

SHADOWFENCING

A GEOFENCE THAT SHADOWS
THE MOBILE BILLBOARD
EVERYWHERE IT ROLLS!

OOH + MOBILE = MORE CONNECTED THAN EVER



BY THE NUMBERS

- 671% Higher CTR on average with Shadowfencing
- .54% Average Shadowfencing CTR
- 1.32% Highest vertical CTR - Events & Listings



PROXIMITY

Capitalize on proximity (near the OOH message) and recency! Reinforcing your recent OOH message by delivering a complementary mobile display ad to a relevant mobile billboard audience.



GPS

GPS integration automatically changes the targeting parameters to serve ads within 200m of the mobile billboard in real time! A 5-minute trail continues to serve ads to those who have just seen the mobile billboard pass by!



ANALYTICS

Collect first-party device data within close proximity to your OOH message and use it for retargeting, audience insights, and attribution. Prove a retail visitation originated from direct exposure to the mobile billboard.

Pairing out-of-home media achieves better results and ensures a measurable campaign. Now, we can reach OOH viewers in real-time with a 'shadowfence' - a GPS-integrated geofence that serves impressions to those devices closest to the OOH message when the mobile billboard is driving by and shortly thereafter. The mobile billboard message is echoed immediately with mobile display.