

LET'S TALK GEOFENCING VS. POLYGONNING

GEOFENCING IS THE TECHNOLOGY OF USING A VIRTUAL GEOGRAPHIC BOUNDARY TO REACH PEOPLE WITHIN THOSE PERIMETERS WHILE THEY ARE THERE. ONCE THE "VIRTUAL BARRIER" IS ESTABLISHED, WE CAN REACH THOSE WHO CROSS INTO THOSE BOUNDARIES. WITH GEOFENCING, WE ARE ONLY ABLE TO SERVE ADS TO PEOPLE WHO ARE WITHIN THOSE PERIMETERS. ONCE THEY LEAVE THAT GEOFENCE, WE HAVE "LOST" THEM. (WE ARE UNABLE TO CONTINUE TO SERVE THEM ADS).



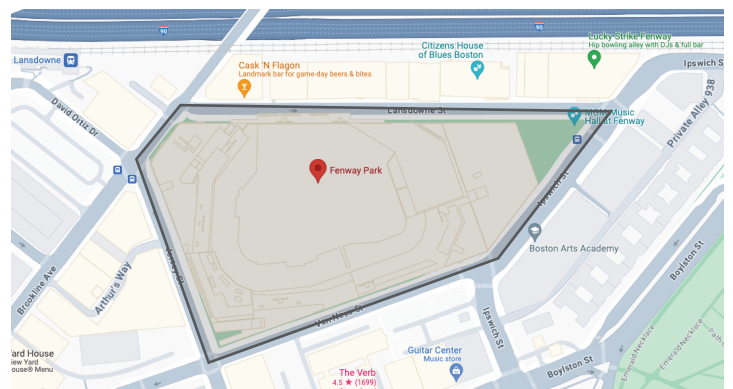
MOBILE GEOFENCING EXAMPLE FENWAY PARK, BOSTON MA

Under Armour is your client and they want to target ticket holders at a Boston Red Sox game in Fenway Park. A one-mile geofence around the park not only reaches Fenway itself, but it also is reaching a movie theater, a museum, a hospital, a university, highways...etc. This means that we could be reaching a lot of people within that radius that may not be interested in sporting clothes/gear. While geofencing works really well for several categories of prospects, this may not be one of them. If Under Armour is looking to reach people within specific boundaries, we need something more precise...

POLYGONNING IS A TECHNOLOGY OF SETTING PRECISE GEOGRAPHIC BORDERS TO REACH THOSE WITHIN THOSE BOUNDARIES. POLYGONNING HAS BECOME OUR SOLUTION TO FIND A MORE DEFINED AUDIENCE TO SERVE ADS TO. NOT ONLY CAN WE REACH PEOPLE WITHIN THE BORDERS OF THE POLYGON, WE CAN ALSO REACH THOSE PEOPLE AFTER THEY HAVE LEFT THE PERIMETERS.

MOBILE POLYGON EXAMPLE FENWAY PARK, BOSTON MA

With polygonning, we can now target just Fenway Park itself to reach the people who are within that stadium and serve them ads for Under Armour without the bleed out to surround locations. We can also reach those people once they have left the stadium AND reach other ticket holders from previously held games!



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READY TO GET TO WORK?