

# Location-based Targeting

Location-based targeting tactics like geofencing, geoframing, and geolocation targeting enable you to reach your target audience based on where they are. By leveraging these tactics, you can increase brand visibility, compete with larger brands, and capture the attention of your target audience at the right place and at the right time.

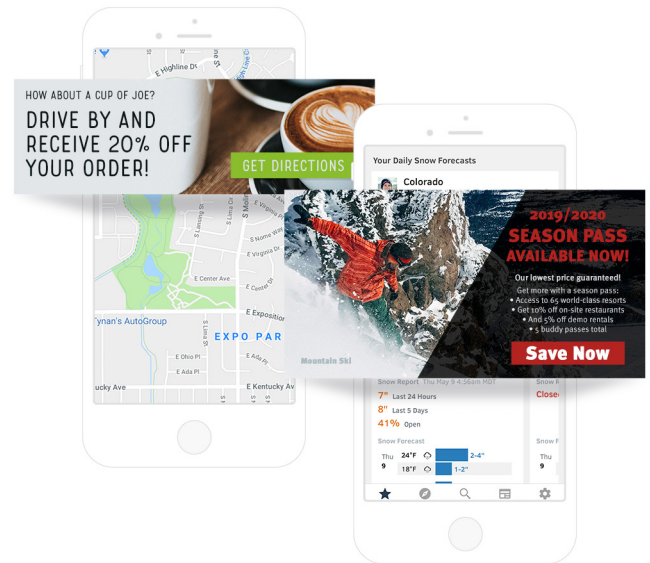
## What's Location-based Targeting?

Location-based targeting tactics include geofencing, geoframing, and geolocation targeting.

**Geofencing** allows you to draw a virtual fence around a location and serve ads to mobile device users inside that geo-fenced area.

**Geoframing** collects mobile device IDs from users who have entered a predefined location at a specific time and allows you to target those users later on after they've left.

**Geolocation targeting** allows you to target countries, cities, neighborhoods, or regions by postal code.



## How It Works



### Geofencing

Geofencing works by establishing a virtual fence around a specific location. As an added layer of accuracy, geofencing providers validate the exactness of each ad's placement by requesting the device location data before an impression is served. Geofences can be built from location names, types, postcodes, designated market areas, businesses, and more. In Choozle, a Strategist will build your geofence in our partner's system and make the geofence's data available to be selected for use in your ad group.



### Geoframing

Geoframing providers use mobile service carrier and device ID data to create pools of users for custom audience targeting and Device ID Retargeting. Geoframes are defined by building a radius around your targeted locations. In Choozle, a Strategist can provide one hour of geoframe building services before billable hours apply, or you can build your geoframes in our provider's system. Once the geoframe is created, the provider will begin aggregating the mobile IDs of the users seen in your location at your selected timeframe.



### Geolocation Targeting

A geolocation is set for every campaign run in the Choozle platform. At the ad group level of the campaign setup, you can enter or exclude multiple countries, states, provinces, regions, cities, or designated market areas. For more granular targeting, you can also create and upload a list of postal codes for any country that has a uniform postal code system.



### When to Choose Geofencing or Geoframing

#### Geofencing

- Serves ads to mobile device users in real-time
- Targets anyone visiting a specific store, venue, or service
- Good for promoting products or services while a user is at the location



#### Geoframing

- Serves ads to mobile device users after they've left a location
- Captures data from anyone visiting a specific store, venue, or service
- Good for leveraging historical data



### Notes & Best Practices

- Geofencing and geoframing are part of Choozle's Supported Solutions and available with minimum spend requirement. These tactics can be implemented with the help of our account management team. Reach out to us to learn more.
- When using geofencing, we recommend creating a geofence, or multiple geofences, that can target at least 100,000 mobile devices.
- We recommend using standard mobile ad sizes (300×50, 320×50, 320×480) or sizes accepted across devices (300×250, 728×90).
- Set your base and max CPMs at a rate higher than standard display tactics to ensure you win a larger percentage of the already limited inventory in hyperlocal geolocation.
- Combining geofencing and geoframing with other targeting tactics can make your target audience too narrow.
- Due to the narrowed targeting, the frequency cap should not dip below three impressions every 24 hours.
- Geo-fenced areas need to be drawn within the set geolocation.