




Suitable for location targeting from 2km radius. For businesses that need to target or segment by locations. GPS-campaign helps to spread the message only to the customers who are located in or travelling through an area.

GPS function is usable for two general objectives:

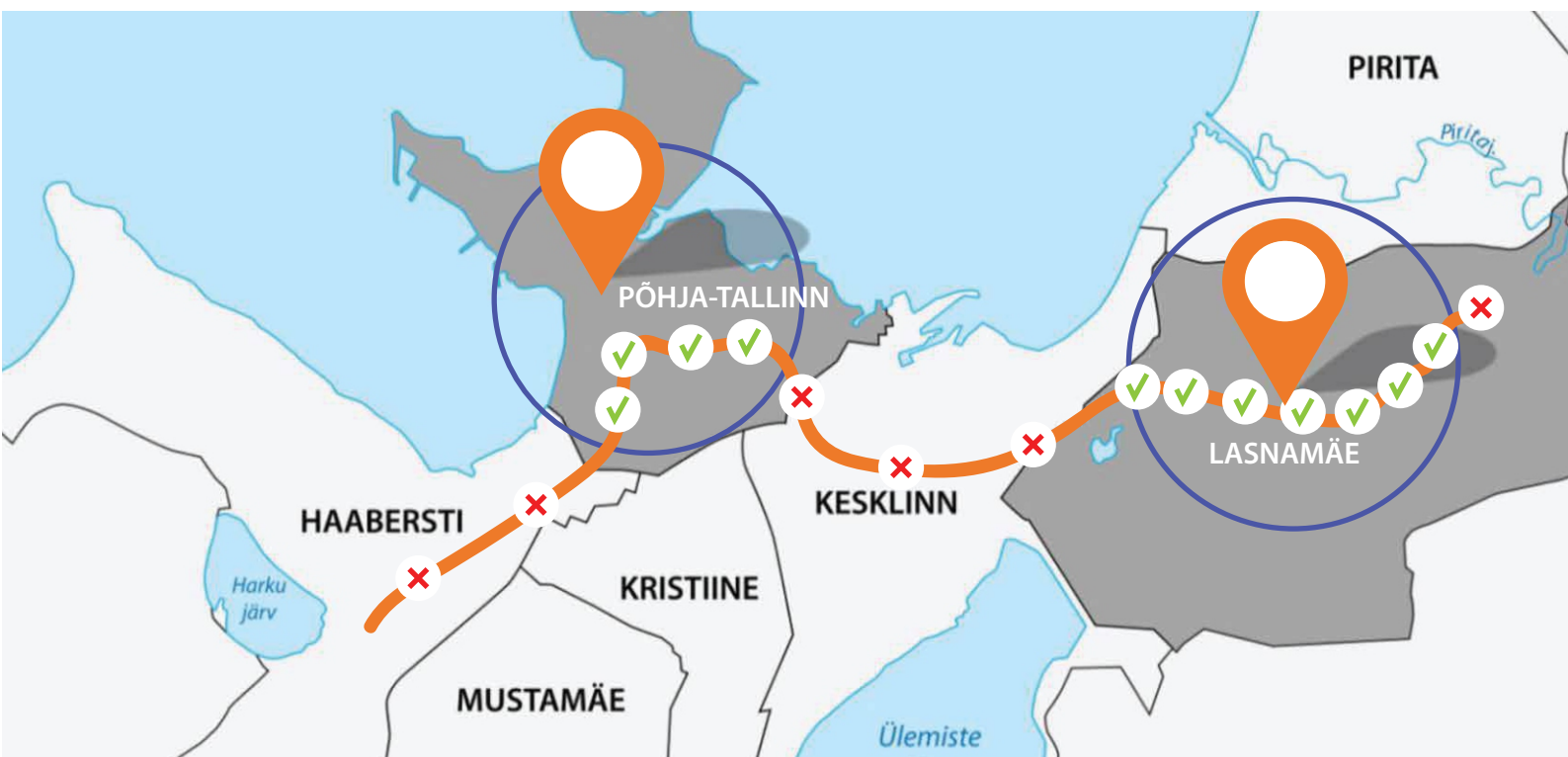
- 1) Lowering the campaign cost by targeting an exact location only
- 2) Rising the targeting effect if you need to give an altered message in separate towns or areas

Suggested campaign period: minimum of 2 weeks.

How does it work?

- A GPS area is set up. 
- Broadcasting screen constantly asks from the computer about its location.
- If the answer is „Not in area“, then your ad is not shown; 
- If the answer is „You are in area!“, your ad is shown until the answer is positive 

The repetitions in the area are more concentrated than if the same campaign type would run in the whole country/city.



AREA



ROUTE



AD IS SHOWN



AD IS NOT SHOWN

GPS function is effective only up to 3 separate areas;
GPS function is not recommended for smaller radius than 2km.

