



COMPASS MEDIA

PROGRAMMATIC GEO-FENCING

WHAT IS IT?

Programmatic geo-fencing is a technology that uses GPS to create a virtual boundary around a specific area on a map. When you enter this area with your phone, it records your location. Later on, you might start seeing targeted ads on your phone, even after you've left that area. This happens because the programmatic geo-fence captures your entry and uses that information to show you relevant ads later, based on where you've been. It's a way for businesses to reach out to potential customers who have visited specific locations.

WHY SHOULD I DO IT?

Programmatic geo-fencing is important because it allows businesses to target customers who visit similar businesses, helping them reach people who are likely interested in their products or services. Additionally, if a business is targeting tourists, it can focus on areas with high tourist activity, ensuring their ads reach people who are exploring the area. This precise targeting helps businesses connect with the right audience at the right time, increasing the effectiveness of their advertising efforts.

IS IT EFFECTIVE?

Yes, programmatic geo-fencing is effective. For example, we geo-fenced several locations in the Cayman Islands and found that small stores typically see 200 to 300 devices per month, mid-level stores see 5,000 to 10,000 devices per month, and large tourist areas see 50,000 to 100,000 devices per month. This means you can choose to buy as small or as large of those audiences as makes sense for your company, allowing for precise and impactful targeting of potential customers.

BUDGET OPTIONS:

1

60,000

monthly impressions

INVESTMENT: \$900 MONTHLY

2

90,000

monthly impressions

INVESTMENT: \$1,350 MONTHLY

3

140,000

monthly impressions

INVESTMENT: \$2,100 MONTHLY