PRODUCT GUIDE

All Device ID **Geofencing Options**

Reach people based on where they've been in the past.

1. CHOOSE YOUR AUDIENCE

Geoframe

Reach people who've been inside custom boundaries drawn around the locations you choose.

Demographic

Narrow your audience further to specific demographic segments.

Business category

Reach past visitors to a type of business in your area. We can build the list of locations for you.

2. CHOOSE WHERE YOUR ADS RUN

Device ID Display

Display ads to devices seen inside a geoframe during a set time period.

Device ID Address Match

Display ads to devices known to be at a list of home addresses you provide.

Device ID Video

Pre-roll video ads instead of display, with any Device ID targeting.

Addressable Streaming TV

Large-screen streaming TV commercials on free, ad-supported channels, with any Device ID targeting.

125,000-device minimum

Facebook & Instagram Device ID

Social ads instead of display, with any Device ID targeting.

125,000-device minimum

Not sure which fits?

Tell us your goal and we'll recommend the right mix.

3. ADD AUDIENCE EXTENSIONS

Household

Included by default

Adds other devices in the same household. Great for decisions made together, like cars or family dining.

Lookalike

Finds new people with similar demographics, behaviors, and location patterns to your original audience.

Social

Reaches friends and coworkers who spend time with your audience, extending word-of-mouth influence.