



Micro-targeting

Geofencing opportunities

vibe. powered by RMB



Micro-targeting

Geofencing



Touch those who live in your trading area via our exclusive tool

Automated identification of the towns around one or many point(s) of sales

Based on the address of the point of sales

Different feasible scenarios (**10, 15, 20... km**)

Analytical report including a **map**

For ATV or OLV / display campaigns

ATV : extra fee of 500€ / OLV and display io : 4€ CPM (on top of 27€ CPM)



radius km

Analyse

Name	zipcode	Population	location
Anderlecht	1070	122547	[object Object]
Brussel	1000	188737	[object Object]
Elsene	1050	87032	[object Object]
Etterbeek	1040	48535	[object Object]
Evere	1140	43508	[object Object]
Ganshoren	1083	25252	[object Object]
Jette	1050	52751	[object Object]
Koekelberg	1051	22023	[object Object]
Oudergem	1160	34986	[object Object]
Schaarbeek	1030	130690	[object Object]

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Competitors

Client+Competitors Only client Only competitor No client No competitor

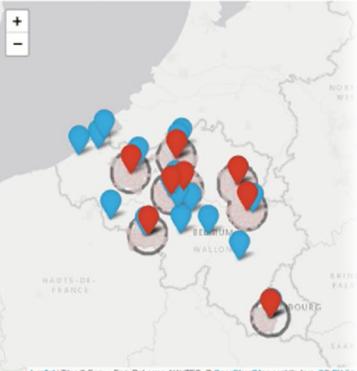
zipcodeClient	NameCommune
2610	Wijk
3500	Sint-Lambrechts-Herk
6700	Arlon
7000	Mons

Audiences

Client+Competitors

Only client

Only competitor




New Generation Geofencing

Optimized micro-targeting

- Automated identification of the towns around one or many point(s) of sales. Based on the address of the point of sales
- Different feasible scenarios (**10, 15, 20... km**)

+ Insights on **competitors** in the same trading area

+ 4 types of audiences

- Client yes / no competitor
- Client yes / competitor(s)
- Client no / no competitor
- Client no / competitor(s)

+ **Analytical report** - including a map

For ATV or OLV / display campaigns