



**INTRODUCING**  
**LOCATION BASED MOBILE ADVERTISING**

# Location Based Mobile Advertising



- Your Ad Delivered on Mobile Devices
- Over 14,000 APPS Like Weather Channel, ESPN and more...
- Millions of Impressions Available Daily
- Location Verified
- Ads Sent With Pinpoint Accuracy
- Real Time Reporting – Measurable ROI



# Mobile Ads Delivered on APPS



National and local scale

**Over 14,000** location-aware apps and sites

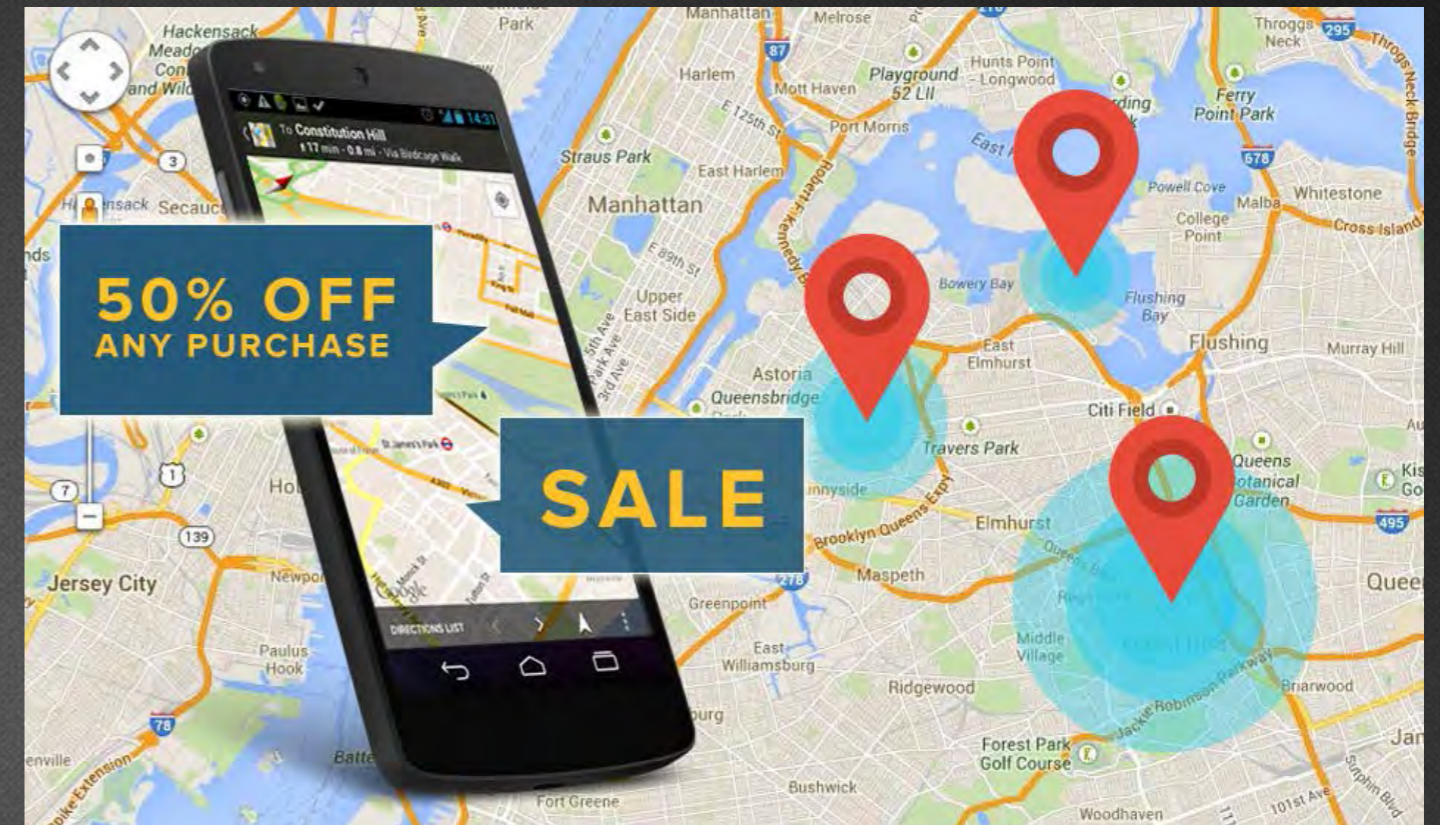
**40+ billion** national monthly location verified impressions

Premium Publishers

# TWO MAIN OFFERINGS

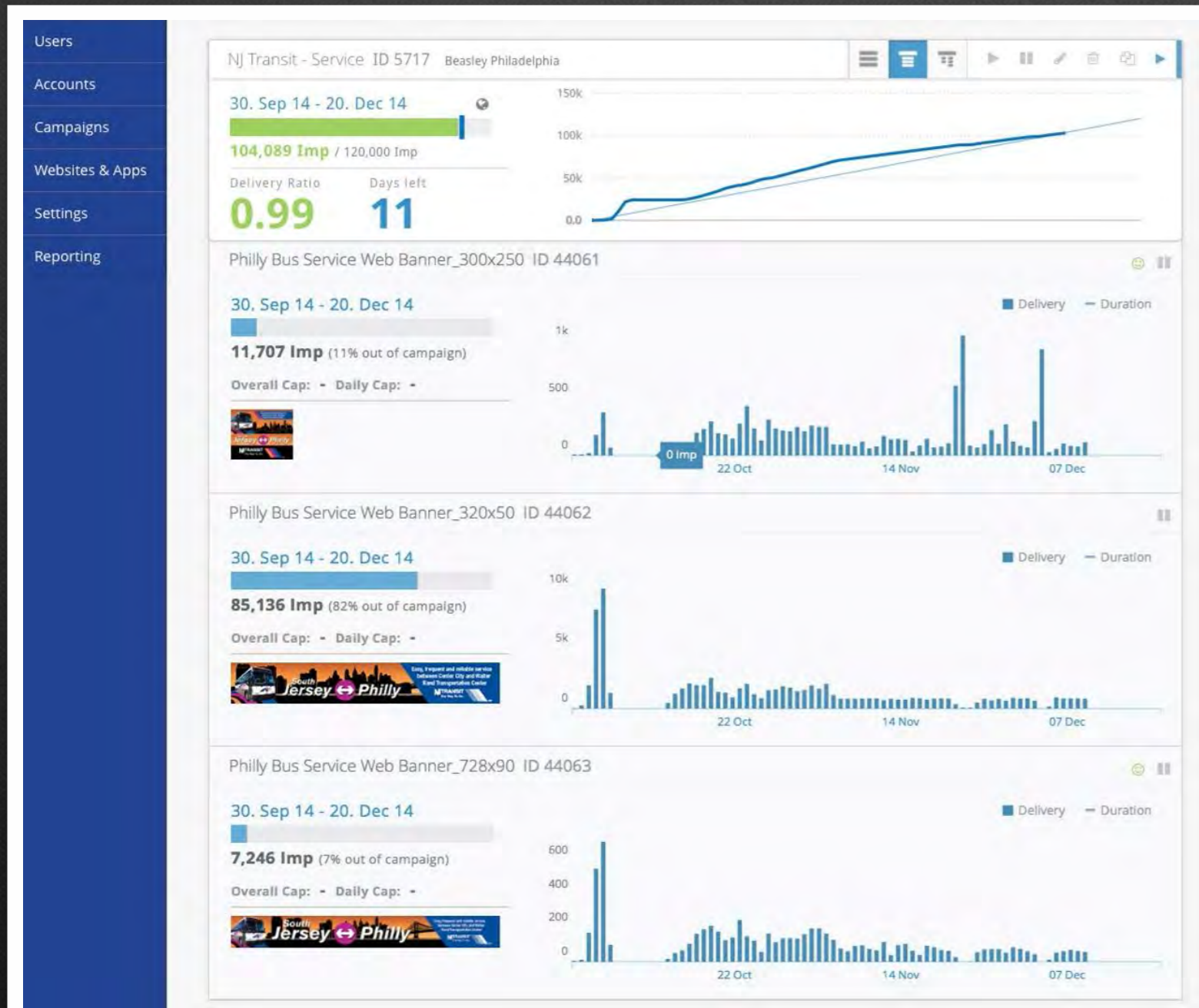
## GeoFencing:

A predefined area around a specific location. Ads are only served to consumers inside the fence.



## GeoRetargeting:

Deliver ads to consumers that have frequented specific locations in the past. Real-world retargeting based on actual behavior.



Full stack mobile advertising platform for launching location-based ad campaigns

Impressions and CTR (Click Through Rate) Tracked Daily

Run split ads to measure effectiveness

Adjust Geo Fence to maximize performance

Target consumers by real-time user location (GPS) and location history

Supports all standard IAB ad units, including banners, rich media, and video

# IAB Mobile Ad Styles

(Interactive Advertising Bureau)

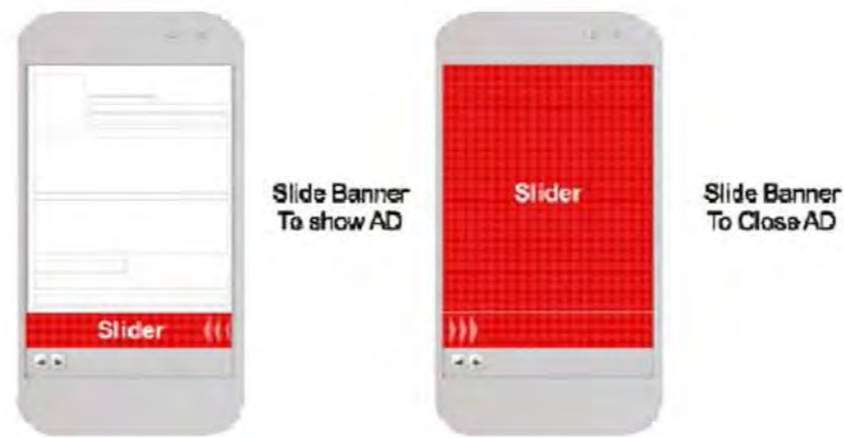
## Mobile Rising Stars

### The Full Range

**Filmstrip**



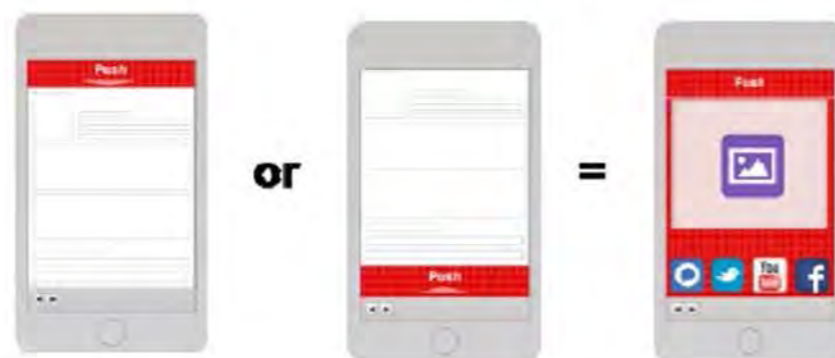
**Slider**



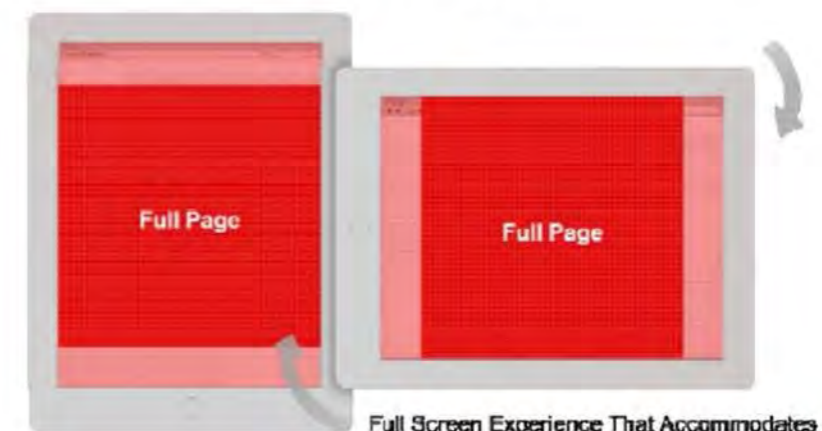
**Adhesion Banner**



**Push**

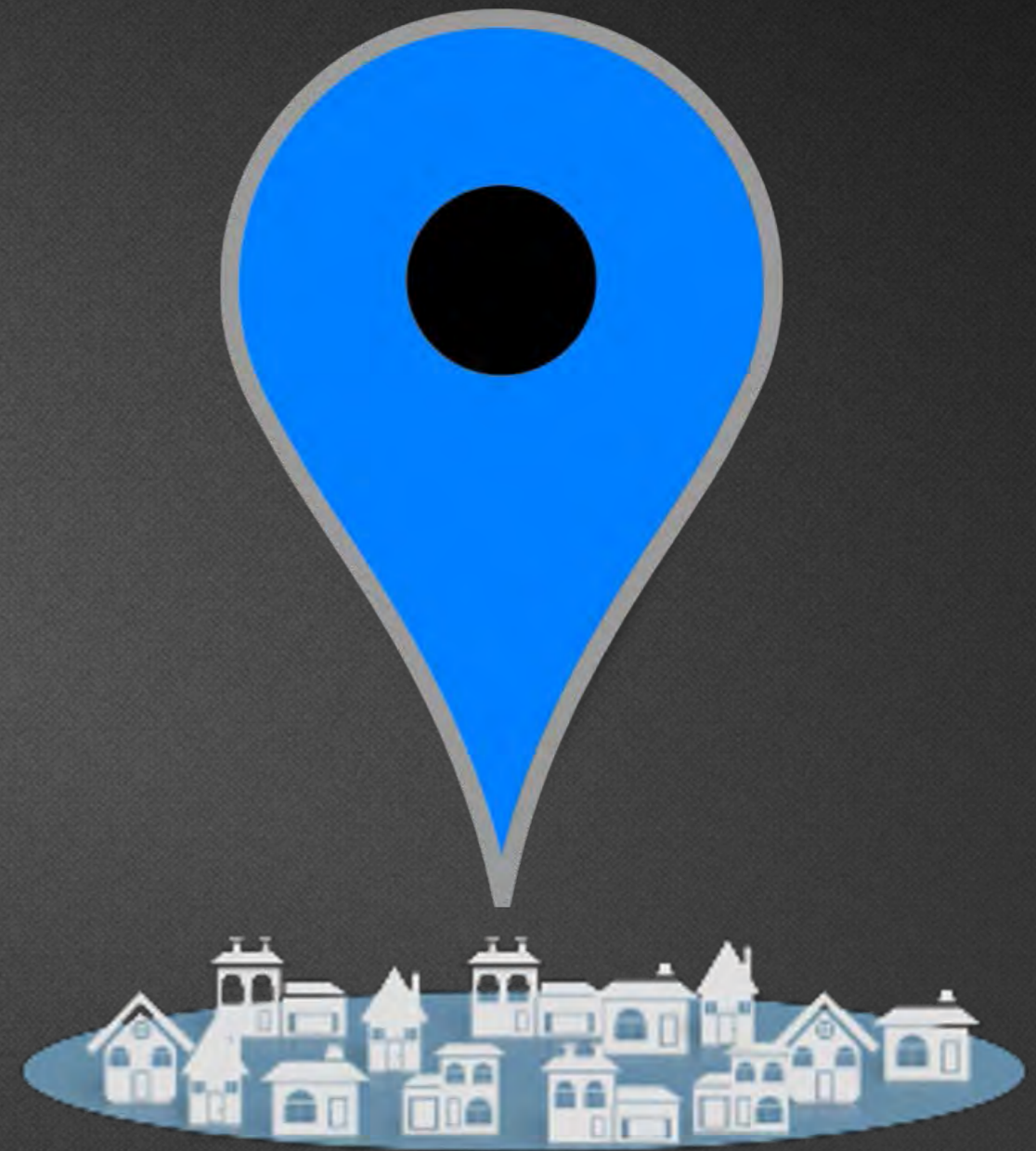


**Full Page**



# WHY LOCATION BASED ADVERTISING?

- Location is the new 'data set'
- Single most important targetable signal
- Real-world signals tells us about the consumer
- Location is the cookie for 93% of sales that happens online
- Location data science delivers better advertising for business, large and small



**Q: WHAT IS LOCATION BASED MOBILE ADVERTISING?**

**A:** Location-based mobile advertising (LBA) is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint a consumer location and provide a location-specific advertisement on their mobile devices. GeoFencing and GeoRetargeting are the most widely used LBA tactics.

**Q: WHAT IS GEOFENCING?**

**A:** GeoFencing is a solution in which a virtual barrier is created around a defined area. A geo-fence can be as broad as a state or as hyper-local as a 100m x 100m tile (think city block) and the smaller the geo-fence, the more granular the targeting. A geo-fence is used in a mobile ad strategy to trigger the deployment of or show eligibility to receive certain ads and notifications based on the location of a smartphone user.

**Q: HOW DO WE KNOW WHERE CONSUMERS ARE?**

**A:** Each geo-fence (address, park, venue etc.) provides a specific latitude/longitude (lat/long). Consumers that share their GPS data through location-aware mobile apps or sites can be pinpointed through the orbiting Global Positioning System satellite network. Each impression comes with multiple data points, but we only buy impressions with lat/long data that matches our geo-fence.

**Q: LOCATION ASIDE, WHAT OTHER TARGETING CAPABILITIES ARE AVAILABLE?**

**A:** Partners can add several targeting parameters to the impressions including: location, demographic information, categories (ex gaming, lifestyle, sports, news), carrier, and much more. It's important to understand that with geo-fencing, adding additional targeting has a negative impact on scale (less impressions available).

**Q: WHERE DO THE IMPRESSIONS DERIVE FROM?**

**A:** Boardworks has access to both premium and remnant inventory from over 14,000 location-aware mobile apps and sites in the United States. Apps from publishers like CBS Local, ESPN, NBA, Huffington Post, CNN, Weather.com, Words With Friends, TMZ, and many more are available through our supply sources.

**Q: HOW MANY IMPRESSIONS ARE AVAILABLE MONTHLY?**

**A:** Boardworks has access to over 45 billion location-aware impressions nationally every month from over 14,000 publishers (apps and mobile sites). This provides enough scale to deliver effective campaigns both at a national and local level.

**Q: DO CONSUMERS HAVE TO OPT-IN TO BE TARGETED? WHAT ABOUT PRIVACY?**

**A:** Since we depend on display advertising vs. text messages or push notification, there's no need for consumers to opt-in. We don't get access to any personal, identifiable information through the ad call – we only focus on location and the context of the place of the consumer. Consumers agree to share their location data in the device as well as in the terms of service of the apps that they download.

**Q: WHAT KIND OF REPORTING IS AVAILABLE?**

**A:** Boardworks provides real time reporting and analytics of all ad campaigns. Publishers can run ad-hoc reports directly from the reporting module to track their campaigns. Reporting access can also be given to advertisers and agencies.



