

WHAT IS GEOFENCING?

- Location-based technology.
- Uses radio frequency identification (RFID), Wi-Fi, GPS, Bluetooth, or cellular data beacons.
- Delivers a targeted ad or app notification when a mobile device enters or is located within a virtual geographic boundary, known as a geofence.

AND WHY?

- Powerful brand-building marketing tool for generating awareness and interest in your services.
- Targeted advertising directly to devices of your customers.
- Essential for people and companies who sell in a competitive environment and are geographically based.
- For people who want their messages to be and stay top of mind to a very specific audience.
- Detailed reporting (proof of Return on Investment) about how each of your ad campaigns and landing pages are performing.

