



# Digital Canvassing

**Digital Canvassing** is the online equivalent to the yard sign or door hangers a service company leaves for neighbors after completing a project.

Here's how it works:

- We identify physical addresses of houses in a defined radius around the origin address.
- The physical address is matched to an IP address for each household.
- Highly-targeted digital ads are served to all devices (computer, smart phone, tablet) in the household based on matched IP addresses.
- Messaging and imagery can be tailored to a specific neighborhood.
- Great for when the implied endorsement of one neighbor to another is important – realtors, cleaning services, home repair and improvement, lawn and pool care, HVAC and solar energy, roofing and remodeling, etc.
- Compliant with CCPA data protection and privacy rules.

