

Here's a link to a recent NBC Nightly News Story on the effectiveness of Geo-Fencing technology...

<https://www.nbcnews.com/nightly-news/video/how-companies-are-usually-geofence-technology-to-find-new-hires-1048299587626>



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GEO-FENCING

Radio One Houston offers **Geo-Fencing** which enables you to set a virtual perimeter for any real-world geographic area by using a zip code. These predefined boundaries can vary by size and trigger ads as consumers enter inside the "FENCE"

As people enter into these targeted areas, they will see ads within Mobile Apps and Mobile Websites for the businesses around them! This business can be yours displayed in people's mobile phone.

The 300x250 or 320x50 Mobile Banner Ad can be expanded into a 320x480 to have more information about your business. Video capabilities are also available within the Geo-Fencing Platform. Clients can have :30 or :15 seconds of content to target their potential customers.

Here's how it works:

1. Select a address/zip code
2. Choose the size of the surrounding target area (1-5mi)
3. Identify flight dates/times
4. Develop specific creative
5. Set campaign live
6. 10/15 day recap will help determine optimal delivery based on targeting specs

Total Reach: 150,000 Impressions
minimum of 100,000 Impressions 10x Zip Codes (decide area radius)

Investment: Minimum of \$1,500 (net monthly)

ADD A LAYER TO YOUR GEO-FENCING CAMPAIGN

Foot Traffic Attribution analyzes the impact of advertising campaigns on in-store visits and traffic patterns. Marketron leverages a smart, more accurate methodology to collect and analyze location data, allowing our intelligence platform to provide marketers a clear view of how effective they are in driving consumers to the store.

Suggested minimum campaign is 250,000 impressions for effective measuring

