

MOBILE GEOFENCING

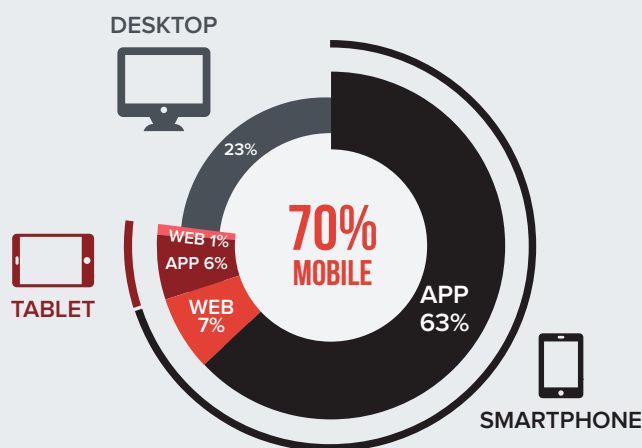
Target your audience where they spend the most time consuming content: on their smartphones and tablets

Glyph Design Studio allows you to run effective mobile campaigns by utilizing the most precise geo-fencing technology in the industry.

Target mobile devices based on GPS locations or audience data points to reach your exact customer at any point in the purchase funnel.

- Reach an audience on 10,000+ smart phone apps and mobile sites.
- Increase engagement with custom mobile creative.
- Create dynamic messaging that shows the distance to your physical location.
- Measure the efficacy of mobile ad impressions using our proprietary in-market shopper Walk-In conversion metric.

SHARE OF TOTAL DIGITAL TIME SPENT: JUNE 2019



Source: ComScore Media Metrix Multi-Platform, Total Minutes June 2019, US.

THE INFINITI MEDIA GROUP



INDUSTRY EXPERTISE

Media planning, optimization and agility; first to market innovation



ACCURACY

Unparalleled accuracy in geo-fencing and device-level attribution



MEASURE SUCCESS

Among first to market with one-to-one walk-in attribution



INVENTORY

Access to all major media exchanges and data partners



LOCATION TARGETING

Hyper-local targeting to your specific buildings, neighborhoods, city or regions



FULL-SERVICE PARTNERSHIP

Single point solution for all creative, media, data and reporting

WALK-IN ATTRIBUTION

Glyph Design Studio's proprietary Walk-Ins are a unique one-to-one attribution model for your mobile advertising dollars. We match mobile device IDs that were served your ads to the device IDs that enter your business, giving you tangible results that take reporting and attribution to the next level.

MOBILE STRATEGY

GEO-FENCING

Use mobile GPS coordinates to create a custom local audience with precise geo-fences around locations you select.

GEO-CONQUESTING

Mobile searches that take place in a store have grown 15% in recent years. Show shoppers your ad while they're at your competitors'.

GEO-RETARGETING

Retarget customers who visited specific locations with specialized messaging designed to bring them back to your store.

THE PATH TO A WALK-IN

- 1 Designate multiple geo-fences targeting competing businesses.
- 2 A customer visits an established geo-fence and is served your ad.
- 3 In the following days/weeks, they visit your location, triggering a **conversion**, validating your ad efficacy and spending.



CUSTOM MOBILE CREATIVE

Run engaging and interactive ads with embedded video, maps, and dynamic distance messaging for your business.

*Source: Google Data, U.S., aggregated, anonymized store traffic for top retail brands across select store types from a sample of U.S. users that have turned on location and search history, N = 28 retail brands, 2017.