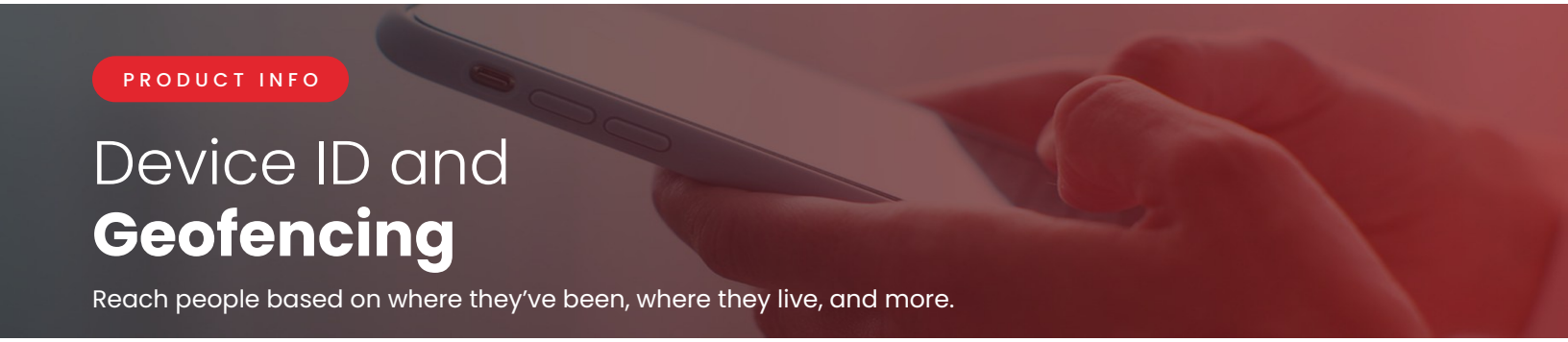


PRODUCT INFO

Device ID and **Geofencing**

Reach people based on where they've been, where they live, and more.

OVERVIEW

Every phone has a unique, anonymous **Device ID**. Device ID and Geofencing use the location data tied to those devices to reach people based on the places they've visited, where they live, and more.

Phones offer a unique view into people's behaviors, favorite places, and interests, so you can reach the right customers with precision.

BENEFITS

- Precise targeting
- Higher engagement
- Better efficiency
- More conversions and return
- No reliance on cookies
- Store visit (point of interest) attribution

LOOKBACK WINDOW

7 days to 1 year

Build your audience from visits as recent as last week or as far back as a year.



Example: a geofence drawn around a shopping center.

HOW IT WORKS

1. **Draw the geofence**
   We identify the places your ideal customers visit and draw a custom boundary around each one.
2. **Capture the audience**
   Using historical data, we capture devices seen there anywhere from one year ago to as recently as seven days ago.
3. **Review the insights**
   An Audience Insight Report shows the audience's demographics, visit frequency, and household income, so you know it's right before launch.
4. **Measure store visits**
   Once your campaign is live, we track devices seen at your locations during and after the campaign to measure foot traffic.

Why phones matter

68%
check their phones within 15 minutes of waking up

150
times a day the average person checks their phone

87%
keep their phone by their side day and night

91%
turn to their phones for ideas mid-task