

Geo-fencing and Search Retargeting

Reach your customers exactly where *they* are



GEO-FENCING IS A FEATURE that uses the global positioning system (GPS) to define geographical boundaries. A geo-fence is a virtual barrier that can help you target the specific customers you want by county, zip code, street or address. Use Mobile Advertising/Geo-Fencing to deliver your message in real time on thousands of APPS people use every day.

Estimated impressions 100,000-125,000/Estimated clicks 75-100 per campaign (with up to 25 locations!)

- **Geo-fence your competition** – reach customers who are actively shopping for your product or service at your competition’s location
- **Geo-fence targeted zip codes**– reach customers where your product or service is in demand or needed with the desired household income
- **Geo-fence neighborhoods** – push your marketing message where you are already working, have yard signs and the neighbors talk
- **Geo-Fence the building of your Marketplace Events Shows or other locations where you will have a booth** – send your marketing message to attendees who came to the show for 30 days during and after the show

SEARCH RETARGETING

Appear on all digital platforms mobile, tablet and laptop for people searching your products and services – with your campaign!

INVESTMENT: \$1,450 (per month)

CALL TODAY!

“Wow, that’s awesome!
(198,000 impressions and 402 click through – results from geo-fencing the Cleveland Great Big Home + Garden Show).
Thank you for passing it along!”

– AMY CURCIO,
LITEHOUSE POOLS
AND SPAS



A division of Marketplace Events



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Marketing Solutions – a division of Marketplace Events, takes our tested and proven marketing strategies to help drive more customers to your business. We have a full suite of affordable promotional services to help improve your ROI at our shows and drive sales year-round. To learn more, contact us today.