

# HYPERLOCAL TARGETING

**55%**

of web traffic will come from mobile devices in 2021 – the highest it's ever been!

## REAL TIME

Reach your audience based on their real time locations

## TARGET

Use GPS functionality to target lat/long coordinates on mobile devices

### LAT/LONG

Use the lat/long coordinates of physical locations with 3 ft of accuracy

### TARGET

Target or exclude specific locations including overlapping areas

### DISTANCE

Use kilometers, meters, miles, or feet from 3ft to multiple miles

### INVENTORY

Reach mobile users in-app or in-web



### FLEXIBLE

Hyperlocal campaigns can be used with display, video and/or native.



### CONQUEST

Target competitor locations with your campaign.



### CUSTOM

Target or exclude areas with radii or polygon shapes.