

How Geofences Enable Better Mobile Ad Targeting

Geofencing Defined

- **Geofence**

A geographic boundary (i.e. polygon) defined by a series of lat/long coordinates

- **Geofencing**

Triggering an action based on a mobile user's location in relation to a Geofence

- **Three primary types of Geofencing triggers**

- **Static:** user's position relative to a fixed point or fixed area
- **Dynamic:** user's position relative to a changing data stream
- **Peer-to-Peer:** user's position relative to other users

Geofencing Use Cases

- **Static**

A special offer is sent via text message to opt-in users as they enter a shopping district

- **Dynamic**

An “open parking space” message is sent to nearby mobile app users driving in a downtown area

- **Peer-to-Peer**

A social networking mobile app displays friends checked-in nearby

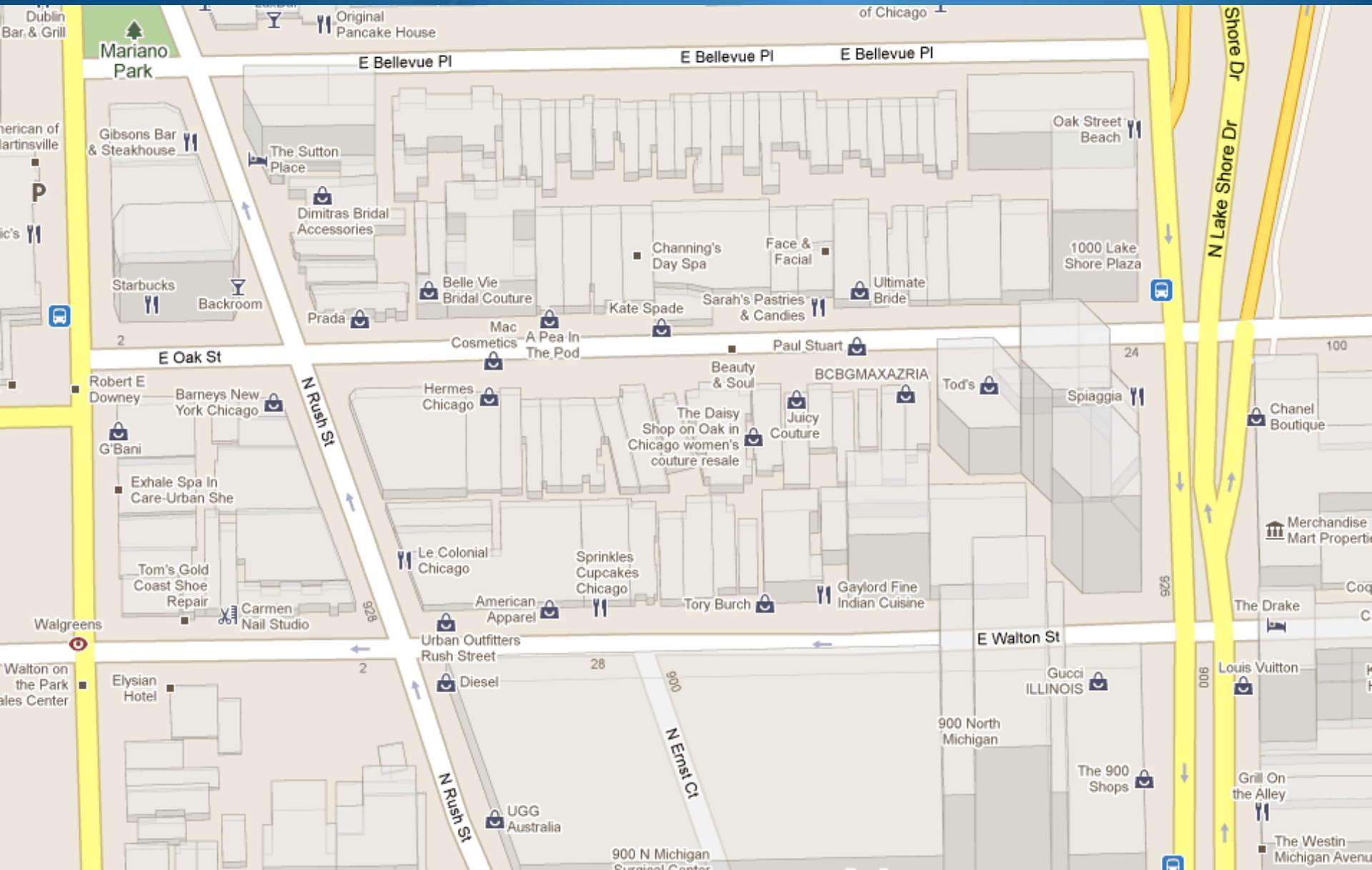
Geofencing Triggers and Actions

- Physical event triggers
 - Entry
 - Dwell time
 - Exit
- Predefined actions
 - Auto check-in
 - Auto check-out
- Custom actions
 - Text message
 - Email
 - API send/call

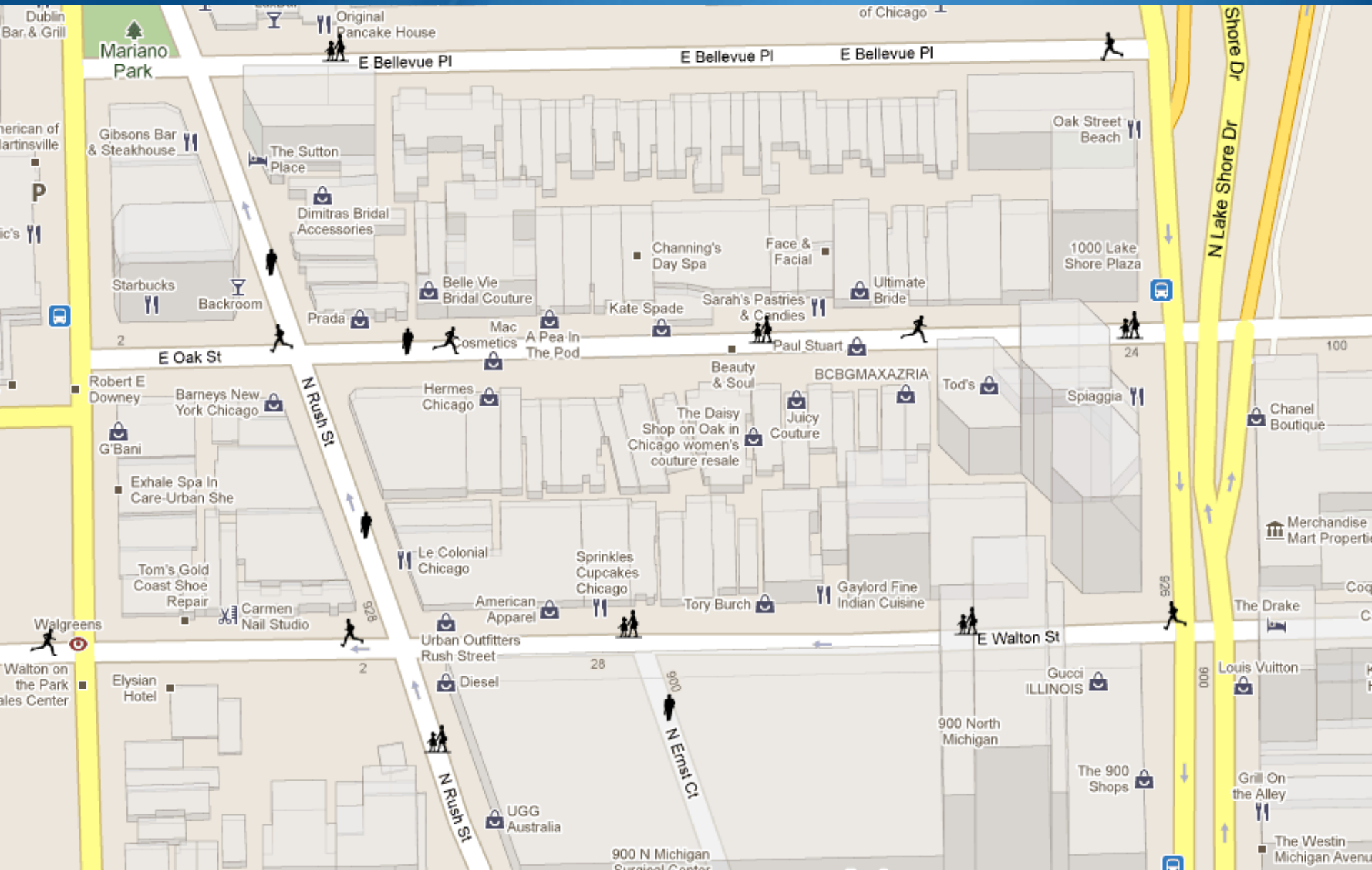
Scenario: Oak Street Shopping in Chicago

Static Geofences and Location-Based Advertising

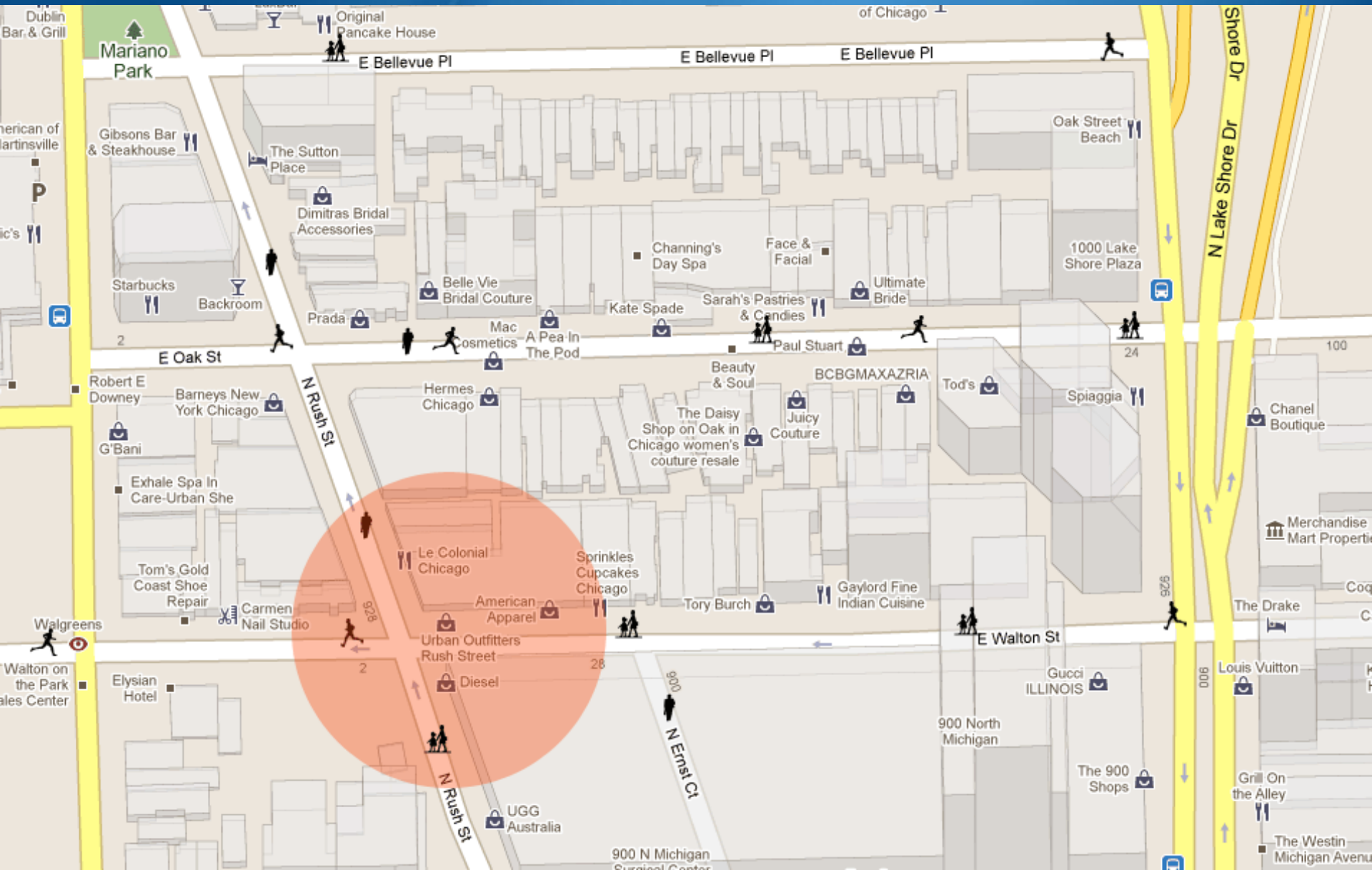
Oak Street Shopping Area



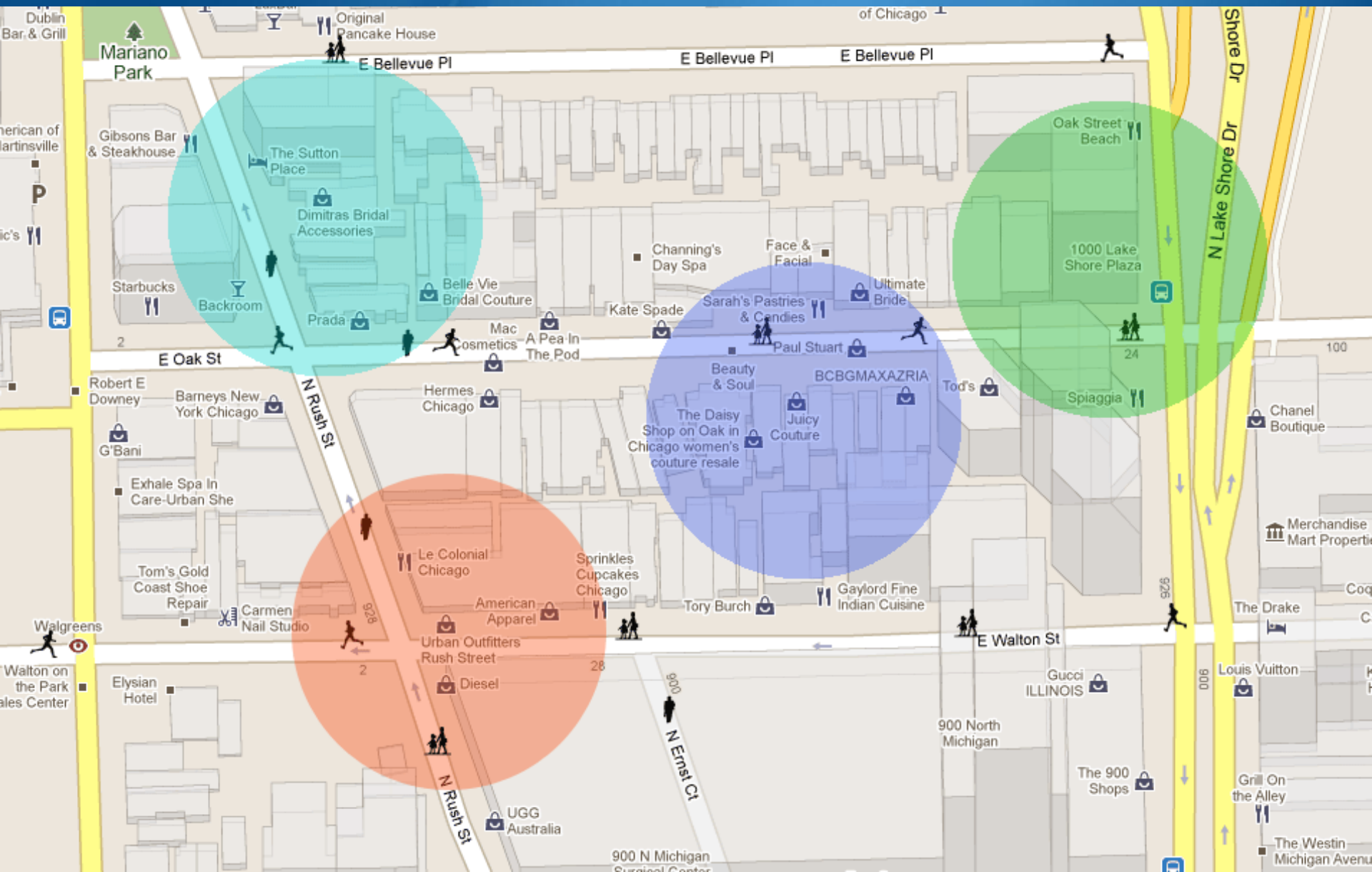
Potential Customers



Radius-Based Geofence



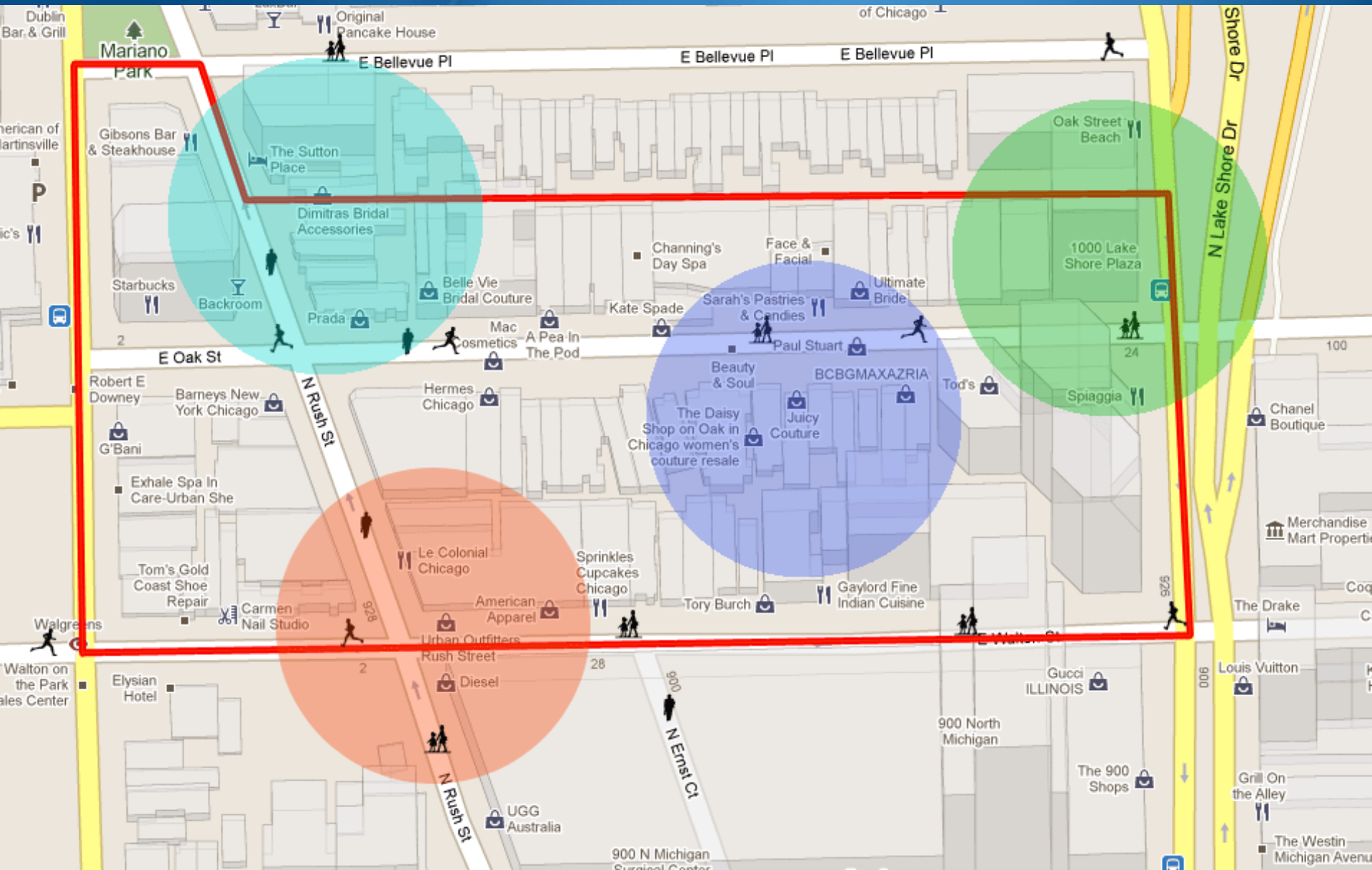
Location-centric Geofences



Challenges with Radius-Based Geofences

- Hard to define the right radius
 - Too large and it gets ignored, too small and you end up targeting people who were already there
- Ignores human behavior
 - Marketers have long known that people are more likely to visit a store in an area they are familiar with, even if farther away
- Requires each retailer to set up infrastructure

Predefined Geofences



Real World Geofencing Examples

- Intel Smart TV ad campaign
 - Billboard ad invited users to opt-in via text
 - Users complete short survey via mobile app
 - Users invited to attend event at Penn Station in NYC
 - Geofence around Penn Station created
 - Geofencing used to detect and trigger custom user experience and displays based on entry event
- TweetMover
 - Location Labs mobile app game
 - Automated Tweets based on movement across neighborhoods

Geofencing Summary

- A geofence describes a virtual perimeter around an area (of interest to marketers)
- Radius-based geofences are just the start
- Predefined geofences – like shopping districts, neighborhood boundaries, college campuses, etc. – have advantages
 - Based on real-world human social spaces
 - No infrastructure needed by retailers

Maaponics Overview

- Leader in producing and providing location-based data for more than 10 years
- Largest catalog of geographic boundaries defining social spaces worldwide
- Used by industry leaders:
 - Real Estate: **Realtor.com, Trulia, Zillow, ZIP Realty, Redfin**
 - Search/Local Search: **Google, HelloMetro, Citysearch, Dexknows, Yellowbook USA**
 - Mobile and Social Networking: **Twitter, Loopt, Siri**
 - Direct Marketing: **Accudata, D&B, InfoUSA**
- Our product lines:
 - **Neighborhood Boundaries** | Largest database in existence, used by leaders in every space
 - **Shopping Boundaries** | including malls, districts, centers and outlets across U.S.
 - **College Campus Boundaries** | boundaries of primary campus areas for universities
 - **Subdivision Boundaries** | Hundreds of thousands of real estate subdivisions across U.S.
 - **School Boundaries** | The only dataset to include boundaries down to the school attendance zone
 - **City Boundaries** | A unique mix of datasets covering the U.S. with a focus on metro areas
 - **Postal Boundaries** | U.S. ZIP Code and Carrier Route coverage

Demos and More Information

- Contact

- Email: info@maponics.com
- Phone : 1-800-762-5158

- Mashups, White Papers, Case Studies

- [School Boundaries](#)
- [Recovery.gov data by Neighborhood](#)
- [Using Neighborhoods to enhance real estate search](#)
- [Going Hyper-Local with Neighborhood-level Data](#)
- [HelloMetro Gets Hyper-Local with Maponics Neighborhoods](#)

- Visit us on the Web

- [Maponics.com](#)
- [Spatial API](#)