

THE DEFINITIVE GUIDE TO GEO-CONQUESTING & GEOFENCE MARKETING



Targeting Like You Won't Believe!



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How To Use Geo-Conquesting To Target Exactly The Right People And Grow Your Brand

Introduction

Terminology

Geo-Conquesting is a term that is similar to GeoFencing. Conquesting signifies that you may be targeting the competition and the customers who visit them, then marketing directly to the people who visit them at their locations and getting business from their customers.

GeoFencing is simply the process of targeting people in a specific targeted area, which Geo-Conquesting does as well. For this guide, we will use the term Geo-Conquesting to refer to this process.

Overview

As a business, we understand that you have tried a lot of different types of digital marketing through Search Engine Optimization, Google & Bing AdWords, Facebook Ads, etc. The problem is that you are competing against hundreds if not thousands of other businesses in the same arena which makes getting noticed online virtually impossible. Plus, these are old, tired techniques that have become inadequate marketing tools due to “normalization”.

Geo-Conquesting was specifically developed for large companies and massive outreach. This will change the way you do marketing ... Forever!

Marketing for Politics, Casinos, Entertainment, and many other types of companies and brands has just gotten a big boost. Everyone has been looking for something new, exciting, and different. Something that is effective and powerful. This is where Geo-Conquesting comes in. This new and unique solution gives you an edge over the traditional types of marketing that everyone else is doing. You just stumbled on one of the greatest forms of advertising at a price that is built for massive outreach, but not just reaching a lot of people, reaching all the right people. You have just found ... **The Holy Grail!**

You now have a sustainable marketing edge over your competition targeting your audience with precision and accuracy like nothing that has ever been invented. Now you can get your message to exactly the right audience, those who are most likely to convert. This is the power of Geo-Conquesting.



You can take full advantage of this new type of marketing now that all the technology is mature and in place, which wasn't always the case. This is because of the highly technical nature of how it works using a combination of satellite technology and cellular tower triangulation, as well as several other advanced parameters that combine and process the data to make it usable for us to strategically place on display networks. Now you can start a campaign right away and get in the game!

We hope this Geo-Conquesting summary gives you a good overview on how you are now able to utilize this with your company to build your brand, gain exposure to your events, and target your specific audience like never before.

Who can use Geo-Conquesting?

- Political Candidates & Events
- Casinos
- Trade Shows & Conventions
- Movie Theaters
- Concerts
- Restaurants
- Car Dealerships
- Personal Injury Attorneys
- Exhibitors
- Department Stores
- Large Sporting Events
- Product Promotion
- Large Scale Branding
- Nursing Homes
- Senior Living Centers
- Pharmacies
- Medical Doctors (GP)
- Naturopathic Medicine clinics
- Chiropractors
- Franchises
- Ophthalmologists
- Optometrists
- Lighting Stores
- Malls & Outlets
- Car Rental Locations
- Hotels
- Beer & Wine Stores
- Farmer's Markets
- Entertainment venues (Concert Halls Concert venues)
- 4x4 shops
- Mobile Phone Stores
- Book Stores
- Colleges
- Theaters / Opera Houses
- Wine Bars
- Student Loan Consolidation
- RV Parks
- Insurance companies
- Banks
- Wealth planners
- Tax prep
- Cigar Shops
- Fitness / Gym / Workout centers
- Yoga Studios
- Weight Loss Clinics
- Bedding / Mattress Stores
- Architecture Firms
- Tattoo Parlors
- Airport Parking services
- Museums
- Antiques Dealers
- Art Galleries
- Boat Tours
- Craft Beer Pubs
- Golf Courses
- Night Clubs



How does Geo-Conquesting Work?

Geo-Conquesting incorporates sophisticated methods that require the latest in satellite and cellular triangulation technologies. When combined it creates a powerful set of digital mobile advertising tools.



These digital tools include targeted advertising that begins with Geo-Fencing, moves into Cross-Device Technology to allow us to follow them to their home and work computers and ends with world class banner ads that inspire future customers to visit your business rather than your competitor.

Geo-Conquest marketing is defined by the fact that smart phones within a certain location can be targeted for advertising, even if the person with the smart phone never uses the smart phone while in that geographic location. This means that not only can the person see ads while they are at the location (using Hyper Mobile Targeting), the person will also receive follow up banner advertising offering promotions designed to entice them into your business after they leave the area.

Imagine that you are a car dealership and you are frequently losing potential customers to the dealerships across the street. Geo- Conquesting allows you to target potential buyers while they are roaming around, ready to make a purchase, in your competitor's sale lot. This means you can offer a better deal or promotional offer through a targeted digital ad while the buyer is getting ready to make that purchasing decision.

The real power of Geo-Conquesting is in the fact that you can target those interested buyers with digital ads after they have returned home. This beautifully designed system focuses ads on motivated buyers intended to help them see why your company is the better choice when compared to your competition.

1. Geo Targeting - A Satellite geo-targeting technology used to locate when a mobile phone enters a designated location.

2. Collecting Advertising ID's - Each time someone enters the geo-targeted area, we have a technology that can get the Advertising ID from mobile phones. This includes both iPhones and Android phones. This is special because Advertising ID's can only be obtained by having an application installed on their mobile phone. An agreement with 180,000+ applications on both the Android Play Store and the Apple App Store allows us to get these Advertising ID's using their apps. Apps like Google Maps and other major application are some of these included in this agreement. One thing that makes this more powerful than any other marketing tool is the fact that we can market to this person after they have been targeted for the life of their phone. That is a STRONG tether to this person!

3. Cross Device Retargeting - Advertising ID's are then collected, tracked, cataloged and sent to a demand side platform where we can then retarget those were in the geo targeted areas. A special process using 3rd party services allow us to know which computers are connected to the home and work computers that they use. This is done through processes such as logging into a bank account. If a person has a banking application on their phone and logs in with their username and password the bank can tell it was from their mobile app. Later if that same person logs in with their username / password on their home or work computer the bank also knows this and ties the mobile login information with the computer information. This ties the mobile phone with the other computers the user uses. They then let us use this information to place your ads on their mobile phones, work, and home computers.

Imagine having a Surveillance System so advanced that it identifies your perfect prospects and advertises your business to them...





264,215 Captured Here

Hack The Ball Park

Want to market to people who visit the stadiums, ball parks, and arenas in your area? These tend to be great targets because they are typically affluent due to the cost in both time and money to participate with sports.

They also tend to be fiercely loyal and fanatical in some cases which are just the type of clients you want to talk about how great your company is.

Numbers are **HUGE** around the ball parks. For instance, in Phoenix we have 313K targeted, 280K in Denver etc. We have all the major ball parks, stadiums, and arenas targeted every day so these people are waiting right now to see your ads.

You capture all mobile devices in the stadiums or ball parks that you want. You choose the areas (not radii). You'll be seen by devices captured over the last six months.

Advantage?

You do not have to pay while an audience is built! Your audience will see you from day one.

We Identify Your Target Audience So You Don't Have To

We do this all day long and see thousands of successful campaigns. We know the secret sauce. Don't guess! Let us help you.

Weekly Campaign Optimization

Your ROI (Return on Investment) is important! We strive to bring down your CPM (cost per 1,000 ad impressions). The lower your price, the more impressions you get for your monthly ad spend.

Conference & Trade Show Marketing



Are you an exhibitor for a trade show or professional conference? What would it mean to your business to be able to follow conference attendees home after the show is over? We all know they are distracted and busy with all the events at the show, so it's really not the best time to do anything other than introduce yourself.

Now you can stay in front of them on their work and even their home computers when they get back home! With our cutting-edge targeting and ability to put your ads in front of them you can stay top-of-mind as everyone else gets forgotten.

Some exhibitors spend over a hundred thousand for their booth at the trade show. Why not extend your reach to continue to stay in front of those who may have not made it by your booth, or perhaps others who didn't make a buying decision at the show but were seriously considering your product or service.

Stay
Top-of-Mind
While Everyone
Else Gets
Forgotten!

Did you know we can also target people before the conference that attended last year? How cool is that when you can warm them up to let them know to come and visit you at your booth? We can even target attendees while they are at the conference inviting them to visit you at your exhibit as well.

Suppose you were not able to be an exhibitor at the trade show or conference, no worries, you can still market to that audience even though you didn't attend.

Don't miss these great opportunities to be in front of the most qualified potential customers who spent time and money to be at the conference or trade show!



Geo-Conquesting Examples

We call this Geo-Conquesting because we are helping you win over customers from your competitors.

Example #1:

A steak restaurant chain of 2,400 locations (for privacy we'll call this "The Cattle Prod") wants more customers. We target the 4 nearest competitors within a 7-mile radius (other steak houses) and show ads to all the people who go into that restaurant tracked by their mobile phones. They see the display ads all over the Internet on their mobile phones, home, and work computers. A certain number of them end up visiting The Cattle Prod to give them a try. They are then detected by their cell phones at The Cattle Prod restaurant after they see ads and walk into the restaurant. These are then counted as a "conversion" in analytics. The customers are retargeted on their mobile phones and computers over the next few months to remind them to come back again at a future date.



Example #2:

A Mercedes Auto Dealership wants to target customers who are in the market for a new or used luxury car. They geo conquest 4 competitors, a Audi Dealership, a BBW Dealership, a Jaguar Dealership and another Mercedes dealership that is their competition. We track them using their cell phones and begin showing those people who walked onto any of those dealerships' ads the next day on their mobile phones, home, and work computers. An ad might advertise to come and check out their

Mercedes Dealership. Each person who walks onto the original Mercedes Dealership's lot is considered a "conversion" and counted in the analytics. The customers are then retargeted for another 3 weeks as they are in the market for a luxury vehicle.

Example #3:

Cobb & Cobb is a personal injury law firm. They are looking to find those who have recently been injured either in the workplace, an auto accident, or other injuries that may need to be handled by their firm. They target five nearby emergency rooms to show ads to everyone who has entered the hospital to offer their legal services.

This is a good targeted market for those who have been injured (and their families who may be in the waiting rooms for an extended period of time) and might need assistance. We show them ads starting the following day on their mobile phones, home, and work computers. A certain number of those injured will reach out to Cobb & Cobb for their assistance.



Geo Conquesting vs. Hyper Mobile

and why they should be used together!

Let's start with explaining that Hyper Mobile is what everyone else does when they claim they do GeoFencing or Geo-Conquesting. Let's discover why they are missing out on so much!

Both technologies have strengths and weaknesses and should be used together to balance out each other's weaknesses. Hyper Mobile targets and shows ads immediately while they are in the targeted area. Then Geo-Conquesting is used to retarget them and show your ads long term after they have left the targeted area.

Hyper Mobile Targeting

We are able to show ads when they enter and are inside the geo fenced area on both the Internet as well as over 650,000+ apps including ESPN, Weather.com, Angry Birds, Words with Friends etc. Not only do your ads show up in the apps, but also anywhere on the Internet where there is a space for display advertising. These show up in the same places where you are retargeted from Amazon, eBay, Zappos and many other companies.

How Hyper Mobile Display Advertising Works:

- 1) **Geo Targeting** - A geo-targeting technology is used to trigger when a mobile phone is in a designated location
- 2) **Display Advertising** – Once they are in this location and are using the Internet, display ad spaces on websites such as Fox News, CNN, WebMD or any other of the millions of websites that have display advertising will show your ads immediately on their mobile phones.
- 3) **Retargeting** – cookies are placed, and sessions are recorded on iPhone and Android devices to retarget only on their mobile devices. Cross device retargeting is implemented whenever possible to follow them home and continue to show ads.

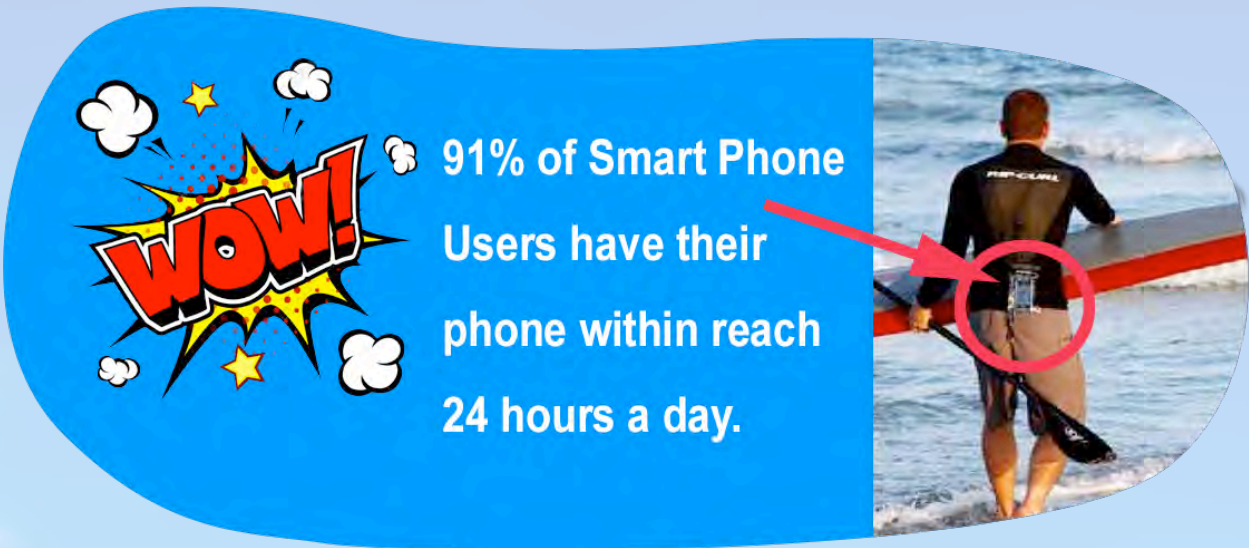
Benefits of Hyper Mobile:

- 1) Immediate showing of ads while in designated geo targeted area.

Weaknesses of Hyper Mobile:

- 1) Only able to show ads when inside the geo targeted area. When the person leaves, they become a ghost and can't be targeted long term.
- 2) Retargeting (without Geo-Conquesting) is not effective on mobile devices because it does not usually continue beyond the current browsing session which ends a few minutes after they are done.





Why Use Geo-Conquesting?

Once your ideal target is obtained, you are able to market to them for the life of their phone. That's a long time you can stay in front of this audience!

In the past targeting has been limited to a zip code as the smallest targeting area. Then as technology improved it got down to the radius of a mile. They used to call this GeoFencing because it was as precise as they could get at the time. Things have really improved now as we are now able to get down to the precise contours of a building or location. This is typically accurate to as little as 20 feet in most cases. Now you can target people extremely precisely and can capture not just people walking by, but the ones who actually walk into the location. This can be extremely important when targeting your competitor's store, restaurant, or any other location they may have. We have targeted locations as small as a tiny store within a strip mall, all the way up to a hospital, stadium, a Mall, or even an airport.



Target Buildings ... not cities!

Think about how much more your marketing dollar will be used when you are this precise with who you will be able to show your ads to! This will cause you to really start thinking hard about who and where you want to target.

Engage Your True Audience!

Three New Factors...

1. Are the locations you are targeting where your best potential customers visit?
2. Where are your most likely customers visiting?
3. How will you structure your marketing message to them?

These now become the most important factors used to display your brand.

To break it down, Geo-Conquesting is a sniper approach, not a shotgun. It gets you directly in front of your best audience with extreme precision!

Maybe you are marketing for a new movie premiere, or perhaps a large concert or sporting event like the Superbowl. Now you can reach out to the people have gone to concerts or movies before or reach out to the million people who went to the Superbowl last year to promote this year's event.

Now you can precisely target the ideal audience for your promotion. Whether it's a single event you want to reach out to, or perhaps several thousand restaurants throughout the United States, now you can



get in front of them wherever they are right now!

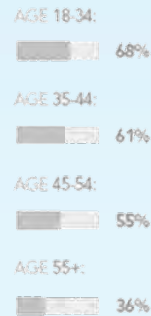
We did a large-scale project with a chain of 2,400+ Australian branded steak houses. We targeted their competition that was located within 7-miles of their location. We chose their closest competitor Texas Roadhouse as well as two other competitors and were able to target the exact people who eat out at steak houses when they choose to dine out. They made an offer for these people to receive a free appetizer when they came to the restaurant. We were able to track tens of thousands of visitors back to their locations showing their marketing dollars were extremely well spent.



WE'RE ADDICTED TO CHECKING OUR PHONES

58%
OF SMARTPHONE USERS

**DON'T GO
1 HOUR
WITHOUT CHECKING
THEIR PHONES**

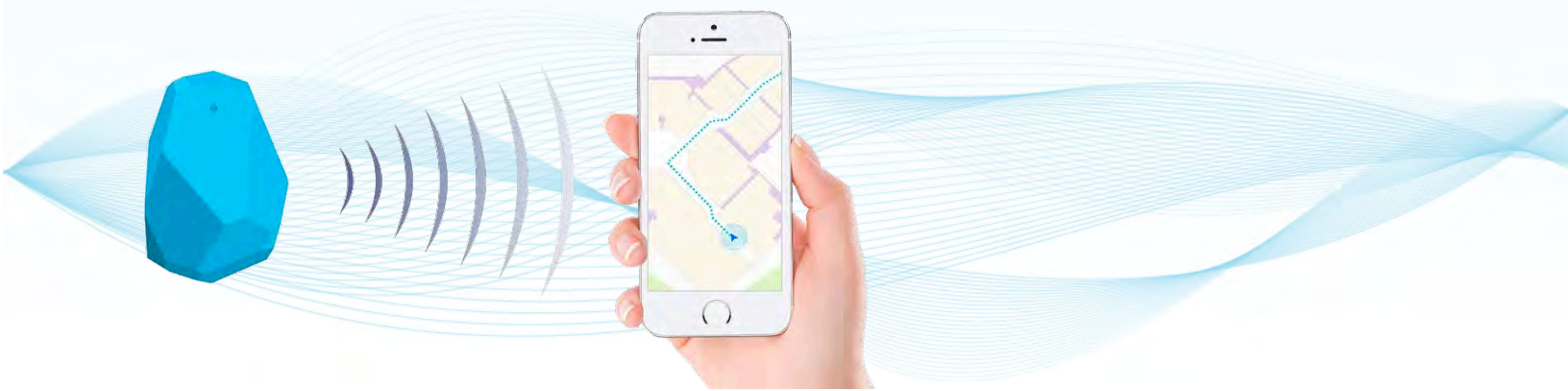


Geo-Conquesting vs. Beacon Technology

Many people think that we must have some sort of device in the locations we are targeting because it is so precise. This technology does exist, and these devices are called Beacons. This technology has been attempted by several large retailers unsuccessfully for a few reasons. First, they run on batteries which go dead. Second, it's very difficult to deploy these accurately for the best effect without professionals setting them up. Third, it requires Bluetooth to be active on people's phones to work. Finally, and here is the worst part of beacons, you can't retarget or reconnect with them after they leave. Geo-Conquesting overcomes each of these problems and does a much better job with targeting and showing ads long after they leave the location.

You Can Serve Ads Everywhere on the Internet and on Mobile Apps.

Geo-Conquesting relies on 2 parts. First, we must target and categorize all the leads in the location(s) we are targeting. Second, we need to show them ads. When showing ads, we have the entire Internet at our fingertips. You have probably seen ads from Amazon, eBay, or Zappos after you have left their websites. The places you saw those ads are the exact same places where your ads will be. There are millions of websites that show ads, as well as over 650,000 apps that display ads to users of those apps. This is an incredible opportunity for you to be in front of your audience on a regular basis.



You Can Get up to 90% More Efficient With Your Marketing Dollar With Geo-Conquesting

When you target so precisely, you can spend less money for a greater impact and result. If you have been targeting cities, or even zip codes, think of the power of weeding out all the extra ads you have been wasting your money on and only focusing on the exact right people! This is where you can be 90% more effective with your marketing dollars.

Real Time Analytics for Geo-Conquesting

Much like AdWords, you can have real-time analytics with Geo-Conquesting. This is especially important at the beginning of a campaign when we are optimizing the campaign based on the audience, the display ad messages, and the landing page conversion rates. This is another way you can save money, because we are able to pivot faster and reduce potentially wasted ad spend.

Mobile Phone Location Services Allow This To Work

Phones have gotten extremely efficient at tracking our whereabouts and not draining our batteries. Think about how often you use maps on your mobile phone. You must have Location Services turned on to allow this to work. So, you as well as 95% of everyone else are ready for this technology.

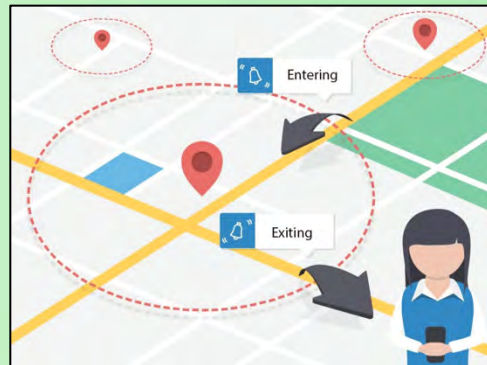
You Don't Need to Use Your Phone to Have This Work

A person's phone can be in their pocket or purse and still be targeted. This is why this is so amazing. People can be targeted just by having their phone on their person when they enter a Geo-Fenced area. Suddenly when they get home, they see your ads and the process of selling your products and services begin.

Tracking Foot Traffic with Geo-Conquesting

Foot traffic is when someone actually steps foot within the Geofence we place around your location(s). This allows us to see when a person we targeted at another location such as your competitor, shows up later at your location after seeing an ad from you.

We track and measure this the same way we track and measure at the competitor's location, the Event, or locations you want to target. We do this by ensuring they showed up at that location first, then later they showed up at your location second. This is what we call a "Conversion" or having "Devices Tracked".

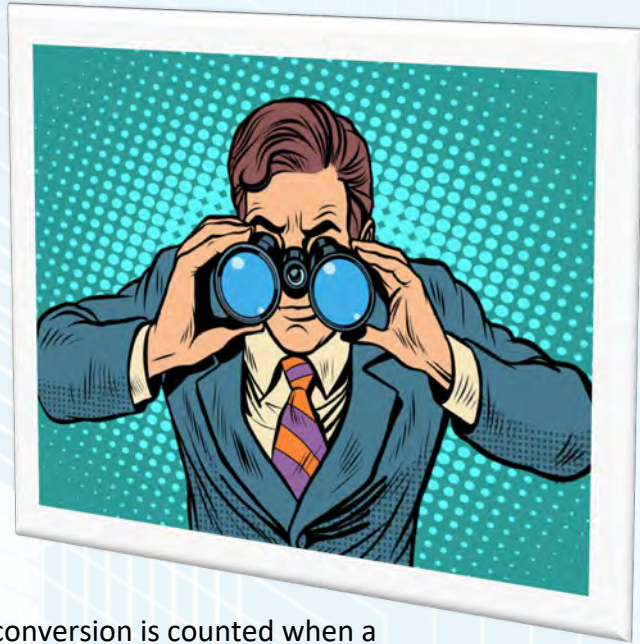


You simply can't do this with AdWords, TV, Radio, or Billboards. It's literally impossible to measure their effectiveness this way. Other measuring tools require coupons to be brought in to help measure their effectiveness, however people forget, or lose them which skews the tracking in a huge way and renders this type of tracking almost useless. Geo-Conquesting overcomes these faults and liabilities.



We track the following:

- **Impressions** - When a targeted lead sees your ad
- **Clicks** – When a targeted lead clicks your ad
- **Click Through Rate (CTR)** – This is measured in a percentage of targeted leads who see your ad vs. clicking on your ad.
- **Post Click Conversions** - A post click conversion is counted when a user clicks on one of your banners and then ends up on your conversion page. This conversion maybe in the same session or up to 30 days after they click on the banner.
- **Post View Conversions** - A post view conversion is counted when a user is shown one of your banners, but does not click on the banner, however they end up on your conversion page. The visitor returned to your conversion page in any number of ways. i.e. directly typed in your website, used a search engine or even clicked on a PPC or Facebook ad. This conversion maybe in the same session or up to 30 days after they view the banner. This number is important because it shows how well your branding and awareness is working.
- **Desktop Count** - How many people see your ad on a desktop computer.
- **Mobile Count** - How many people see your ad on a mobile phone.
- **The number of people we have been able to collect for targeting** at each location individually
- **The banner performance** on an individual banner level. This allows us to see which banners are working best so we can trade out the low performers with more engaging ads.



These metrics allow us to understand if there is a breakdown in engagement, exactly where this is breaking down so it can be addressed quickly and efficiently.

Being able to track the people who visit your locations is the greatest ability to target in the industry and leads to lower ad costs, higher conversion rates and a complete end-to-end understanding of how your marketing dollars are working.



Cost of Geo-Conquesting

Pricing is calculated using an acronym called “CPM” which stands for “Cost Per Mille” (Greek word for one thousand) which means the cost per 1,000 ads viewed by potential customers. So, an example would be \$12 CPM which means it costs \$12 to show a thousand ads to your potential customers. Amazing right?! Then we can calculate the cost per click by using simple math in the reports. This will give you an idea on how much engagement you are getting.

One interesting thing about the costs is that display advertising (or programmatic display) does not charge by the “click” but by the “impression” or how many people see your ad. This removes the problem that AdWords has called “Click Fraud” where your competitors can click your ad and cost you thousands of dollars in wasted clicks.

An impression is much better to pay for because ad networks can track if an ad is actually displayed to an actual person. Yes, there are bots out there that open pages etc., but these are easily traceable by our systems and you are not charged for these. So, these impressions are pure, undefiled views by actual potential customers. Take away all this waste, and your ad costs go way down!

Cost of a Campaign

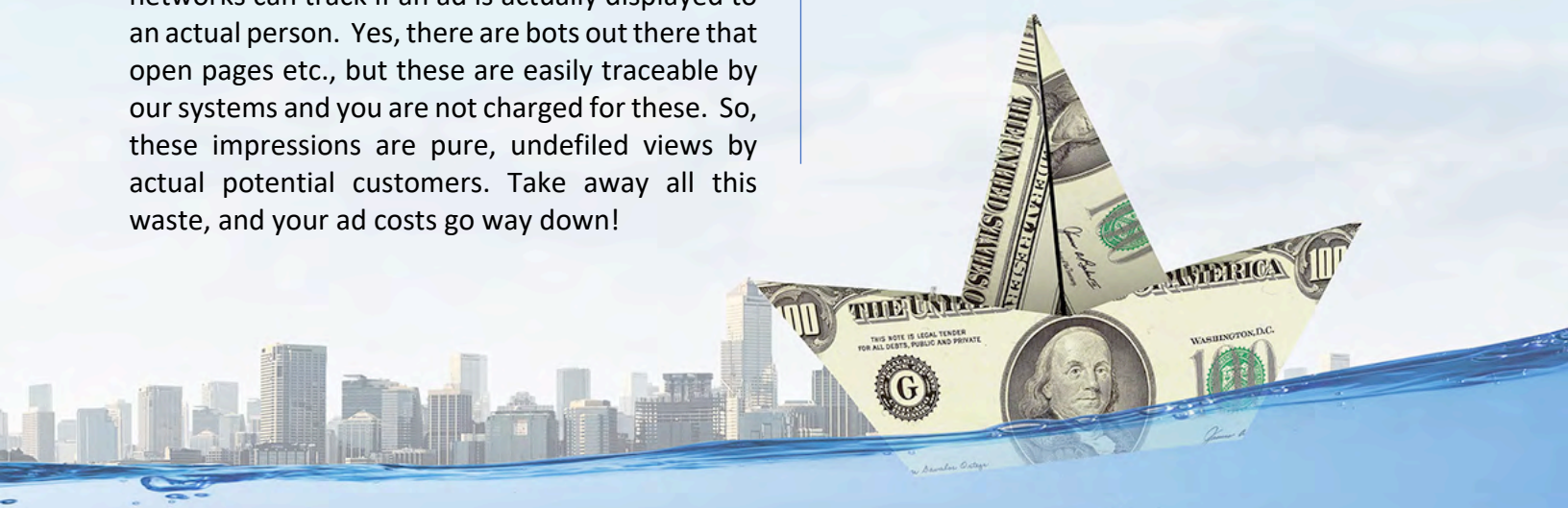
Campaigns consist of many different types of targeting including Geo-Conquesting, Retargeting, Audience Targeting, Contextual, and Retargeting.

With every campaign, you are assigned a project manager who will help you initially set up each campaign, build the campaigns, run and optimize the campaigns, and then help you understand the metrics and reporting each month.

Geo-Conquesting requires extra costs due to the complexity of the data acquisition and the data providers who are involved with the satellites, cell phone towers, as well as some of the data scrubbing to ensure you get the most and best targets. They each charge for their services which become part of the overall cost of a campaign.

Then there is the cost for the ad spend which goes to pay the websites that agree to show your ads. This is called programmatic buying or “real time bidding” where each ad position is auctioned off in a fraction of a second. The result of these ads being shown hundreds of thousands of times is what we pay them for to show our ads when our targeted potential customers visit their site. This is paid directly to the ad networks.

Each of these areas make up the total cost of a campaign.





Geo-Conquering Project Minimum Costs

Regardless of the size of your campaign, we can help. With campaigns starting at only \$5,000/mo. we can scale quickly up to over \$3M/mo. or more for large scale nation-wide campaigns. This starts crazy low I know, but we are dedicated to helping all sizes of campaigns regardless of their size or scope. The edge is in the tech.

Footfall Tracking – Store Visitors

Never before could this be done, but with our new tracking technology, we track not only when they go into your competitor's location, or the locations you are targeting, but we also track when they visit your location. If they visited you second, and saw ads, you can know your ads are doing the job and getting people to visit you.

This gives you a unique level of tracking and confirmation that your ad dollars are doing the job better than ever before. Now you can truly track your return on investment.

How Many Geo Fences Can We Have?

We get this question a lot, but the real question is how many should you have? If you have too many targets for your budget people won't see your ads often enough to do proper branding so they remember you. For instance, if you have 100,000 people you are targeting and your budget allows them each to only see your ad two times in an entire month, this creates an ineffective campaign that is too watered down to be of any value. We consult with you on the correct number of locations for your goals and budget. We match the number of locations that will fit your budget. Sometimes this may be a single larger location, other times it may be 20 – 200+ smaller locations. It just depends, but your dedicated project manager will work with you to determine just the right amount so your ideal customers can see your ads enough times to make a buying decision.

Can We Get Support With Our Project?

Of course!! Every project gets a dedicated project manager to assist with your promotion and projects. We understand this is an emerging technology that has a lot of complexity and moving parts. We have invested heavily in our staff to become highly trained and skilled at building the perfect promotion for your company. The thousands of projects we have run have given us in-depth understanding not only of what works, but more importantly what doesn't work, saving you time, money and aggravation.

We take care of the targeting, the audience filtering, the contextual relevance, how many times per day a single person will see your ad, what times of day they will see your ad, and what

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websites, apps, and devices (mobile and/or desktop) will show your ads. All this makes a big difference in the effectiveness of your campaign. Your project managers are all experts at this!

We have a Done-For-You managed services platform that assists you with all these complexities of setup, management, optimization, and then walks you through the reporting speaking in “English” so you can understand how your project is performing in order to make good business decisions. This reporting is available 24/7 in real time so you can check up on your project anytime you think about it.

We handle all this as well as the creative development of the ads and the landing pages. The ads are covered through a one-time setup fee, however not everyone needs a landing page, so this is billed separately and is a one-time cost.

If you are shopping around, keep all this in mind as you consider the cost of your campaign. Take into account the technology behind Geo-Conquesting, the complexities that make this work, the extremely high effectiveness, the optimizations, the dedicated managers, the 24/7 reporting, and ultimately the results you will experience. When you break it down, no other type of marketing can come close to this type of laser targeting. But you will never know this unless you try!



Tactics vs. Strategy

Strategy is the plan and tactics entail how you will accomplish that plan. So far, we have been talking about all the tactics, all the details that make up a highly converting campaign. Strategy is what you and your project manager will consult on together in order to create the plan which will fit your specific needs. The goal is to target your ideal customer and draw them into your company so you can grow and flourish.

An important part of your strategy is knowing what to measure. What are your conversion goals and what metrics determine if this is successful? Here are some ideas on what can be measured. Each campaign will be very different in measuring success. Your project manager will talk to you about some of these so we can make sure to be measuring what is most important to you.



How Customers Measure Success:

1. Walk-In (Foot) Traffic – most times with Geo-Conquesting you want people at one place to come to your place.

2. Phone Calls - Is it important for your phone to be ringing? If so, this may be your preferred metric that you want to measure.

3. Form Fills – Sometimes collecting personal contact information is the most important thing so your support or sales staff can reach out to them to talk to them about your product or service.

4. Engagements – on some websites there may be a form, a Facebook messenger box, or even a live chat or messenger bot to engage with potential customers and guide them through the buying funnel. If this is what you are looking for, these can be measured as well.

5. Clicks – some companies want as many visits converting to their landing pages or websites. This would then lead to other types of engagement.

6. Impressions – If branding is your goal, Impressions are what you want to measure. When branding your company, it is extremely important that your perfect audience sees you as often as you can afford.

Here are some ways other customers have measured success for them



Remember this all starts by determining where your perfect audience is hanging out. That is your first thing to determine!





How To Find Your “Perfect Audience”

When your project manager speaks with you, they will typically ask you questions like:

- Who is your ideal customer?
- What determines if they are a good customer, or not?
- What is their pain?
- What keeps them awake at night worrying?
- What are the drivers that would want them to need you?
- Where do they hang out and why?
- What is going to make their life better after finding you?

If you are a political candidate, you will want to target not only your base, but also the swing voters to try and persuade them to vote for your political initiatives. We know both of these groups of people and can target them.

However, if you are a Casino, it is often difficult to know who the people are who like to gamble in their city. There really isn't a direct way of knowing who they are because there is nothing to differentiate them. Even a set of twins can have one who likes to gamble and the other does not, but in every other way, they are identical ... until now!

Now, we are able to target only those who like to gamble by targeting everyone who walks into your competitor's casinos. This is where those who like to gamble hang out. Now you just need to give them a good reason to want to check out your casino and you have just Conquered a perfect audience of gamblers like you've never seen before!

This new way to target your perfect audience has never been better! As Facebook removes their categories of individuals you were able to target, ours just increases massively in value. The best part is, your competition has probably never heard of this before so you can own this market!

These are only a few of the hundreds of strategies we have the expertise to help you find your ideal customer and target them.

Geo-Conquesting can help you target exactly where these ideal customers hang out and add them to your targeting list.



Pick the Ideal Locations

Once you and your project manager have determined your perfect audience, then it's time to pick the locations where they are hanging out and target them.

These locations could be:

- Your competitors' restaurants, offices, or entertainment venues. Anywhere your competitor has their customers visit them.
- Places where your perfect audience hangs out or visits
- Specific neighborhoods that have a lot of your audience in them. Birds of a feather ...
- Nearby locations that your audience is visiting.
- This could even be the place where their staff hangs out if you want to recruit talent for your own company.

Find And Recruit Great Talent For Your Company!

One idea many companies never think about is recruiting great talent using Geo-Conquesting. Here are a couple of ideas to illustrate this point.

One of our project managers was working with a garage door repair company who had dialed in their marketing and was growing like crazy. Their problem was no longer finding new clients but having enough skilled installers to perform all the work they were scheduling. This genius project manager came up with the idea of targeting where their competitors have their installers pick up their supplies and materials each day for their jobs. They immediately started getting applications from highly skilled installers who felt they were not getting paid enough, being treated fairly, or who simply wanted a change. Within four months, they had over 300 applications filled out from their recruiting efforts using Geo-Conquesting.

Another campaign was to recruit restaurant staff that were already trained and would require minimal training to do their jobs. Turn-around at restaurants can be daunting and the ramp-up time sometimes takes so long that they are never truly effective before they leave. So, we began targeting the kitchen areas of each of their competitors as well as the back-door area where they would hang out to get some fresh air during their breaks. Then we started running an ad campaign talking about how much better it was to work at our restaurant. This was extremely successful in bringing in already trained and highly functional talent into their restaurant chain.

This new technology can be applied in many different ways to accomplish different types of goals to help your company thrive and grow.

Layering Different Tactics To Build An Ideal Marketing Campaign

Sometimes Geo-Conquesting can bring in too many or too wide of an audience. For instance, we were using this for a chain of high-end hair salons. They wanted to target only the females in the malls because most of the customers who frequent these locations can afford this salon, but only styles hair for females.



So, we first captured everyone who visited the malls, then we layered a gender filter to only choose the women, then we added a socio-economic filter to only target these women who had a household income of \$200,000/yr or greater. This helped narrow down their targeted audience to exactly the right people they serve. This layering of 3rd party data on top of the Geo-Conquesting audience further refined who they were targeting to save on ad spend waste and create a highly optimized marketing campaign.

This is only one small example. We have hundreds and hundreds of profiles including age, income, ethnicity, behaviors, past purchases, if they have pets or children, their political preference, marital status, if they are in-market for a car or a house or concert tickets and hundreds other things we can use to target or narrow down a group to just the people you want to target.

The Power of Excellent Display Ads

Many companies make the mistake of trying to market their features, or how you do what you do when they should be using “Attraction Marketing” which focuses on how much better their lives will be with you. This process is critical to an effective campaign and should require some serious thought when developing your campaign. This is where your project manager’s experience will really pay off. They can help you hit the ground running with ad ideas that we have seen be extremely effective already.



Maybe you are offering a discount or a coupon. Perhaps you are having a sale. Whatever your goals, your ads can make or break a campaign.

Split-testing is key to understanding your audience. One thing we always say is “Your audience will tell you which ads are better by which ones they click. Their click is their vote!” Once you determine your most effective ads, nuke the non-performers and replace them with other ideas that try and beat your best performers. Split testing is great for milking the most out of your ad campaign. You can literally double the number of visitors to your location, or your website with an effective ad that strikes your audience powerfully.

Well Built Landing Pages

Many companies choose to use landing pages rather than their websites to help focus the potential customer into a specific course of action. This helps them progress down the sales funnel much faster to make a buying decision.

Websites tend to be distracting more than focused. There are so many cool things to see, watch, and read that indeed help educate, inform and entertain.

But if the end goal is to purchase, these can all be distractions from the end goal. This is where a landing page can really help out. A landing page can be a concise and focused page that gets right to the point and gets immediately in-tune with your customer.

The better the landing page, the more conversions, the more money you make!

Retargeting



Bringing people back to your website or landing page is the best money you can ever spend. This weeds out the tire-kickers and brings back only the people who are most interested. Consequently, it's the least expensive type of display advertising as well...go figure!

Did you know the average website loses 97% of their visitors who leave their site without buying or taking an action? This is actually very normal, but disturbing when you think about it. This is NOT because they don't like you or need your products or services! This is because of how we live very distracted lives. A company meeting is starting, it's time for dinner, the kids start fighting, you have to leave for work etc.



By leaving people are just putting you on "hold" intending to get back to you, but as soon as that phone goes off, or the laptop closes, you are typically gone forever, and they find another place to buy. That is where Retargeting becomes your best friend! Retargeting stays in front of them and brings them back.

This should be a core part of any Geo-Conquesting campaign. Retargeting is great for branding, and to remind people

Where Are My Ads Shown?

Many people wonder where their ads will be shown. If you have ever visited Amazon.com, eBay.com, or other retailers and saw the product you were seeing the next day, that is where your ads will also appear. Here are a few of the millions and millions of websites and mobile apps that your ads can show up on when people surf the Internet.

CNN
FOX News
MSNBC
ABC News
BBC News
USA Today
LA Times
Yahoo News
Huffington Post
Google News
New York Times
Washington Post
Wall Street Journal
TMZ
Livingly Media
Hollywood Life
PopSugar
Wetpaint
Yahoo! Celebrity
E Online
People Magazine
US Magazine
WonderWall
Gawker
ZimBio
PerezHilton
MediaTakeOut
Apartment Therapy
Cool Mom Picks
Travel Babbo
Crazy Family Adventure
KidPower
The Parent Report
Family Living Today
Family Life
Happy Strong Home
Rookie Parenting
abeautifulmess.com
addiganley.com
adriennedorison.com
DailyMotion.com
FoodNetwork.com
FoxSports.com
Genius.com
Pandora.com
Gfycat.com
IMDB.com
TheWeatherChannel.com
Twitch.tv
Soundcloud.com

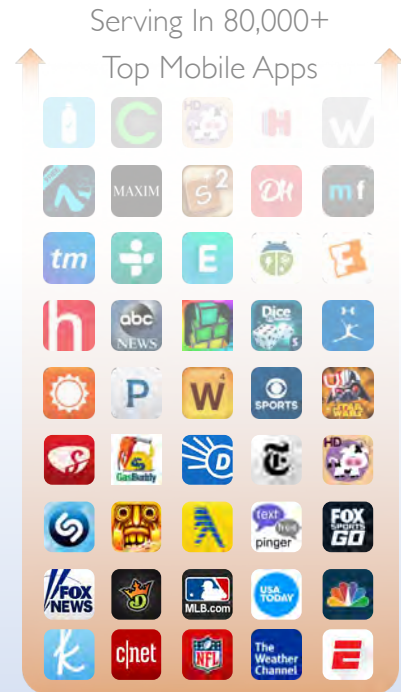
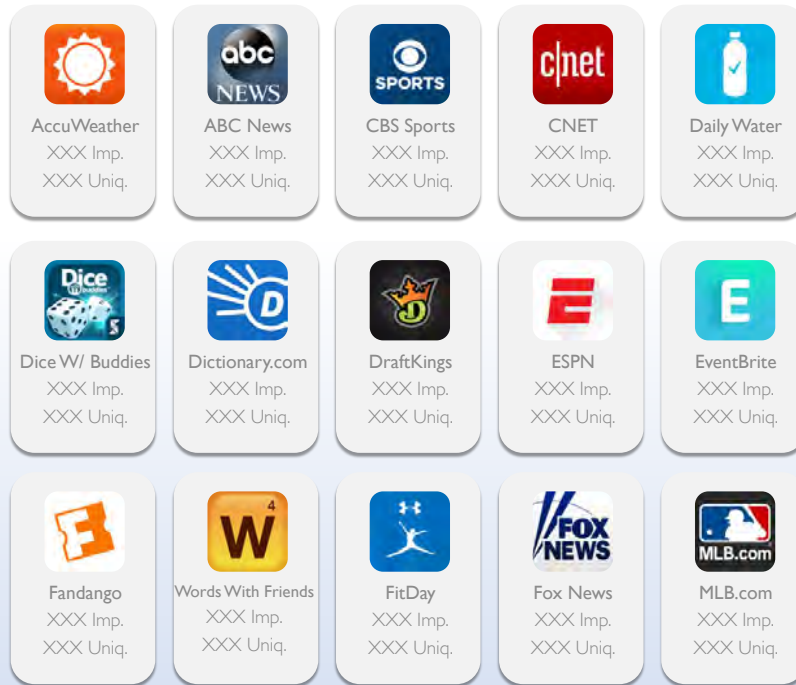
Pandora.com
Gfycat.com
IMDB.com
TheWeatherChannel.com
Twitch.tv
Soundcloud.com
bodybuilding.com
boston.com/sports
boxrec.com
cbs.sportsline.com
chelseafc.com
chicagobears.com
dallascowboys.com
espn.go.com
espnstar.com
euroleague.net
eurosport.com
f1.racing-live.com
f1racing.net
fanball.com
fantasysports.yahoo.com
fifa.com
fifaworldcup.yahoo.com
football.espn.go.com
football.guardian.co.uk
football365.com
formula1.com
foxsports.com
golfweb.com
hattrick.org
home.skysports.com
mlb.mlb.com
msn.foxsports.com
myfantasyleague.com
nascar.com
nba.com
news.bbc.co.uk/sport
nfl.com
nfl.com/players
nhl.com
premierleague.com
racing-live.com
racingpost.co.uk
realgm.com
scout.com
sherdog.com

soccernet.com
soccernet.espn.go.com
soccerway.com
sportinglife.com
sportingnews.com
sports.espn.go.com
sports.yahoo.com
sportsillustrated.cnn.com
sportsline.com
superbowl.com
surflife.com
teamtalk.com
tnawrestling.com
tribalfootball.com
usatoday.com/sports
wtaworld.com
xscores.com
youtube.com
en.wikipedia.org
facebook.com
imdb.com
reddit.com
tripadvisor.com
instagram.com
nytimes.com
indeed.com
espn.com
webmd.com
cnn.com
etsy.com
quora.com
target.com
merriam-webster.com
forbes.com
mapquest.com
nih.gov
gamepedia.com
yahoo.com
healthline.com
foxnews.com
allrecipes.com
quizlet.com
weather.com
bestbuy.com
urbandictionary.com
mayoclinic.org

aol.com
genius.com
zillow.com
usatoday.com
glassdoor.com
msn.com
rottentomatoes.com
dictionary.com
businessinsider.com
usnews.com
medicalnewstoday.com
britannica.com
washingtonpost.com
finance.yahoo.com
yellowpages.com
retailmenot.com
accuweather.com
wayfair.com
go.com
live.com
login.yahoo.com
steamcommunity.com
xfinity.com
cnet.com
and Millions More....



YEP, They Show UP INSIDE OF APPS TOO!



Here are a few of the thousands of applications that show ads. These applications can be games, reference apps, sports, news, weather, utility, or any other type of application that is seeking to get a little extra revenue by showing your ads.

These applications tend to be the most popular apps because they really don't get paid much to show one of your ads. This payout to them is usually less than .007 cents per ad view depending on the popularity of the mobile application. These applications need to have a LOT of users to make a decent profit. This is great for you because you have a good chance at catching your perfect customer when they are potentially goofing around and have time to check you out.

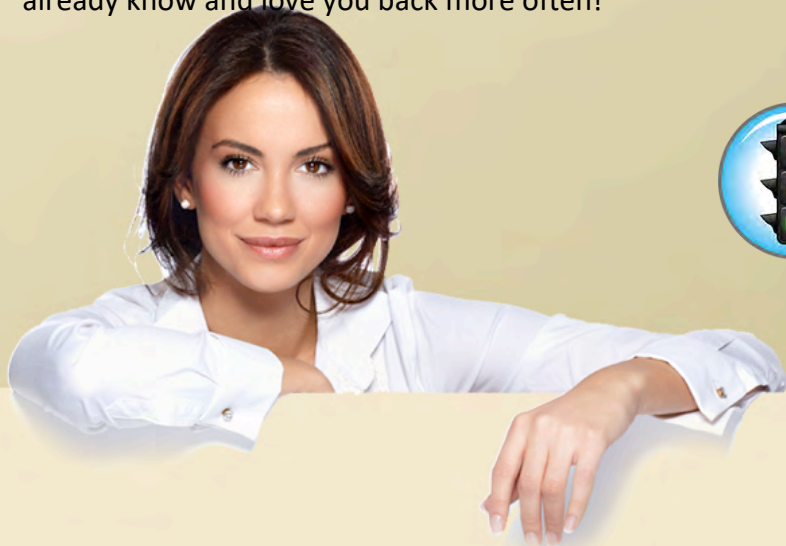


Geo-Conquesting Your Own Company?

Why would you ever want to do this? This may seem like a waste of resources to target yourself unless you wanted to:

- Build brand loyalty to your existing customers.
- Advertise sales or specials
- Promote or run a customer loyalty program
- Upsell your customers to new or different products
- Educate your customers
- Keep your company top of mind to those who already love you
- Most importantly remind them to come back more often

There are some incredibly powerful things you can do when you follow your customers home and to where they work. Use Geo-Conquesting on your own company to bring those who already know and love you back more often!



Want To Learn More?

Phone:
(4. 0' 20/ -520.

Website:
<https://TrafficOxygen.com>

Email:
Sales@TrafficOxygen.com

Address:
13430 N. Scottsdale Rd.
Suite 103
Scottsdale, AZ 85283



Independent Pharmacy Case Study

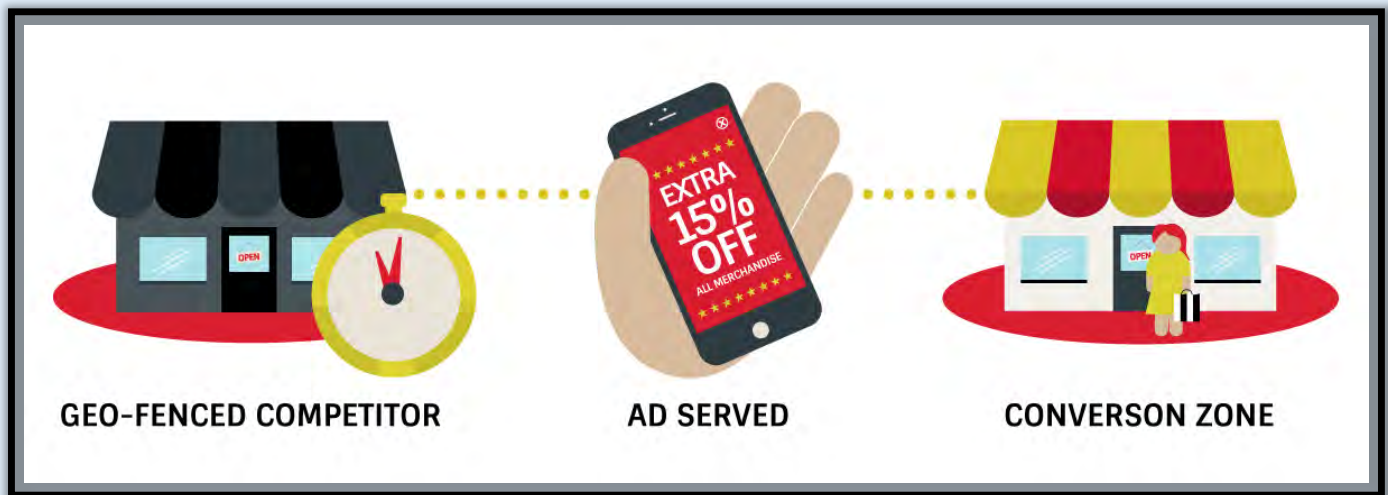
Geo-Conquesting

Hoschton, GA

Summary

This independent pharmacy in Hoschton, GA started a campaign to hyper-target patients located at some local pharmacies and had a rush of patients tracked over a 3-month period.

Their targets were two Publix pharmacies, a CVS, and another independent pharmacy nearby. They felt the people in these locations were ideal patients for them and they received an overwhelming “yes” according to the statistics and tracking that was performed.



"We can get their mobile advertising ID even if they never use their phone while they are in the targeted area. They can have their phone in their pocket or purse the entire time ... we get it anyway, which is where everyone else fails!" – Chris – Senior Systems Engineer

Campaign Details

We set up three different campaigns for this project. These three types of projects work in conjunction with each other to create a very powerful campaign.

1) Geo Conquesting

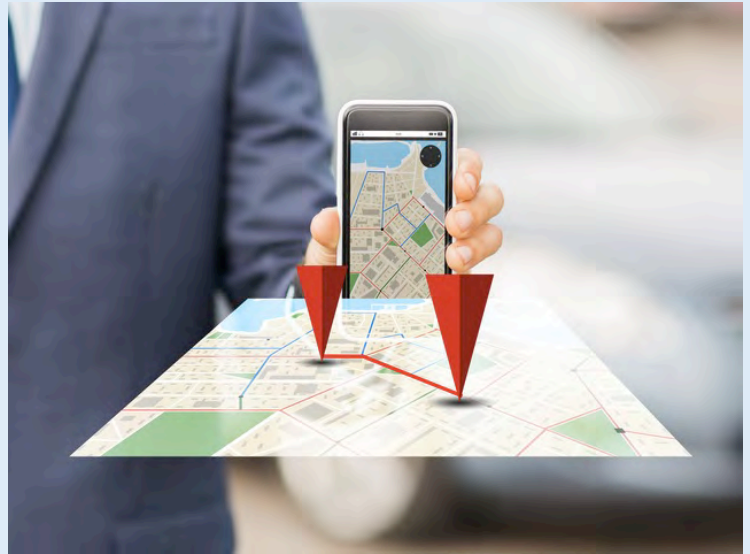
The first focused on patients who visited one of the 5 targeted locations. We collected the advertising ID's from as many mobile phones as we could in each of those locations. We then followed them to their home, work, and all the devices they use to access the Internet and began showing them ads (much like you see after you visit Amazon and they retarget you) on not only their phones, but their computers at home and work and even their tablets.

By showing them banner advertisements, we were able to show the brand of the independent pharmacy and explain a few ways in which they would serve them better and asked them to stop by.

There was an overwhelming response of over 271% better than the current industry average for display advertising by targeting in this manner.

2) Hyper Mobile Targeting

Hyper Mobile targeting is the technology that allows us to target people at the competitor's locations while they are there in real time. Many patients who were visiting the other pharmacies, waiting for their prescriptions, are often times using their mobile phones, and this gives us a chance to show them display ads within their browsers and apps as they use their phones. We are able to show these ads to them in real time to convince them to visit the independent pharmacy.



This is where all other advertisers fall short, because once that patient leaves the geo-targeted area, they become a ghost because they cannot be tracked outside of this geo fence. Using Geo-Conquesting, we have the capacity to grab the ad ID so we can allow you to follow that patient around with relevant ads for the life of that phone. This is especially powerful when you have a promotion to offer a few weeks, or a few months into the future and you want this potential new perfectly targeted patient to see it. You essentially have all those Cross Device Retargeted patients on an advertising leash for the life of their phones. This is why it's very important to have these three technologies work together.

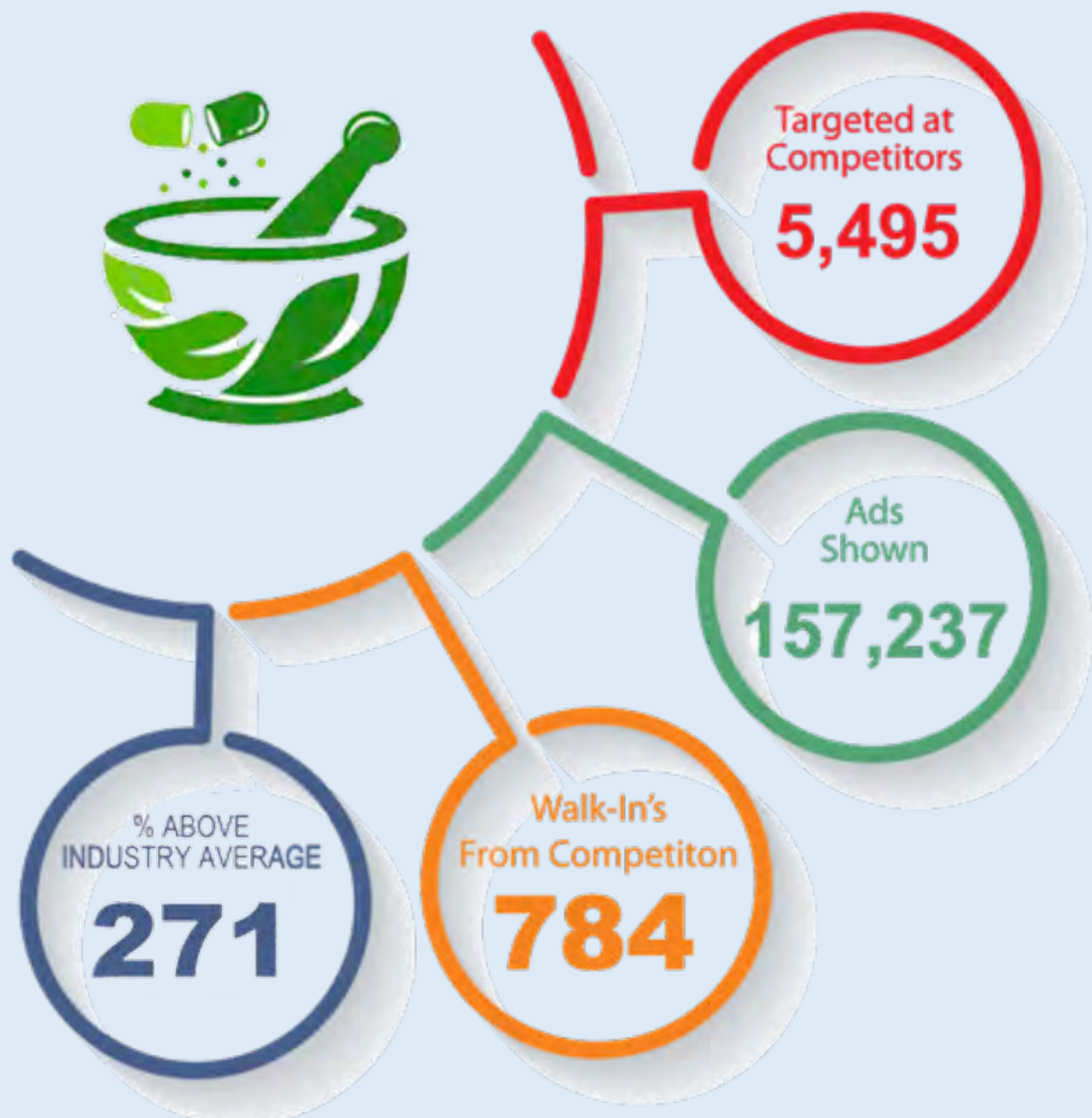
Retargeting

Retargeting is used by many independent pharmacies to bring the most interested patients back to their pharmacies. This is especially important when utilizing AdWords and Facebook Campaigns where the cost-per-click can be quite expensive. Using advanced retargeting techniques, we bring them back for cents, not dollars in most cases. Our retargeting methods usually cost about a half to a fifth of other advertising agencies. This is because of our buying power as well as using up to 47 different ad networks to compete for our ads. We also can reach 97% of all websites that show ads (*Note: Google DoubleClick only can reach 20%*) Cheaper distribution and an extremely wide market is just smart marketing!

Results

An independent pharmacist wanted to target patients at their competitive pharmacies nearby. They Geo-Conquested these four competitors and tracked their patients using their cell phones and began showing those people who walked into any of those locations display ads while they were at the location, and then later on their home and work computers. The patients were then retargeted for another several weeks and tracked to see how many we could get to come to their independent pharmacy. This lifted the patients visiting their location in a substantial way in the first 90-days. The total spent on this campaign so far is \$3,600

**The dates of this campaign are from Feb 21, 2019 to June 5, 2019 (about 3 months).





Mercedes-Benz
Geo-Conquering
Whitepaper

Mercedes-Benz Luxury Dealership Geo-Conquesting White Paper

Summary

The proprietary Geo-Conquesting you will experience with us incorporates four core technologies that generate personalized digital advertising tactics designed specifically to win over customers directly from your competitors. We took our decades of experience in the digital marketing industry and collaborated with the brightest technological minds to help us bring the experience of advertising through Geo-Conquesting to a whole new level of success for your business.

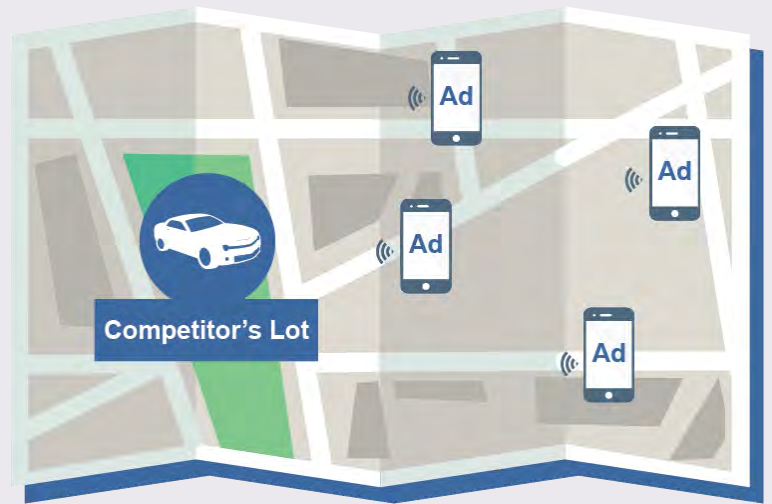
The result is a comprehensive, cutting-edge digital marketing technology that has never been implemented before.

Geo-Conquesting is a sophisticated digital advertising process incorporating the coordination of four significant technologies.

The first step in the technology chain is Geo-Fencing the competitor's locations. This is the technology that allows you to digitally target people within a specified geographic area through access to the smart phone. (Such as every competitors location) Our technology uses highly accurate and dependable satellite transmissions for this initial phase of Geo Fencing.

The second technology requires the ability to pull the advertising ID from a smart phone. This advanced technology is powerful and unique to what our company alone is able to accomplish. We have partnered with experts in the industry and engineered a process that allows us to access the advertising ID from both Android and iPhone. This is a significant part of the powerful, proprietary technology we have been able to streamline for maximum audience exposure. The advertising ID is a unique number on the smart phone that identifies the phone in a way that allows technology to follow that phone to any location, for the life of that phone.

The third step in the technology chain is known as Cross-Device Retargeting technology. In this step the digital advertising capability is actually crossed over from the mobile device to the computers used by the same person with the cell phone. This could be their home, work or any other computer they may use. This continual tracking and targeted advertising continue indefinitely because any computer that the tracked smart phone user accesses will be continuously detected for future advertising.



The fourth and final piece of technology is world class display advertising. We can now use that advertising ID to show beautifully created, targeted display ads to users on all of their digital devices, such as their phone, at work or at home. This allows for ongoing marketing from your business to a targeted audience that is interested in what you have to offer anytime they access the Internet.

“You can literally steal your competitor’s best clients by using our proprietary technology. We have seen incredible levels of success with this new technology in many industries.”

Chris Ormiston – Engineer

There are lots of companies who can target people with ads while they are within a certain geo targeted area. The problem with that is that people do not tend to take action as they surf the web on their phone at that specific point in time. We have discovered that people take action on the advertising they see when they have down time, either at their home or work computer when they are not typing with their fat thumbs.

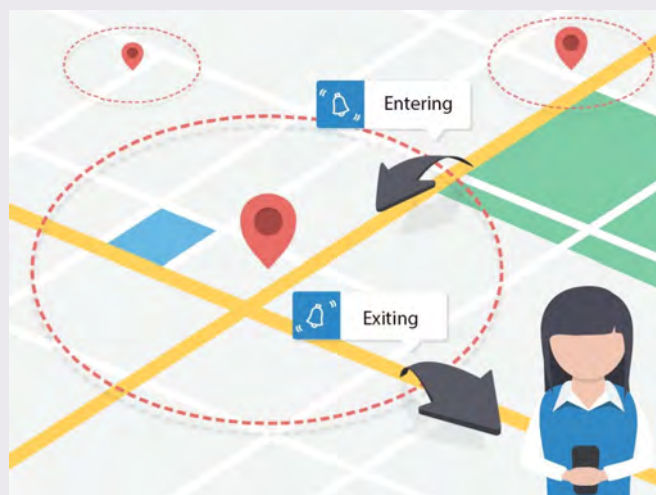


"We can get their mobile advertising ID even if they never use their phone while they are in the targeted area. They can have their phone in their pocket or purse the entire time ... we get it anyway, which is where everyone else fails!" – Chris Ormiston - Engineer

That is where all other advertisers fall short, because once that customer leaves the geo-targeted area, they become a ghost. We, alone, have the capacity to grab the ad ID so we can allow you to follow that customer around with relevant ads for the life of that phone. This is especially powerful when you have a business promotion to offer a few weeks, or a few months into the future and you want this potential new perfectly targeted customer to see it. You essentially have all those Cross Device Retargeted customers on an advertising leash for the life of their phones.

Hyper Mobile Targeting

Hyper Mobile targeting is the technology that allows us to target people at your competitor's locations while they are there in real time. Many people who are shopping for cars, trucks, RV's etc. price shop while they are on the dealer's lot. We are able to show your ads to them in real time to convince them to visit your location before making a buying decision. Once they are on your lot, you can close them!



Programmatic “In Market” Audiences

In addition to the Geo-Conquesting we layer in some other critical and powerful targeted audiences using display advertising. By targeting those who are “in market” for a vehicle, can really give you a highly targeted segment to show your ads to. Once they see your ads, they can visit your location and that’s when you have the chance to close them on a new vehicle.

Retargeting

Retargeting is used by many dealerships to bring the most interested people back to their website. This is especially important when doing AdWords and Facebook Campaigns where the cost-per-click can be quite expensive. Using advanced retargeting techniques, we can bring them back for cents, not dollars in most cases. Our retargeting methods usually cost about a half to a fifth of other advertising agencies. This is because of our buying power as well as using up to 67 different ad networks to compete for our ads. We also can reach 97% of all websites that show ads (*Note: Google DoubleClick only can reach 20%*) Cheaper distribution and an extremely wide market is just smart marketing!

Results

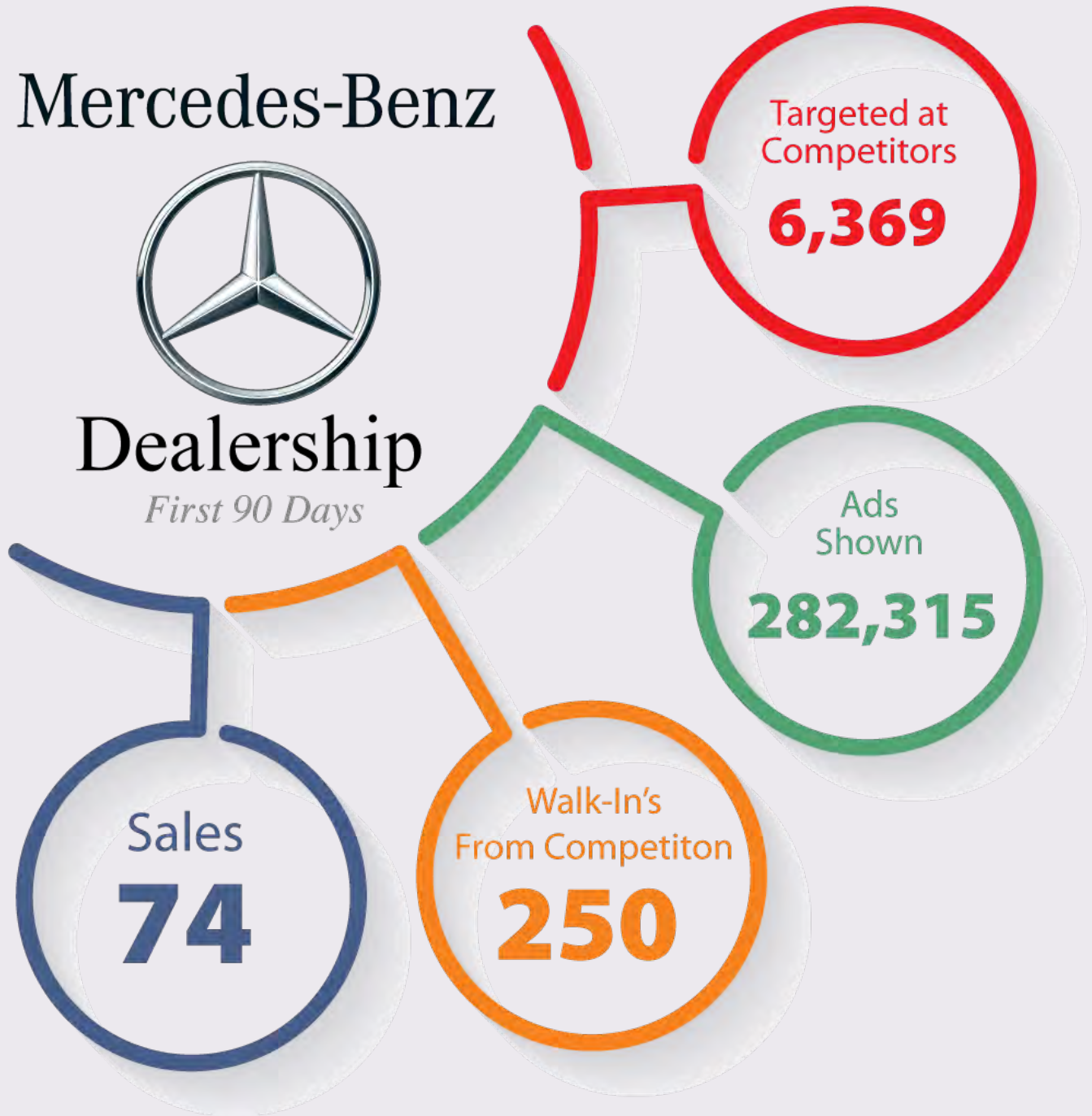
A Mercedes Dealership wanted to target customers who are in the market for a new or used car. They Geo Conquest 4 competitors, an Infinity Dealership, a Lexus Dealership, a BMW Dealership and a Audi dealership that is their direct competition. We tracked them using their cell phones and begin showing those people who walked onto any of those dealerships ads while they were on the lots, and then on their home and work computers as well. The customers are then retargeted for another 3 weeks and tracked to see how many we could get onto their lot. The dealership said they typically close 40% of serious buyers.

Mercedes-Benz



Dealership

First 90 Days



We are a trusted global digital provider for Enterprise Level agencies. With our proprietary technology we provide supplemental, broad based digital marketing solutions that cannot be matched.



Casino Geo-Conquesting White Paper

1) Executive Summary

We were contracted to perform Geo Conquesting on 32 casinos across the United States. We targeted 4 other competitors, all “locals casinos” which were the same category of casino as this location. The goal was to target gamblers and bring them to our casino.

2) The Problem

Casinos have a hard time targeting people who enjoy gambling due to the fact that there is no real indicator whether a person enjoys gambling other than if they gamble. This makes it extremely difficult and expensive to do any other type of marketing.

3) The Solution

Geo-Conquesting and Retargeting were used to first target gamblers at four competitive casinos and shown ads with incentives to come over and play at our casino.

4) The Benefits

By partnering with us, this group of casinos were able to take advantage of strategies such as Geo-Conquesting and Retargeting where we market directly to the customers who walk into a competitor’s casino, hyper mobile targeting to target them with ads while they are gaming, as well as retargeting these individuals after they have gone home on both their mobile and desktop devices both at home and at work.

In addition to this, advanced Artificial Intelligence “AI” and Machine Learning Algorithms were used to optimize the CTR (click through rate), Day Parting, display ad optimization, keyword bidding, and other techniques to bring down the costs of the advertising significantly.

5) Programmatic Buying Results

On average, our customers reach a **28.7% larger audience** on the same budget¹.

We consistently achieved an industry *gold standard CTR* of approximately .15 -.2 across all campaign types for cold traffic.

Cross-property promotion, one of our most successful (highest CTR) and most cost-effective (lowest CPC/CPM) campaigns, is a completely proprietary service that allows us to market directly to customers that are at a nearby competitor’s location.

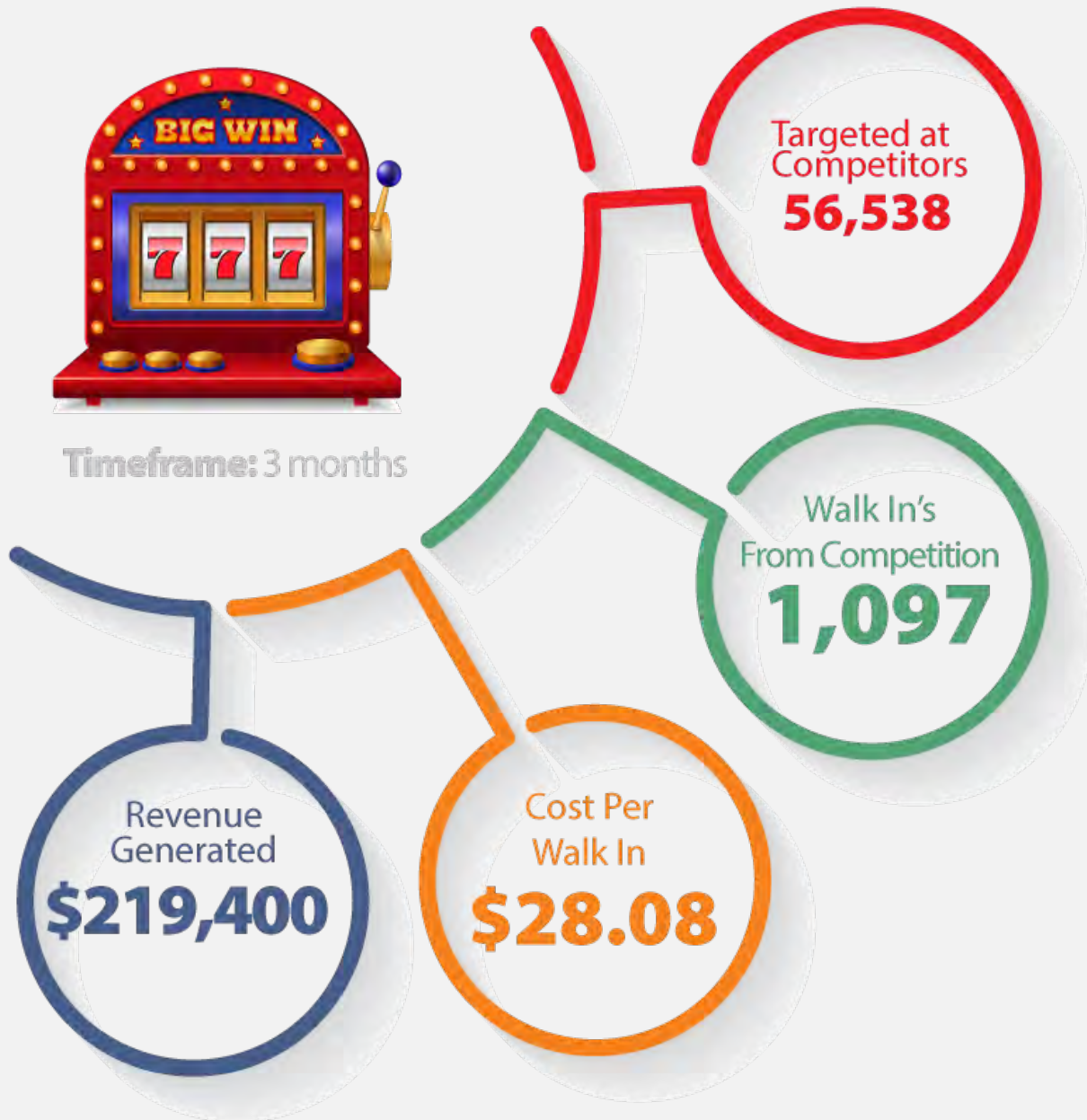
Metric Definitions. Click Through Rate (CTR), Cost Per Click (CPC), and Cost Per Thousand Impressions (CPM) are industry-standard metrics in the online advertising industry that measure customer interactions (clicks) and cost-effectiveness. Each metric is discussed in further detail below.

6) Geo-Conquesting Results

The results from this 3-Month campaign resulted in an estimated revenue of \$219,400. Over a thousand gamblers that were targeted first at one of the four competitors were tracked in our casino after seeing ads. The cost per tracked gambler worked out to only \$28.08 per gambler, ranking as on as the least expensive and most profitable form of marketing to date for not only this location, but for all 32 locations which all had similar results.



Timeframe: 3 months





Political White Paper

Display Advertising

Political White Paper – Targeting & Branding Won!

1) Summary

A city in Florida had passed a \$.02 cent tax to pay for road repair, emergency services such as ambulances, fire departments and other types of social services. The problem is that the actual costs of these serves far outweighed the revenue that they were able to collect from the taxes. This caused a lot of issues and the city needed to go back to the people and ask for an additional \$.02 cents.

2) The Problem

To put it mildly, the community was outraged that it wasn't calculated properly from the previous year. The city was very worried that they wouldn't even get it on the ballot let alone get it passed for the 2nd tax increase in a row.

3) The Solution

The city approached us and asked if we could get in front of the people and plead the case. So, what we did was have them take pictures of the actual firemen, fire department buildings, ambulance drivers, actual potholes in their roads, etc. so that when people saw these ads, they would recognize these people, buildings, and roads. The following are the results.

4) The Benefits

By partnering with us, the city was able to use display advertising to get in front of practically every adult in the city in a very short period of time. Then they could stay in front of everyone until after the voting was completed. We were aggressive in showing all voting age adults these ads whenever they were online and when the people clicked the ad, it went to a very compelling page that explained the problem and how much this was needed in their community. Unlike billboards on the side of the road, this could provide all the details that people could read, watch and research.

5) Programmatic Buying Results

The bottom line is that they not only got the initiative on the ballot, **it passed by 51%.**

Metric Definitions. Click Through Rate (CTR), Cost Per Click (CPC), and Cost Per Thousand Impressions (CPM) are industry-standard metrics in the online advertising industry that measure customer interactions (clicks) and cost-effectiveness. Each metric is discussed in further detail below.

Campaign Type. Campaigns are broadly broken into four types: Contextual (showing ads on specific types of websites), Audience (showing ads to specific types of people), Geo (people in a specific area ... in this case the city in Florida), and Retargeting (showing ads to people who have previously clicked on a display ad or who visited the website that explained the situation)

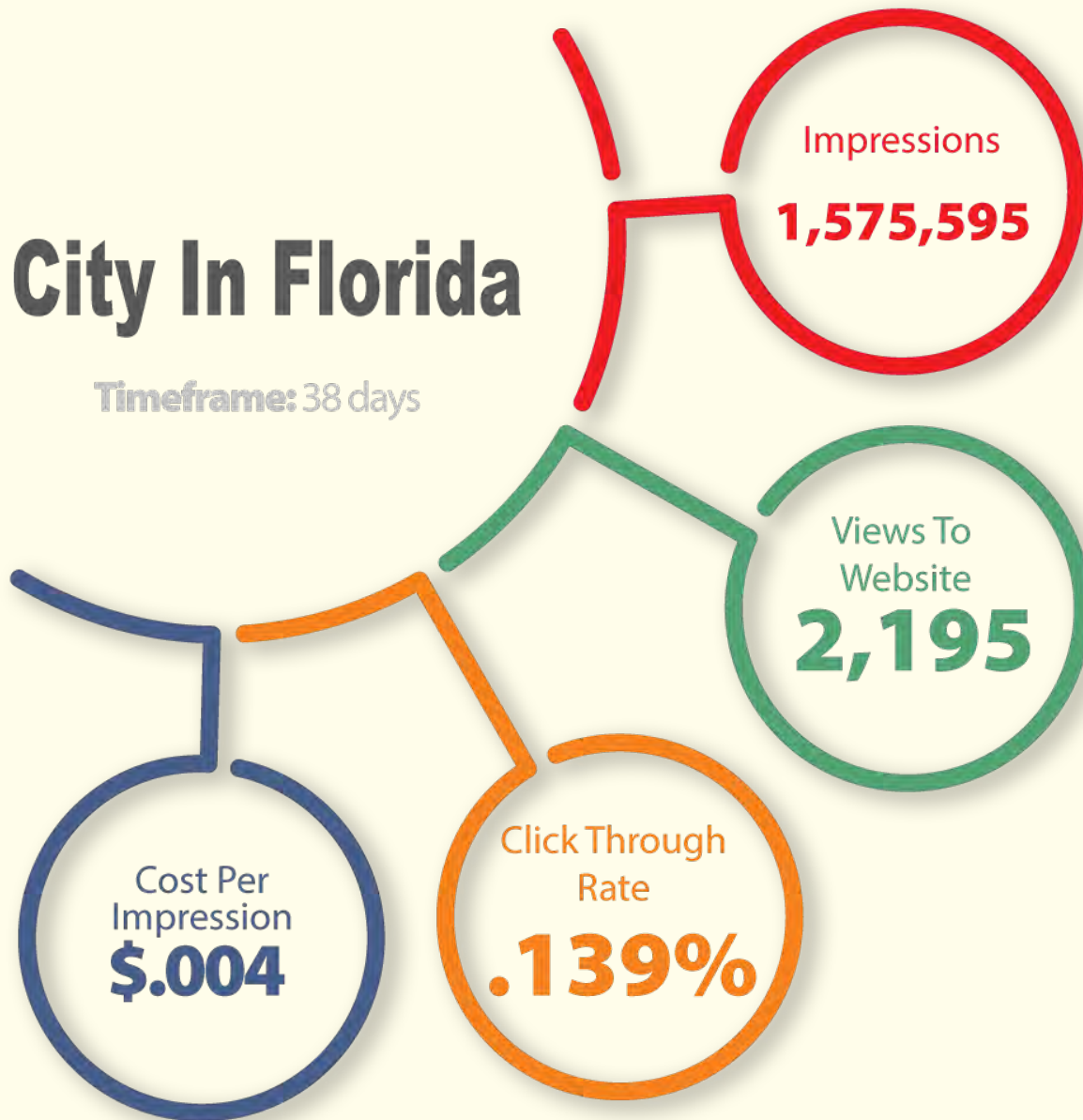
Contextual – We targeted showing the ads on, news and entertainment websites. Everyone who visited these websites would see the ads for this campaign.

Retargeting – Those who have clicked on the ads, we continued to target them in order to stay in front of those who were the most interested to try and convert them into strong supporters.



City In Florida

Timeframe: 38 days



Highlights:

We were able to reach these voting adults over 1.5 Million times over a one-month (38-day) period of time. This cost less than a single billboard and was able to reach them during their downtime when they had the opportunity to research the problem. When the leaders of this campaign were interviewed on live television, they were asked how the initiative even made it to the ballot, let alone passed by 51%. Their comment to the press was, "We doubled down on our Internet Marketing to get the word out".

