Mobile Plus

MOBILE PLUS DELIVERS BROAD REACH WITH NICHE CAPABILITIES:
- US Mobile Phone penetration is over 80% as of December 2015
- Mobile Plus has over 200 Million devices mapped to targeting profiles in the US alone

MOBILE GEO-FENCING
- Geofencing is the most common and well-known geographically-based targeting option available. It allows partners to target prospects based on their current (real-time) location. Messages are served to active devices within a specific radius (i.e. one mile, five miles) of the desired location, in essence we “fence” around the address.

MOBILE GEO-FARMING
- Geofarming, otherwise known as “historical retargeting,” queries our database and re-targets users who have been to certain locations with a given frequency in the past.

MOBILE PLUS offers advanced location targeting capabilities to reach an audience in a specific setting, for example you can reach users based on:
- GPS
- City
- State
- Zip Code
- Any location with an address; forest preserve, medical facility, grocery store

Note: Both Geofencing and Geofarming methods can be combined in a campaign.
Mobile Plus

AD UNITS AVAILABLE:

- 300X250 MESSAGE UNIT $12 CPM
- 320X50 MOBILE BANNER $10 CPM
- 320X480 FULL SCREEN BANNER $20 CPM
- :15 Video Pre-roll $30 CPM

EXAMPLES OF AD UNITS:

*For more information please contact Sharon Buchanan @ 312-899-2711 or sbbuchanan@cbs.com