



Geofencing Marketing

Hyper-target previously unknown prospects with data-driven **Geofencing Marketing**. Imagine being able to identify and reach prospective customers who are currently visiting your competitor's location, touring homes for sale, or kicking tires on your lot after business hours. Consider inviting a qualified list of prospects, while they're at the game, to your exclusive half-time marketing event at the sporting venue. Know who showed up after being served an ad.

These applications, and others, are possible with Geofencing prospect identification. The technology allows you to target shoppers with your unique offer while they are in an active buying mode.

- Geofencing Marketing captures and inventories mobile devices within any defined area down to one square meter – homes, businesses, other.
- The device I.D. is matched back to the owner's home address.
- The prospect is then validated against Experian's U.S. ConsumerViewSM database (the largest marketing database in the world) and qualified by assigning Mosaic[®] USA household-based consumer lifestyle segmentation.
- Contact data is combined with your creative design and offer message for high impact via email, digital ad, social media or direct mail.

