

# 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.*

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## 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:

