

# MOBILE LOCATION RETARGETING

Build highly-customized, scalable audiences based on real-world consumer behavior



## BRAND AFFINITIES

**Target a Brand Affinity:** Target Shoppers – this profile targets users who have recently shopped at a Target. Increase scale by including similar stores and brands into the target.



## PLACES

**Target a Place:** Pet Stores – this profile targets users who have recently shopped at a pet store, including both local and national brands.



## CUSTOM LOCATIONS

Provide a list of local addresses or places to create the custom segment.

## PRECISE DATA

TAILORED AUDIENCES BASED ON LOCATION DATA

## HIGH ENGAGEMENT

BREAK THROUGH THE CLUTTER WITH HIGHLY RELEVANT ADS

## TIME SPENT WITH MOBILE:

Increased by 31 minutes in 2020



Expected to reach 4:23 in 2021