



AI Data-Driven Location Targeting

GEOFY.AI



AI Data-Driven
Location Targeting

CUTTING EDGE GEOFENCING TECHNOLOGY



**CUTTING EDGE
TECHNOLOGY**



**USER
IDENTITY**



**BRAND
SAFETY**



ATTRIBUTION



**GLOBAL
REACH**



**AI-BASED
TARGETING**

CUSTOMIZED AUDIENCES

DEMOGRAPHIC / CONTENT DATA



Content: Cosmopolitan
Gender: Female
Age: 18-30
Audience: Fashion & Beauty

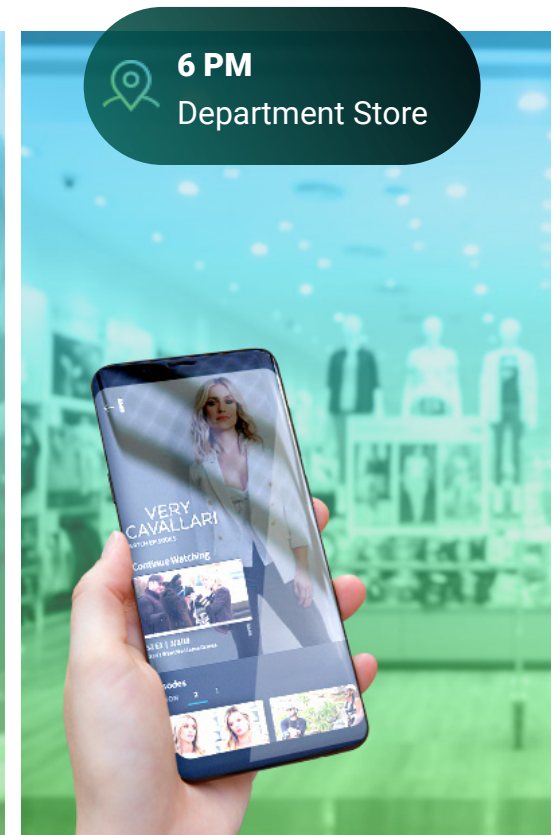


Location: Shopping Malls,
Department Stores
Hair Dressers, Nail Salons



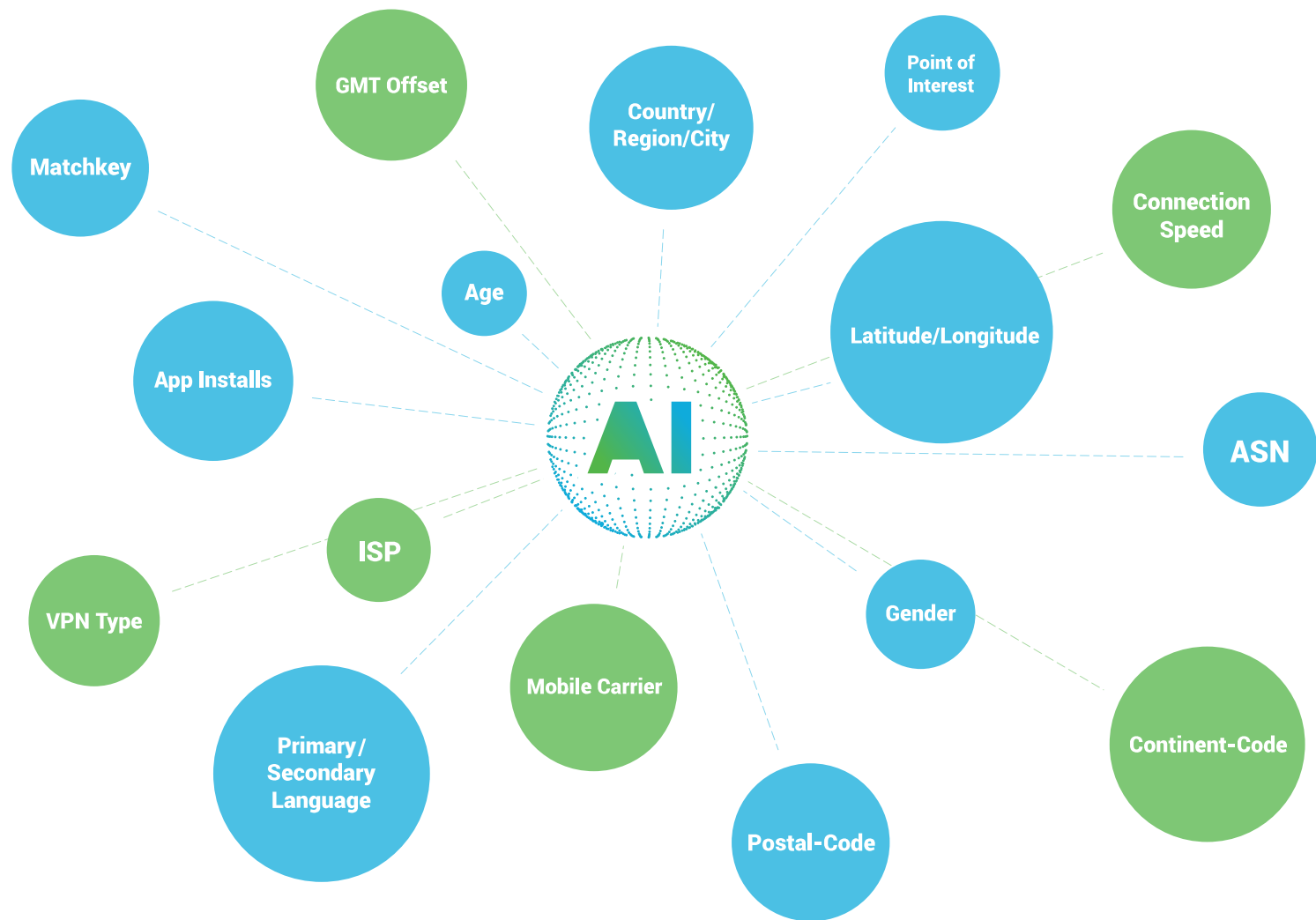
CUSTOMIZED AUDIENCES

Tailored content at specific times of the day in different locations.



AI-BASED TARGETING

Geofy's smart AI algorithm uses our vast DMP, in order to enrich the data and provide optimal results. Our machine learning leading technology targets audiences based on behavioral patterns, and maximizes your performance KPIs.



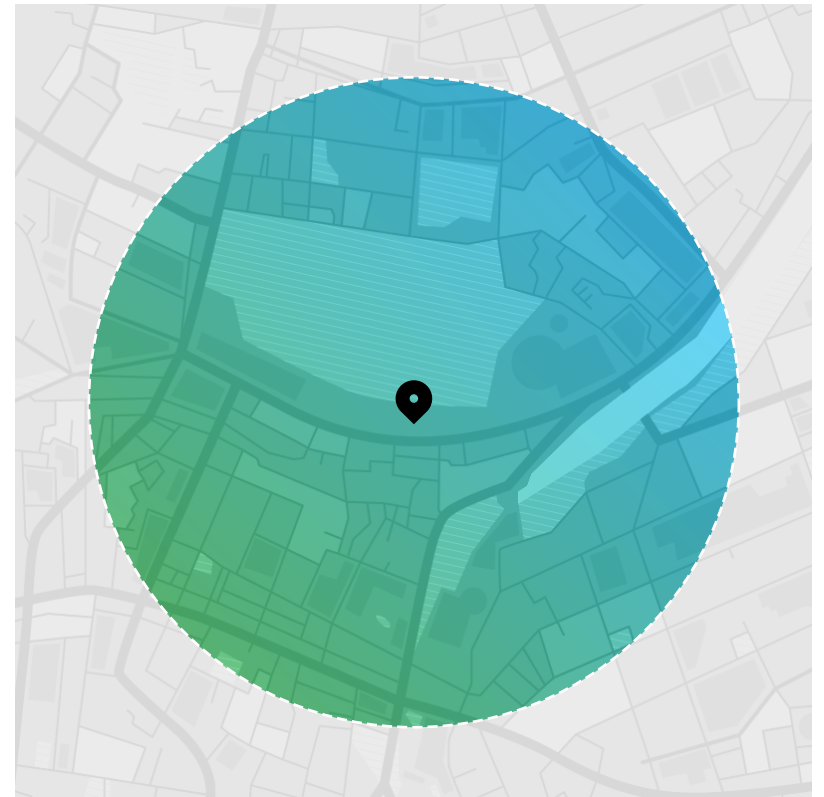
GEO-FENCING



POLYGON



CIRCLE



OUR SOLUTIONS

- REAL TIME TARGETING -

Targeting audiences based on behavioral patterns. By using real time location data, demographics and user content preferences we build bespoke audiences.



OUR SOLUTIONS

- HISTORICAL RETARGETING -

Using our retargeting tools we establish multiple contacts with the user, to promote higher engagement with the ad, in specific locations with the desired mindset.



OUR SOLUTIONS

- CROSS DEVICING -

Target your user in multiple devices simultaneously.
We enable advertisers to show the user different ads across all devices.



OUR SOLUTIONS

- GEO CHANNELS -

Sync TV commercials with online ads. Convey the same message through different media channels.



OUR SOLUTIONS

- GEO OOH -

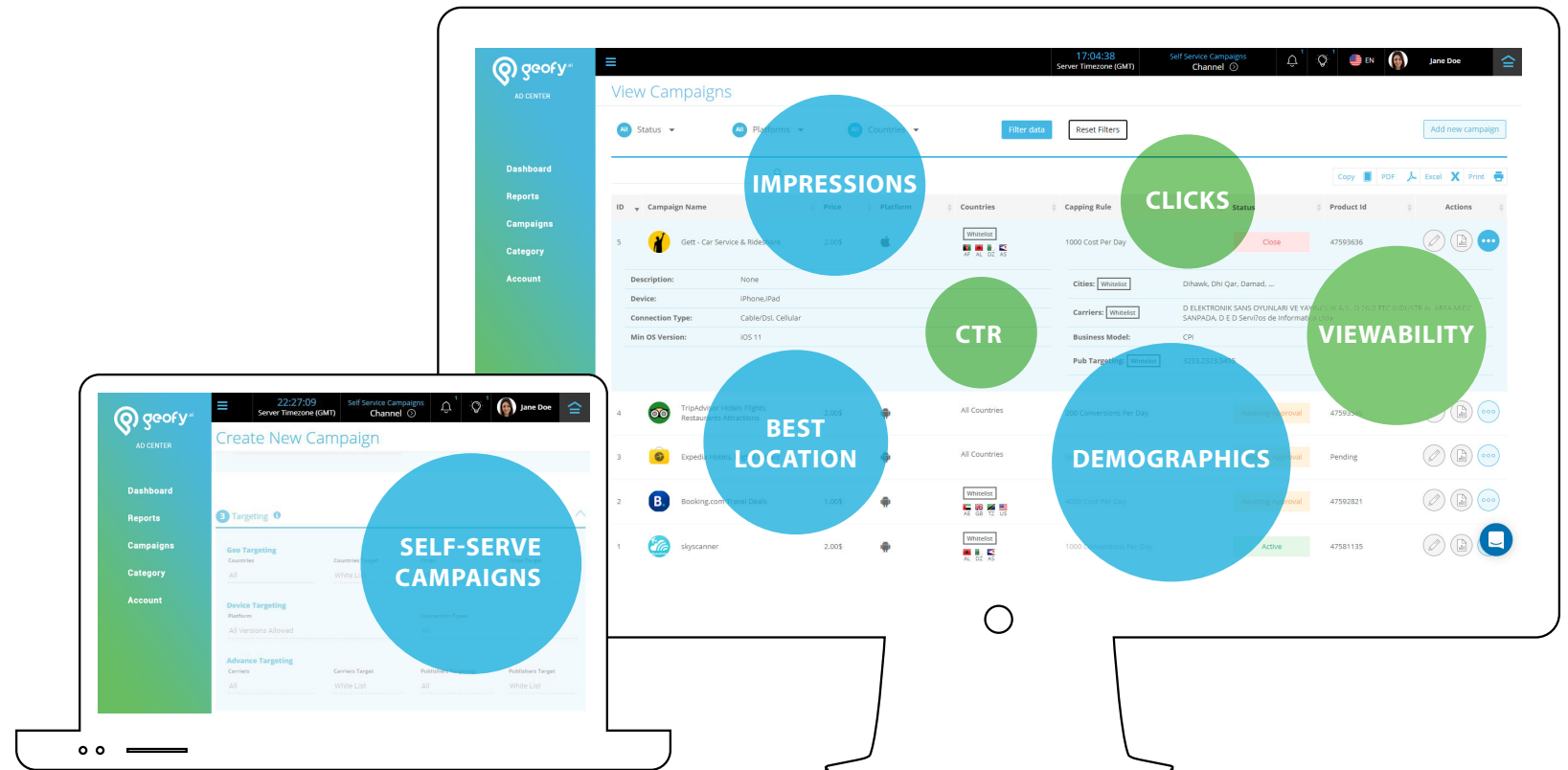
Combine your out of home and mobile geolocation campaigns. Have full coverage via multichannel campaigns and influence your target users at all times.



CAMPAIGN METRICS

INSIGHT ANALYSIS:

Demographics / IAB Category / Hour & Day / Best Location / Top Creative



IN-STORE ATTRIBUTION

What was the campaign effect in the offline world?

How can we measure our impact?

Have a complete understanding of the users' behavior once exposed to the ad/campaign.

This attribution tool enables you to measure campaign effectiveness in driving users to a specific location/store and understand their in-store behavior.

Determine your advertising cost per user in store.



ONE SOLUTION, MANY INDUSTRIES



Finance



Banking



Real Estate



Hospitality



FMCG



**Department
Stores**



**Restaurants
& QSR**



Automotive



**Political
Parties**



**Tourist
Ministries**



Airlines



Entertainment



Telecomms



**Luxury
Brands**



Tourism

CREATIVE SPECS

Which ad sizes are recommended for Geofencing campaigns?



Recommended ad sizes:

- 300x250
- 300x50
- 320x50
- 728x90
- 160x600
- 300x600



Acceptable formats include:

- Jpg
- Gif
- Png
- 3rd Party Ad Tag



Restrictions:

- Gambling
- Alcohol
- Firearms
- Adult Material
- Short-term loans
- Cryptocurrency/ ICO offerings
- Supplements



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**THANK
YOU!**

BOOK YOUR CAMPAIGN NOW!