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 campaigns

ATV : no extra fee / OLV or Display io : 4€ CPM (on top of 27€ CPM)

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Micro-targeting

Geofencing

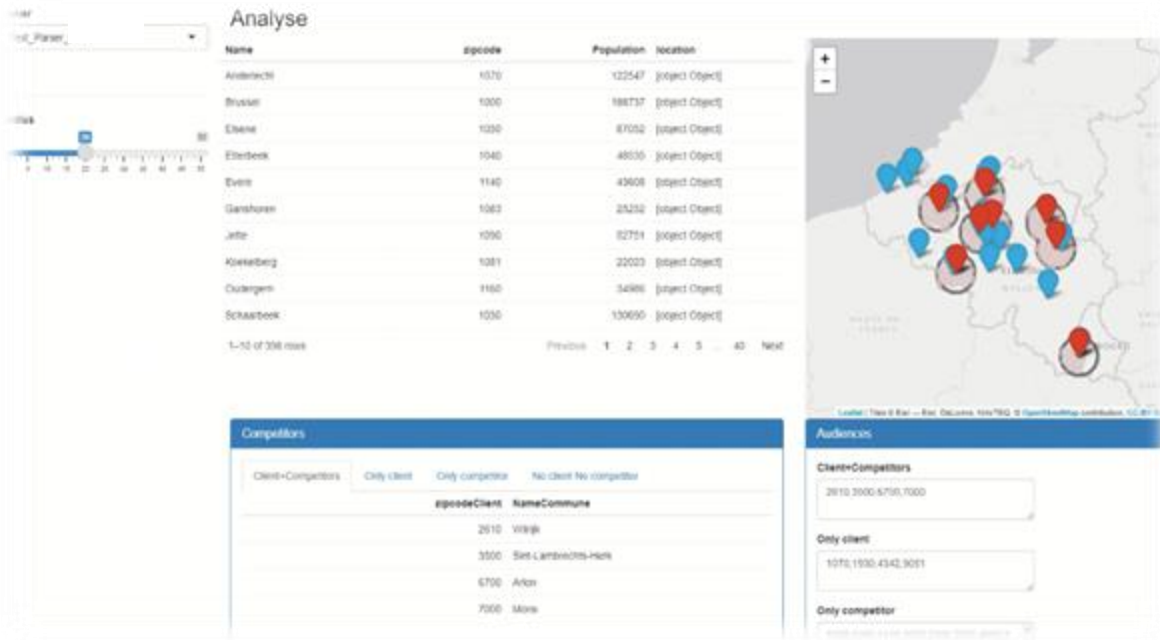**Touch those who live in your trading area via our exclusive tool**

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New Generation Geofencing

Optimized micro-targeting

o Automated identification of the towns around one or many point(s) of sales. Based on the address of the point of sales

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

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

+ **4 types of audiences**
  o Client yes / no competitor
  o Client yes / competitor(s)
  o Client no / no competitor
  o Client no / competitor(s)

+ **Analytical report** - including a map

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