



**SOUTHWEST MOBILE**

**A D V E R T I S I N G**

# GEOFENCING

A geofence is a user-defined virtual perimeter assigned to a geography.

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# How Does It Work?

Send locally-targeted, relevant content to a mobile device and know when a person enters the defined geofence location



## DEFINE

Set the user-defined geographic audience



## OPTIMIZE

Location and user device settings are optimized for targeted reach



## EXECUTE

The platform detects network devices entering the geofence



## DELIVER

The content is served within milliseconds





**SOUTHWEST MOBILE  
ADVERTISING**

GEOFENCING

# Frequent Tactics







**SOUTHWEST MOBILE  
A D V E R T I S I N G**

HOW ARE ADS SERVED?

# Real-Time Bidding (RTB) Platforms

Ad exchanges define bid price and parameters for display inventory to be purchased. When campaign conditions are met, mobile display advertisements are pushed to the user's device via in-app or mobile websites - in real-time.

Reach users across all major ad exchanges

315 billion

monthly impressions

2.25 million publishers

Inventory and platform choices; ad categories and vertical selections

Improve campaign performance with advanced attribution



# TARGETING Tactics

## **BEHAVIORAL TARGETING**

Target by habits, interests,  
and shopping behaviors

## **CONTEXTUAL LOCATION**

Environmental  
or event driven

## **DYNAMIC CONTENT AND CREATIVE**

Localized content optimized  
by location context

## **PLATFORM TARGETING**

OS version, WiFi,  
carrier, device driven

## **GEO-AUDIENCE TARGETING**

Demographic, ethnographic  
or purchase driven

## **GEO-RETARGETING**

Retarget devices based on  
their engagement

## **SITE / APP SEGMENTATION**

Based on category  
or ranking

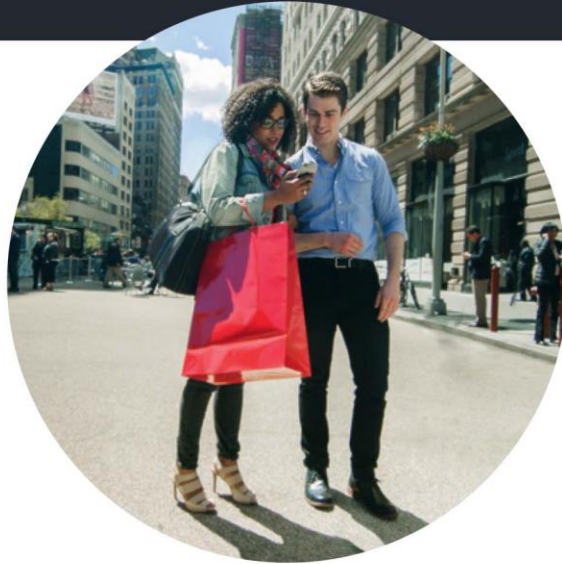
## **COUPONS AND PROMOTIONS**

Purchase-driven  
incentives

## **GEOCONQUESTING**

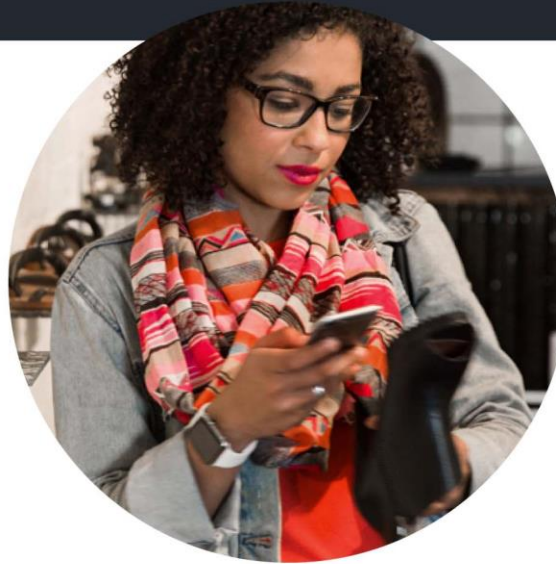
Real-time proximity  
to competitors

# Reach The Right Consumer



## LOCATION

Target consumers based on their real-time location



## BEHAVIORAL

Reach consumers throughout their daily journey



## AUDIENCE

Optimize your audience to drive up conversions



ACCESS TO INVENTORY AT SCALE

# Ad Exchanges





AUDIENCE TARGETING

# Customer Segments

Arts and Culture

Automobiles

Business

Business to  
Business (B2B)

Charitable Donors

Co-Branded

Demographics

Entertainment

Food and  
Restaurants

Healthy Living

Hispanic

Holidays and  
Special Events

Home and Family

Humans and  
Viewability

International

News  
and Politics

Offline CPG  
Purchasers

Personal Finance

Social Media

Style, Fashion,  
and Clothing

Technology

Travel





GEOFENCE

# Measurement

## IMPRESSIONS

The number of times a mobile device requests the creative ad and starts to download it

## CLICKS

The number of times that a person clicked on the creative ad

## CLICK-THROUGH RATE (CTR)

The percentage of impressions that results in clicking the ad  
 $(Clicks / Impressions) \times 100\%$

## CONVERSION TRACKING

- App downloads
- Sign-ups
- Purchases

## ATTRIBUTION

- Verified walk-ins
- 3<sup>rd</sup> party attribution





# Shadowfencing

is the concept related to Mobile Billboard advertising and geofencing technology combined.



## Break down of this concept:

**Geofencing:** Geofencing is a technology that uses GPS, RFID, Wi-Fi, or cellular data to create a virtual perimeter or boundary around a real-world geographic area. When a device (such as a smartphone or vehicle) enters or exits this predefined area, it triggers a specific action or notification.

**Mobile Billboard:** A mobile billboard is a type of outdoor advertising that involves placing advertisements on vehicles, such as trucks, which then drive around a targeted area to expose the advertisements to a wider audience.

**Shadowing:** In this context, "shadowing" likely refers to the act of closely following or mirroring the movements of the mobile billboard using geofencing technology. This could involve deploying a separate set of virtual boundaries around the mobile billboard's path.

**Combining these concepts,** "shadowfencing" would involve creating geofences around the path that a mobile billboard travels. These geofences would allow advertisers or marketers to track the movement of the mobile billboard in real-time and potentially trigger specific actions, such as delivering targeted ads to people within the vicinity of the billboard's current location.

### Here's an example of how shadowfencing works:

- \* An advertiser sets up a geofence around the route that a mobile billboard will be taking.
- \* As the mobile billboard moves along its route, it enters and exits the predefined geofences.
- \* Whenever the mobile billboard enters a new geofenced area, it triggers the delivery of relevant ads to the smartphones of people within that area.
- \* The ads could be tailored to the specific location, time of day, or other factors to increase their relevance and effectiveness.
- \* It's worth noting that while this concept seems feasible from a technical standpoint, there may be practical considerations to take into account, such as user privacy, opt-in requirements, and the potential for overloading users with advertisements.
- \* Additionally, the effectiveness of such a strategy would likely depend on the quality of targeting and the appeal of the advertisements themselves.







## GEOFENCING

# Advanced Capabilities

### **BLUE COMET SHADOWFENCING**

Make geofences mobile. Deliver a complementary ad to a consumer's device as the branded vehicle passes in immediate proximity -- true one-to-one ad messaging in real-time.

### **AD SERVING**

Complimentary ad serving and verification by Google Campaign Manager ensures your campaign metrics are accurate and free of invalid activity.

### **VERIFIED WALK-INS**

See if consumers are taking physical action after being exposed to a mobile ad.

### **CUSTOM MOBILE EXPERIENCES AND ANALYTICS**

Blue Bite's proprietary platform ties all technologies together (geofence, NFC, QR, Beacon, SMS) to render customized mobile experiences that are location-, time- and user-specific. Google Analytics provides audience profile reporting and a complete view of the mobile pathway.

### **CONVERSION ATTRIBUTION AND 3RD PARTY TRACKING**

Measure KPIs such as consumer purchases, signups, revenue transactions and more. Implement your own tag to track activity on your 3rd party dashboard. Onboard existing client data through platforms like LiveRamp.

### **VALUABLE DATA - 1<sup>ST</sup> PARTY AUDIENCE DATABASE**

Build first party audience lists specific to OOH by capturing device IDs for attribution and retargeting.

### **ROBUST CAMPAIGN REPORTING**

Receive expert OOH + Mobile analysis with individual location performance and insights by ad size, creative copy and location.

*\* Delivered 3-4 business days post-campaign*

### **CREATIVE**

Multiple creative rotation options, including A/B testing and optimization by click-through rate.



GEOFENCE

# Mobile Ad Specs

Blue Bite Creative Set uses a blend of the 4 mobile ad sizes below as these provide the best campaign performance and abundant inventory

A **Creative Set** is four individual creative files in the following sizes:

- Creative 1: 320px x 50px
- Creative 2: 320px x 480px
- Creative 3: 300px x 250px
- Creative 4: 728px x 90px

Creative Sets per campaign:  
4 maximum

1 complimentary creative refresh every 3 weeks

Creative lead time:  
3 business days

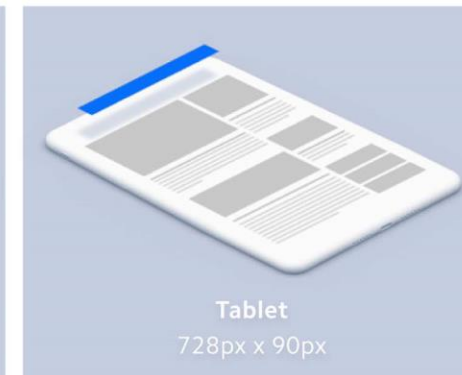
Accepted file formats:

- JPG
- GIF
- PNG
- HTML5 ZIP file

Animated and static banners are both accepted

Maximum File Size: 200 KB

Ads served by Google Campaign Manager (DCM) and 3<sup>rd</sup> party tags are also accepted for tracking







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# Enable your success with

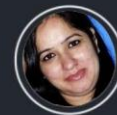


## GET IN TOUCH



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