their devices. We can target specific locations (including competitors or other relevant locations) and will report on how many people walked into your business so you know exactly how your advertising is performing.

**KEY FEATURES/BENEFITS**

- **We utilize a polygon tool to hand select your target area with an exact outline (more precise than traditional radius targeting).**
- **Our technology allows us to target individuals that have stepped inside each of our hand selected fences for up to 30 days.**
- **We monitor foot traffic by creating conversion zones around your business, allowing us to report on the number of visits into your location(s) as a result of our ads.**