



90-Day Geofencing Test

Selection

Number of Locations

10

Location

**Mostly Mid-Atlantic
and Northeast**

Package

**Premium
(\$700/month)**

Test Dates

June - August 2019

Campaign Performance



3,588,170

Ad Views in Target Zones



4,319

Clicks



8,728

Geofence Actions

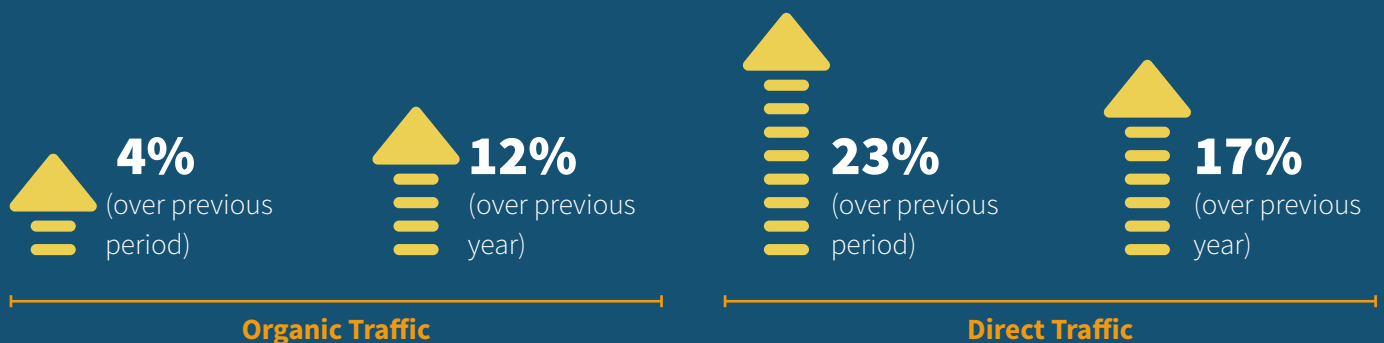


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Results

Achieved an average **50%** Geolift across all locations



During the 90-day test period, we were also able to **improve CTR by 15%**, **reduce the Cost Per Geofence Action by 16%** and **increase Geofence Actions by 19%** by implementing our monthly analysis and recommendations.

Key

Ad Views in Target Zones: The number of times banner ads were seen after a customer entered a target geofence such as competitors, points of interest and employers. Customers will see ads for 30 days after entering a Target Zone.

Geofence Actions: The number of mobile devices that entered into your location after seeing an ad.

Geolift: The ratio of increased foot traffic determined by comparing the percentage of visitors who did (campaign converters) and who did not (natural converters) see the ads. Full formula [here](#).

Organic Traffic: Website visits from search engines

Direct Traffic: Website visits from sources Google Analytics can't recognize such as typing in a domain name, certain links, bookmarks etc.

CTR (Click Through Rate): the number of clicks per the number of impressions.



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