



centro.

AUDIENCE EXTENSION WEBINAR

Hyperlocal Targeting

2021 Update

AGENDA

- What is it?
- What are the benefits?
- When should it be pitched?
- How do I include it in a media plan?
- Questions?



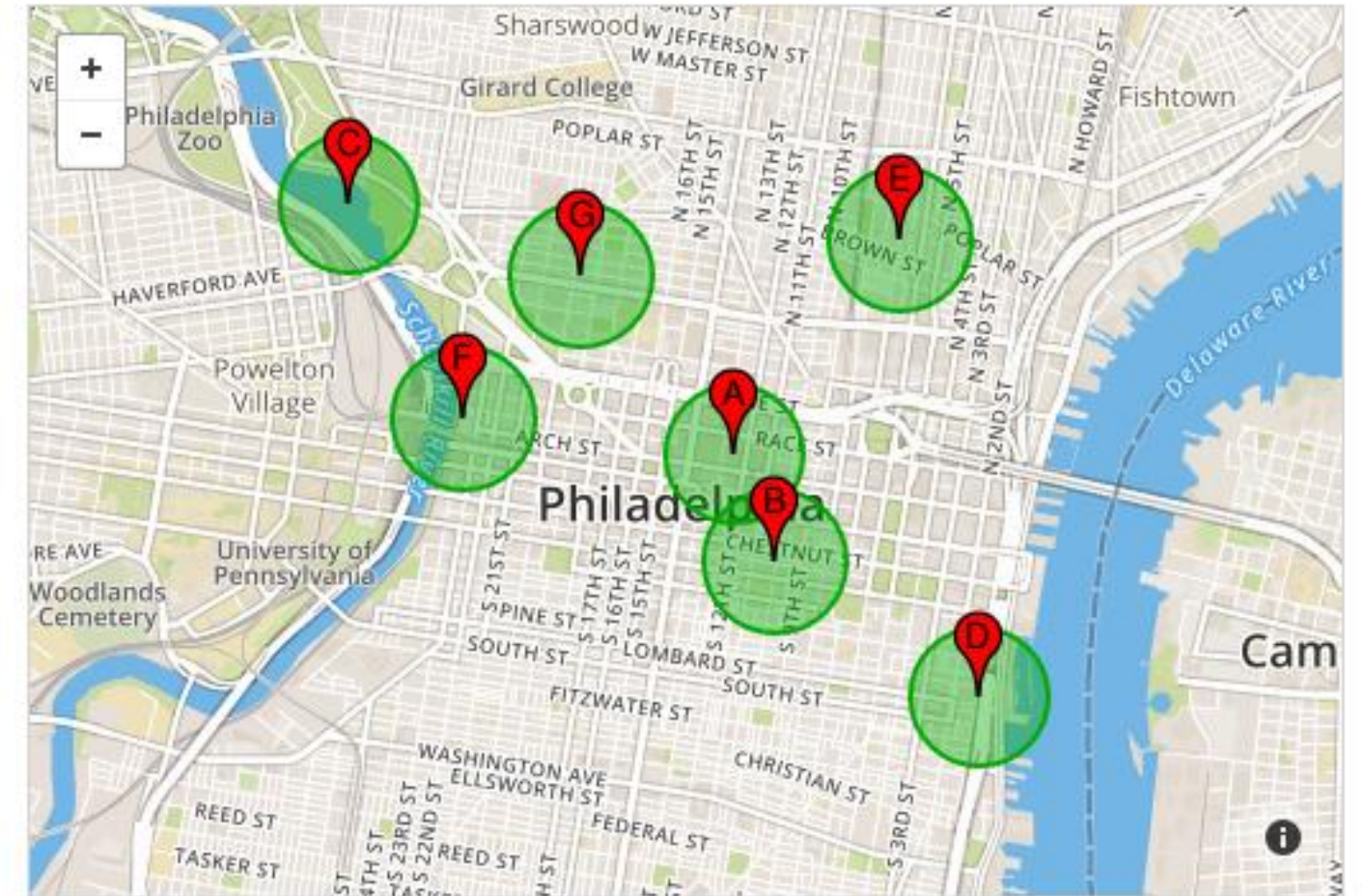
WHAT IS IT?

HYPERLOCAL

Hyperlocal finds your audience on their mobile devices based on their precise location.

TARGET USERS
BASED ON THEIR
LOCATION

Untargeted area takes precedence over targeted area in case of overlap.





WHAT ARE THE BENEFITS?




REAL TIME TOUCHPOINTS

Reach your audience when location turns into engagement.

GPS information is used find your audience. This allows you to geofence based on latitude, longitude, and radius.

Competitive conquering can be used to help you stay top of mind.



**WHEN SHOULD IT BE
PITCHED?**



LISTEN FOR....

1

"We have a specific Geo we are trying to reach."

2

"I'd like to target people who are interested in my competitors."

3

"I want to reach people based on where they physically are in real-time..."

4

"I want to engage with consumers at a specific event."



DISCOVERY QUESTIONS

- Where is your best customer located?
- Do you want to drive customers to your mobile app?
- What are your campaign goals?
- Do you want to be able to target customers while they're at your competitor's location?

IDEAL CAMPAIGN GOALS



AWARENESS



TRAFFIC



**HOW DO I INCLUDE IT IN A
MEDIA PLAN?**

MEDIA PLANNING WITH HYPERLOCAL

1

NEEDS ASSESSMENT

Work with the client to determine the target audience they are trying to reach.

2

SELECT LOCATIONS

Work with your planners to determine the best locations to target and radius needed.

3

INCLUDE OTHER TACTICS

Pair hyperlocal targeting with other tactics to most effectively reach your audience and achieve optimal optimizations



QUESTIONS?



**THANK
YOU.**