

FAQs



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Addressable GeoFence: Engaging Digital Advertising Powered by Postal Addresses

Q. What is Addressable GeoFence?

Addressable GeoFence is a highly precise advertising tactic that targets specific households or businesses with digital advertising. This enables direct marketers to reach all connected devices based on physical location, which is determined by using a virtual geofence around the property address.

Q. How does the matching process work?

Our process harnesses advanced, cookie-free technology to match the individual postal addresses on your direct mail file with verified GPS and property plat line data to pinpoint the specific location, size, and shape of the physical address.

Q. Which fields are needed on my direct-mail file for the matching process?

To make a match, we need your postal file to include the following fields: Street Address 1, StreetAddress 2, City, State, and ZIP Code.

Q. What is the estimated match rate?

Our average postal to IP match rate is 90%.

Q. How long does a typical Addressable GeoFence campaign last?

In most cases, we recommend a minimum of 30 days; however, we understand that each campaign is unique, and our recommendation may change based on your specific campaign goals and budget.

Q. What if I don't have a postal file? Do I have to provide a list of prospects to target?

While many clients provide us with a postal file, it is not required. Our team can help you acquire a targeted prospect list if you don't have one of your own. We can also create a custom audience based on your geographic and demographic criteria.

Q. How will I know which postal addresses matched to an Addressable GeoFence?

Once the match process is complete, your file will be returned with a “T” or “F” to indicate which matches were made. Records coded with “T” designate matches and records coded with an “F” designate non-matches.

Q. How are my ads delivered?

Ads are delivered to all connected devices within the geofence, including mobile, desktop, tablet, and laptop devices. (Reaching CTV/OTT devices is also possible via our CTV/OTT Advertising solution.) We work with top-tier Demand Side Platforms (DSPs) to deliver ads to your intended audience. DSPs are automated platforms that bring together online advertising buyers and sellers and is where bidding for advertising space from buyers takes place.

Q. Where will my ads appear?

Ads will appear to consumers as they browse the internet and view their favorite news and media sites. With our DSP partnerships, we can place ads on over one million websites featuring 30 - 50 billion advertising impressions per day. This accounts for approximately 90% of the available daily ad inventory on the Internet! Popular sites where ads may be placed include CNN, Fox News, MSN, and Yahoo. By default, your ads are never served on “vice” or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the top 200 most popular children’s sites.

Q. What ad sizes do I need?

The standard display ad sizes are included below. We recommend that you provide at least one creative in each size to maximize available ad placement. While we can run campaigns with fewer sizes, it limits the available inventory and may result in your campaign taking longer to serve. Your files should be less than 50K in size. We accept JPEG and PNG file formats.

- 300x250
- 300x50
- 320x50
- 728x90
- 160x600
- 320x480

Q. What are the specs for video ads?

The standard video ad sizes are included below. Your video can be 15 or 30 seconds in length and should be at an aspect ratio of 16:9. We accept FLV, WEBM, or MP4 files.

- 400x225
- 400x300
- 480x360
- 640x360
- 1920x800

Q. Can I use animation in my ads?

Yes! Just keep in mind that if any animation is present within your ads, it should be a maximum of three loops.

Q. What if I don't have the ad creative?

We can help! Simply inform your Account Representative that you are interested in utilizing our creative services. We can assist you with each aspect of the creative process, including copywriting.

Q. What do I need to get started?

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW), ad creative, and your landing page URL.

Q. How quickly can my campaign begin?

Your campaign will go live 2-3 business days from receiving all assets mentioned above.

Q. What will I learn about how my campaign performed?

At the conclusion of your Addressable GeoFence campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, click-through-rate (CTR), estimated number of people who saw your ad (unique views), time and day trends, a sample of the websites on which your ad may have appeared, the top performing creative, and behavioral insights.

Q. Is conversion tracking possible?

Yes! We can implement conversion-zone tracking with Addressable GeoFence campaigns to track foot traffic into a specific location.
