

APPdentify™ for Traveler Targeting

Go2mobi used APPdentify™ to target consumers with competitor hospitality apps as well as other travel apps to find an ideal audience.

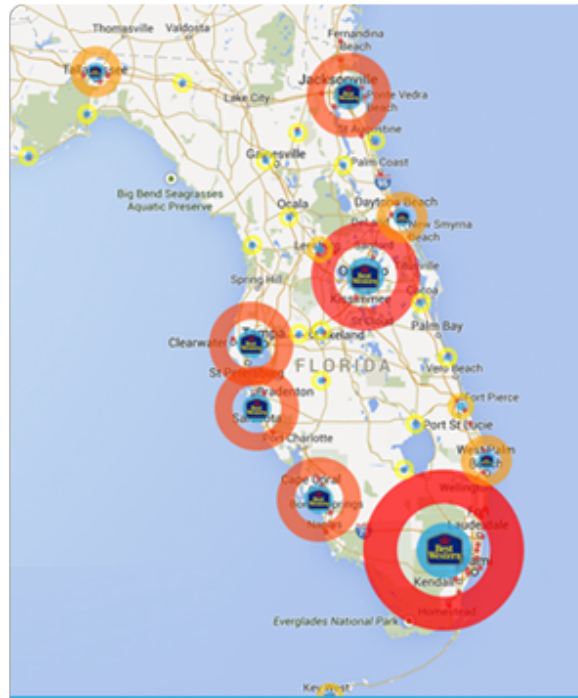


TACTICS TO TARGET TRAVELERS

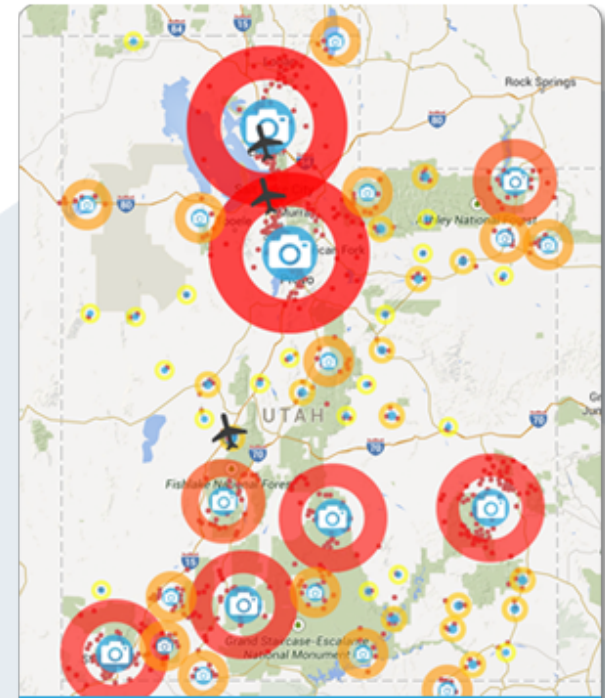
Go2mobi targeted travelers by geo fencing hotels, airports and tourist destinations to reach customers in transit.



We geo-fenced competitor hotels to target customers in transit

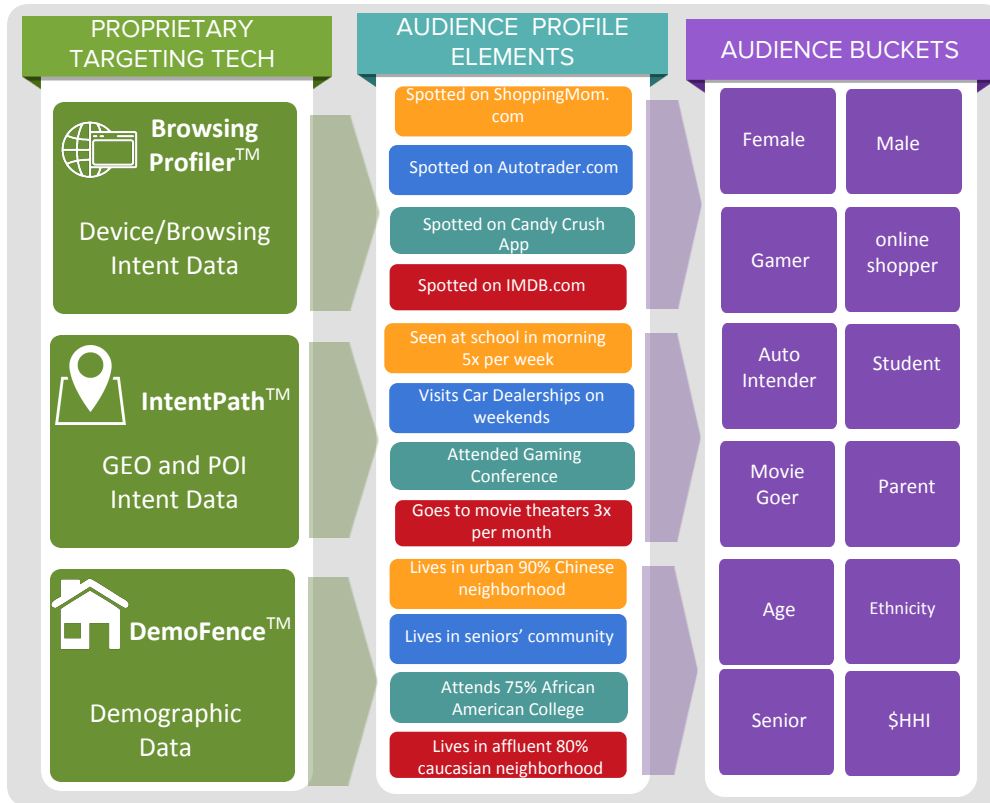


We geo-fenced Best Western hotels to increase brand loyalty




We targeted airports and tourist destinations to find travelers

Advanced Audience Targeting DMP



AUDIENCE PROFILES


Shopping Mom
 Asian Female
 25-45
 Online Shopper



Senior Auto Intender
 Male 60+
 Visits Car Dealerships



Gamer Girl
 Female African American
 18+
 Avid Video Gamer



Student Movie Lover
 Male 25-45
 Caucasian
 HHI 100K+

