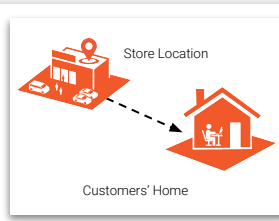




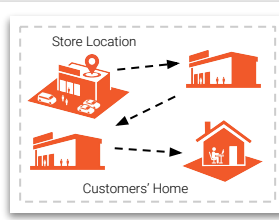
Store Location Framed By Use Of **Geo-Framing**

Store Location Framed By Use Of **Geo-Fencing**



What Is Geo-Framing?

Geo-Framing is a targeting technology which allows us to capture a customers' Device IDs while they are out shopping. By framing up an individual store location, we can identify any device (smartphones, tablets, laptops, etc) after these individuals leave your specific location. From there, we continue to target them with digital banner ads while at home across all media devices.



What Is Geo-Fencing?

Geo-Fencing is similar to Geo-Framing but instead of framing the individual walls of a specific store, you frame a 200m radius of both the store & surrounding area. Unlike Geo-Framing, this creates an area of uncertainty or wasted ad dollars. Consumers' Device IDs collected in this area may or may not be shopping inside your store. Thus, the money spent to target this audience group will be wasted on irrelevant traffic.

Why Should I Use Geo-Framing?

Unlike most geo-fences (which can span up to a quarter mile) our mapping technology is accurate down to **one meter**. This allows us to frame the four walls of any building and only capture the devices within those four walls. We can go back six months for data review, comparison & optimization. **Ads will be served within 72 hours** of recognition of a consumer inside your store or a competitor's location.



EXTREME ACCURACY



EXTRACT DEVICES IN DESIRED LOCATIONS



MATCH TO DEMOGRAPHIC PROFILES



REAL-TIME INSIGHTS INTO SHOPPERS