

focususa

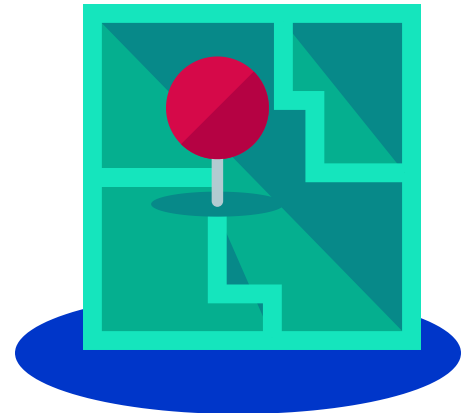
GEOFENCING

FOR BETTER REACH & ENGAGEMENT



REAL WORLD AUDIENCES DRIVEN TO YOUR LOCATION

Focus USA utilizes GeoFencing technology that can be utilized in both branding and direct response campaigns. By using accurate device location data we send your message to smartphone users that enter a predefined location or geographic area. GeoFencing improves sales, engagement and loyalty with customers. We locate a relevant audience in the real-world and drive the consumers to take an action, either online or offline wherein we're able to measure visitation post ad-exposure for a true 1x1 measurement.



Features & Benefits of Geofencing with Focus USA:



1. Tracking existing and new foot traffic to your on-site location.
2. Serve relevant messages to individuals on-site at your competitor's locations.
3. Get a customized landing page with every campaign.
4. Retarget to your audience through mobile apps and Facebook.
5. Target users based on their purchase transaction or demographic data.