



ADDRESSABLE GEOFENCING



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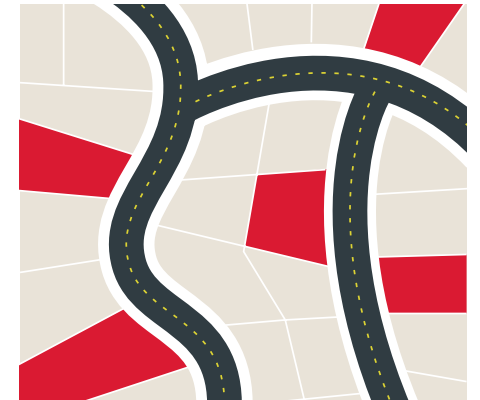
The most precise address-level geo-targeting solution used to build an audience based on plat line data for physical addresses.

WHAT IS ADDRESSABLE GEOFENCING?

Bell PR & Marketing's **Addressable Geofencing** brings to senior providers a powerful, efficient, and accurate new way to target **specific households** and businesses with digital advertising.

Addressable Geofencing can be used both as a stand-alone tactic and to improve the results of addressable TV campaigns, direct mail campaigns, and other marketing efforts that target specific households. By extending the reach, improving the frequency, and providing foot traffic attribution, Addressable Geofencing makes all household targeting efforts more effective.

To use Addressable Geofencing, advertisers upload up unlimited street addresses into the platform. Those street addresses are then automatically **converted into geo-fences** that conform to the plat lines of each address. Then, devices seen within those plat lines are targeted with mobile, video, and/or OTT/CTV ads. Additional data targeting overlays can also be applied.



HOW IT WORKS



Physical addresses which an advertiser wants to target are uploaded into our platform.



The addresses are then matched against plat line data to collect the exact physical location, size and shape of the individually matched addresses.



The system then geo-fences each matched address to collect and target users specific only to that distinct address location. If desired, desktop, laptop, and OTT/CTV devices are also targeted through our cross device graph.



Audiences at every single address are updated on a daily basis.

Within our programmatic platform, lists of addresses are easily onboarded, matched and scrubbed of any personally identifiable information so that there is no risk of breach in privacy.



ADDRESSABLE GEOFENCING BENEFITS

Highly precise. Targeting is based off of plat line data from property tax and public land surveying information to **maximize precision of addresses** being targeted.

- **Highly scalable.** Up to 1 million physical addresses can be targeted per campaign.
- **Improved reach** over IP-based solutions, which are being limited due to truncation of IP addresses in programmatic advertising.
- **Provides foot traffic attribution.** Conversion Zones can be used with Addressable Geofencing campaigns to track uplift in foot traffic to the advertiser's location.
- **Improves performance** of addressable TV, direct mail, and other campaigns that target specific households by extending their reach, improving their frequency, and providing attribution.



ADDRESSABLE GEOFENCING BENEFITS

- **Personalize creative** based on address level intelligence.
- **Granular reporting.** Report and break down campaign performance by ZIP+4 level.
- **Cross Device.** Targets all individuals at the address on multiple devices by leveraging our cross-device graph, and enables targeting of devices for up to 30 days after they have left address.
- **Effectively and efficiently on-board offline data.** Create granular audiences from CRM systems and other offline databases (e.g., automotive lease renewals, households using internet but not video/cable, etc.).
- **Audiences are updated** on a daily basis.



ADDRESSABLE GEO-FENCING SPECS

FILE TYPE

.CSV, limited to one million addresses.

ADDRESS FORMAT

Address, city, and state required. Zip optional.
For best match results, please use USPS formatting.

CREATIVE TYPES

Addressable Geofencing can be deployed
using any creative types in our system.

ANTICIPATED MATCH RATE

90% or above.



WHY IS SENIOR LIVING AN IDEAL FIT FOR ADDRESSABLE GEO-FENCING?

- **Senior Living Providers** are looking for better ways to hyper-target like prospects based on refined demographics, lifestyle indicators and geography.
- **Addressable geo-fencing** is the perfect way to touch just those “addresses” you want to capture with your digital marketing program.
- **Because it’s so targeted**, addressable geo-fencing offers unmatched cost-efficiency and overall program ROI.
- **Addressable geofencing allows you to step out ahead** of your competition with a technology they’ve probably never heard about. We say: **Never Follow. Be a Bellwether.**SM



REPORTING & ANALYTICS IN ONE DASHBOARD

Integrate All Your Marketing Activities Into One Reporting Dashboard

Our analytics platform will integrate all of your digital activities into one reporting dashboard - from Google Analytics, AdWords to Social Media Platforms.

One reporting dashboard allows for better decision making and program optimizations.





Thank you for your interest in our unique insights and solutions for the senior living sector. Contact us below for more information.

bellpr.org

HEADQUARTERS OFFICE:

Kansas City, MO
Mr. Jeff Bell
Chief Executive Officer
913.787.5512
jbell@bellpr.org

MID-CONTINENT OFFICE:

Dallas, TX
Mr. Bill Pemberton
Chief Strategy Officer
496.763.2197
bpemberton@bellpr.org