

Standard Geofencing

Circles drawn around a location

- Accurate within 35 meters
- Serve ads to visitors when they enter the circle
- Can not go back in time to tag devices
- Only target devices in geo-fenced area
- No personas can be overlaid. Must target all devices in geofenced area

Their Mobile Device Technology

Our Mobile Device Technology

Mobile Device ID Targeting and Custom Polygons

Hand drawn shapes around actual property locations to eliminate extraneous areas such as sidewalks/streets

- Accurate within 3 feet
- Serve ads to visitors when they enter polygons or after they have been in the polygon
- Go back in time and tag devices to target.
- Retarget ads to people who have been to relevant locations, i.e. your open house or alumni event

