

Should You Use Geo-fencing, Geo-framing or IP-targeting for Your Next Marketing Campaign?

Is your company making the most of location-based marketing? Getting the right product or service, with the right message, in front of the most relevant customers can make or break your ROI. There are several types of targeted techniques you should consider utilizing for your next project. Geo-fencing, geo-framing and IP-targeting can all play an important role in the success of your overall marketing campaign, depending on your specific needs.

Identifies device based on physical location.

GEO-FENCING

Geo-fencing targets a designated area and provides timely and specific communication, such as promotions for a store popping up when the customer passes by.

- Mobile only
- Device must have location services turned on
- Uses cell towers to determine location
- Requires the user to opt-in
- Displays ads on mobile device upon entering a specific geographic zone (fence)
- Cannot display ads to users outside of zone (fence)

GEO-FRAMING

Once a web search is performed in a highly targeted venue, the mobile device not only receives display ads at the venue, but the device can be tracked back to the home IP address and continue to serve ads and promotions at home. This can work well with large venue targeting—for example: college campuses, hotels, trade shows and conventions.

- Targeted location is surveyed using latitude-longitude data
- Device IDs are inventoried when someone searches the web and receives an ad placement
- Does not require opt-in, unlike geo-fencing
- Once device IDs are collected, the household IP can be identified based on the connection history of the device
- Future ads can be displayed at user's home location, and on multiple devices

	GEO-FENCING	GEO-FRAMING	IP-TARGETING
Does <i>not</i> require opt-in		●	●
Does <i>not</i> require location to be turned on		●	●
Continued IP tracking	●	●	●
WIFI	●	●	●

Identifies device based on physical ADDRESS.

IP-TARGETING

IP-targeting takes the traditional direct mail strategy and delivers a message in the form of a banner or video ad online when user performs a web search. This technology implements precise digital ad targeting at the IP/router level.

- Cookie-free digital marketing
- Inventories devices at home (desktop or mobile) that are consistently connected to the WiFi.

- Determines IP address using physical mailing address
- Utilizes verified data and real names
- Ensures quality human traffic (not server or click farm traffic)
- Provides concrete data instead of assumptions and extrapolations
- Future ads continue to display on multiple devices whether the user is at home, at work or traveling abroad. Continued targeting wherever the user goes

As you can see, location-targeted digital marketing goes beyond conventional online marketing techniques to help get your relevant messaging to reach your most receptive customers. Consider using one of these techniques as part of your next multi-channel campaign.

Contact SunDance for more information at 407-734-4333 or online at www.sundanceusa.com.