

SHADOWFENCING

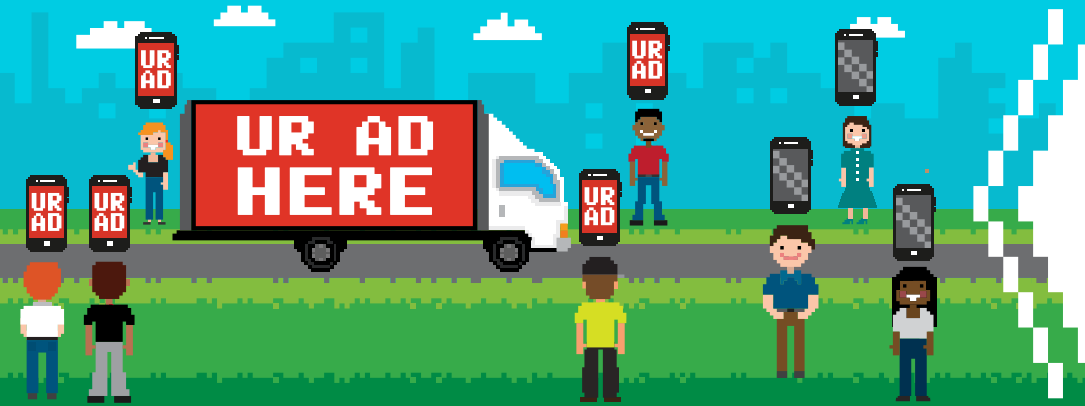
A geofence that shadows the mobile billboard – wherever it goes!

70%

Americans spend 70% of their time outside, and we take our smartphone everywhere we go!



do it outdoors media offers a mind-blowing new way to bring OOH & digital together.



When a **do it outdoors MBB**, driving your message, comes close to mobile users, your mobile display ad appears on their phone!



We confidently serve mobile display ads to the **same OOH audience in strategic locations** for a 1-2 punch.

48%

of us are more likely to click on a mobile ad after seeing the same MBB ad. // Ocean & NeuroInsights



GPS integration automatically changes the targeting parameters in real time, reaching those in closest proximity to the MBB.

The shadowfence leaves a **5-minute trail** to continue delivery of your mobile display ads to people who just saw the MBB pass by.

REAL-TIME, REAL WORLD DIRECT CORRELATION

Deliver a complementary mobile message as the mobile billboard drives by in immediate proximity. GPS coordinates are reported every 60 seconds and applied in real-time for bidding on ad exchanges... while the mobile billboard is moving. Ads are served to devices within 200 meters of the unit for a high degree of confidence that the user is in line of sight of the OOH message. The previous 5 GPS coordinates are stored, so we continue to trail the mobile billboard with mobile display ads to capitalize on ad recency to improve recall and conversion. We capture device info in direct exposure to the OOH message for retargeting, audience insights and attribution.

+DATA

We retrieve **first-party data** to curate an audience of OOH viewers based on devices served impressions within the shadowfence. We can retarget those who were within close proximity to the OOH ad. And, we can apply **verified walk-in data** to prove a retail visitation originated from a direct 1-to-1 exposure of the mobile billboard.

