

Geo-Fencing-Plus for Auto Body Shops



We know your customers ... we've been tracking them for the last year!

We can bring them back!

NOT ONLY THAT ...

We can get your competitors customers too!



How To Get Your Perfect Customers To Learn About Your Body Shop

Introduction

Terminology

Geo-Conquesting is a term that is similar to GeoFencing. Conquesting signifies that you are winning your customers back and getting them back to your business. Not only this, but also targeting customers of your competition's business as well.

GeoFencing is simply the process of targeting people in a specific targeted area, which Geo-Conquesting does as well. For this guide, we will use the term Geo-Conquesting to refer to this process.

Overview

As a business, we understand that you have tried a lot of different options for digital marketing through Search Engine Optimization, Google & Bing AdWords, Facebook Ads, etc. The problem is that you are competing against hundreds if not thousands of other businesses in the same arena which makes getting noticed online virtually impossible. Plus, these are old, tired techniques that have become inadequate marketing tools due to "normalization". Read on to learn about some cutting-edge technology that will blow your mind!

Geo-Conquesting was specifically developed for large companies and massive outreach. This will change the way you do marketing ... Forever!

Marketing for businesses has just gotten a big boost. Everyone has been looking for something new, exciting, and different. Especially during the COVID-19 pandemic. Rebounding from this will require something that is effective and powerful. This is where Geo-Conquesting comes in. This new and unique solution gives you an edge over the traditional types of marketing that everyone else is doing. You just stumbled on one of the greatest forms of advertising at a price that is built for massive outreach, but not just reaching a lot of people, reaching all the right people. You have just found ... **The Holy Grail!**

You now have a sustainable marketing edge over your competition targeting not only those who have visited your business over the last year, but also those who have visited your competitor's business with precision and accuracy like nothing that has ever been invented. This is the power of Geo-Conquesting.

You can take full advantage of this new type of marketing now that all the technology is mature and in place, which wasn't always the case. This is because of the highly technical nature of how it works using a combination of satellite technology and cellular tower triangulation, as well as several other advanced parameters that combine and process the data to make it usable for us to strategically place on display networks. Now you can start a campaign right away and get in the game!

We hope this Geo-Conquesting summary gives you a good overview on how you are now able to utilize this with your restaurant to rebuild your client base and help you get back in business.



How does This Work?

Geo-Conquesting incorporates sophisticated methods that require the latest in satellite and cellular triangulation technologies. When combined it creates a powerful set of digital mobile advertising tools.



These digital tools include targeted advertising that begins with Geo-Fencing, moves into Cross-Device Technology to allow us to follow them to their home and work computers and ends with world class banner ads that inspire future customers to visit your shop rather than your competitor.

Geo-Conquest marketing is defined by the fact that smart phones within a certain location can be targeted for advertising, even if the person with the smart phone never uses the smart phone while in that geographic location. This means that not only can the person see ads while they are at the location (using Hyper Mobile Targeting), the person will also receive follow up banner advertising offering promotions designed to entice them into your shop after they leave the area.

Imagine that your auto body shop is a certified **Honda ProFirst** shop and you want to get in front of new and current **Honda** and **Acura** owners. Geo-Conquesting allows you to target all of the customers who have visited a **specific Honda** and **Acura** dealer within the last year. This means you can show your ad to just these owners, let them know you are Certified to repair their vehicle, bring them to your landing page, and perhaps make them a special offer.

The real power of Geo-Conquesting is in the fact that you can target those perfect customers with digital ads after they have returned home. This beautifully designed system focuses ads on only those who have visited either your shop or the Dealerships you've chosen in the last several months. This focuses your marketing dollars to only the people that matter.

1. Geo Targeting - A Satellite geo-targeting technology used to locate when a mobile phone enters a designated location.

2. Collecting Advertising ID's - Each time someone enters the geo-targeted area, we have a technology that can get the Advertising ID from mobile phones. This includes both iPhones and Android phones. This is special because Advertising ID's can only be obtained by having an application installed on their mobile phone. An agreement with 180,000+ applications on both the Android Play Store and the Apple App Store allows us to get these Advertising ID's using their apps. Apps like Google Maps and other major application are some of these included in this agreement. One thing that makes this more powerful than any other marketing tool is the fact that we can market to this person after they have been targeted for the life of their phone. That is a STRONG tether to this person!

3. Cross Device Retargeting - Advertising ID's are then collected, tracked, cataloged and sent to a demand side platform where we can then retarget those were in the geo targeted areas. A special process using 3rd party services allow us to know which computers are connected to the home and work computers that they use. This is done through processes such as logging into a bank account. If a person has a banking application on their phone and logs in with their username and password the bank can tell it was from their mobile app. Later if that same person logs in with their username / password on their home or work computer the bank also knows this and ties the mobile login information with the computer information. This ties the mobile phone with the other computers the user uses. They then let us use this information to place your ads on their mobile phones, work, and home computers.

Imagine having a Surveillance System so advanced that it identifies your perfect prospects and advertises your restaurant to them...



Geo Conquesting vs. Hyper Mobile

and why they should be used together!

Let's start with explaining that Hyper Mobile is what everyone else does when they claim they do GeoFencing or Geo-Conquesting. Let's discover why they are missing out on so much!

Both technologies have strengths and weaknesses and should be used together to balance out each other's weaknesses. Hyper Mobile targets and shows ads immediately while they are in the targeted area. Then Geo-Conquesting is used to retarget them and show your ads long term after they have left the targeted area.

Hyper Mobile Targeting

We are able to show ads when they enter and are inside the geo fenced area on both the Internet as well as over 650,000+ apps including ESPN, Weather.com, Angry Birds, Words with Friends etc. Not only do your ads show up in the apps, but also anywhere on the Internet where there is a space for display advertising. These show up in the same places where you are retargeted from Amazon, eBay, Zappos and many other companies.

How Hyper Mobile Display Advertising Works:

- 1) **Geo Targeting** - A geo-targeting technology is used to trigger when a mobile phone is in a designated location
- 2) **Display Advertising** – Once they are in this location and are using the Internet, display ad spaces on websites such as Fox News, CNN, WebMD or any other of the millions of websites that have display advertising will show your ads immediately on their mobile phones.
- 3) **Retargeting** – cookies are placed, and sessions are recorded on iPhone and Android devices to retarget only on their mobile devices. Cross device retargeting is implemented whenever possible to follow them home and continue to show ads.

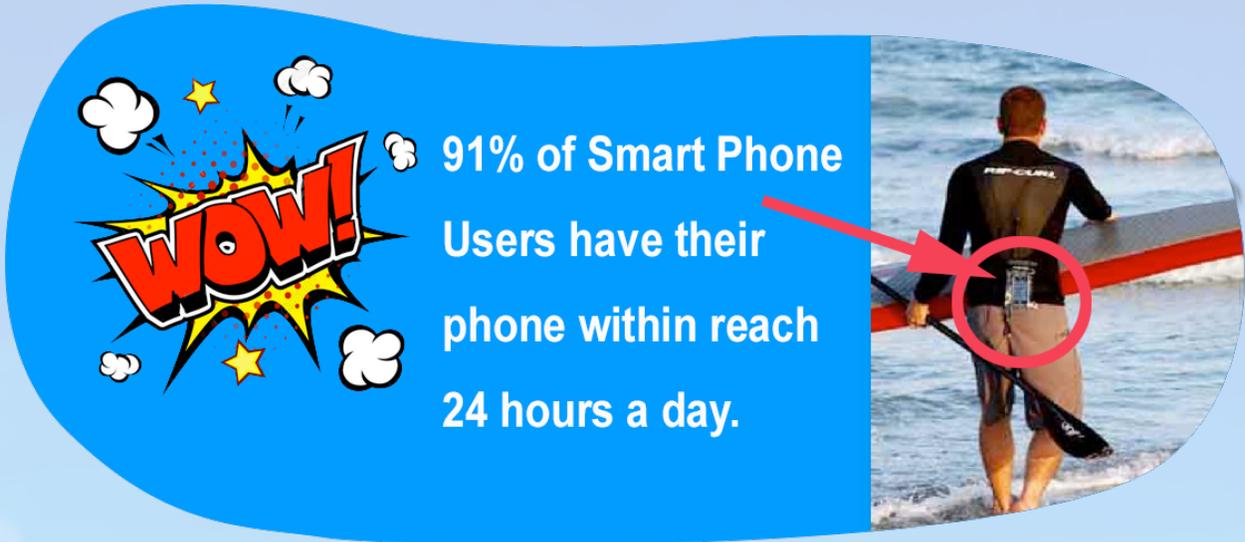
Benefits of Hyper Mobile:

- 1) Immediate showing of ads while in designated geo targeted area.

Weaknesses of Hyper Mobile:

- 1) Only able to show ads when inside the geo targeted area. When the person leaves, they become a ghost and can't be targeted long term.
- 2) Retargeting (without Geo-Conquesting) is not effective on mobile devices because it does not usually continue beyond the current browsing session which ends a few minutes after they are done.





Why Use Targeted Marketing?

Once your ideal target is obtained, you are able to market to them for the life of their phone. That's a long time you can stay in front of this audience!

In the past targeting has been limited to a zip code as the smallest targeting area. Then as technology improved it got down to the radius of a mile. They used to call this GeoFencing because it was as precise as they could get at the time. Things have really improved now as we are now able to get down to the precise contours of a business.

This is typically accurate to as little as 20 feet in most cases. Now you can target people extremely precisely and can capture people who actually visit your business. This can be extremely important when targeting your competitor's business. We have targeted locations as small as a tiny store within a strip mall, all the way up to a mall.



Target Buildings ... not cities!

Think about how efficient your marketing dollar will be when you can get this precise on who you show your ads to! This will cause you to really start thinking hard about who and where you want to target.

Engage Your True Audience!

Three New Factors...

1. Are the businesses you are targeting where your best potential customers visit?
2. Where are your most likely customers eating?
3. How will you structure your marketing message to them?

These now become the most important factors used to display your brand.

To break it down, this precise targeting of customers is a sniper approach, not a shotgun. It gets you directly in front of your best audience with extreme precision!

Maybe you are marketing for a new appetizer, or perhaps a new dish or weekly special. Now you can reach out to the people have eaten at your restaurant before or even those who have eaten at your competitor's restaurants and might like to try you out.

Now you can precisely target the ideal audience for your promotion. Whether it's a single event you want to reach out to, or perhaps several thousand restaurants throughout the United States, now you can get in front of them wherever they are right now!



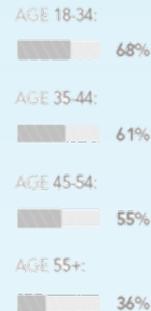
We did a large-scale project with a chain of 2,400+ Australian branded steak houses. We targeted their competition that was located within 7-miles of their location. We chose their closest competitor, Texas Roadhouse as well as two other competitors and were able to target the exact people who eat out at steak houses when they choose to dine out. They made an offer for these people to receive a free appetizer when they came to the restaurant. We were able to track tens of thousands of visitors back to their locations showing their marketing dollars were extremely well spent.



WE'RE ADDICTED TO CHECKING OUR PHONES

58%
OF SMARTPHONE USERS

**DON'T GO
1 HOUR
WITHOUT CHECKING
THEIR PHONES**



Geo-Conquesting vs. Beacon Technology

Many people think that we must have some sort of device in the locations we are targeting because it is so precise. This technology does exist, and these devices are called Beacons. This technology has been attempted by several large retailers unsuccessfully for a few reasons. First, they run on batteries which go dead. Second, it's very difficult to deploy these accurately for the best effect without professionals setting them up. Third, it requires Bluetooth to be active on people's phones to work. Finally, and here is the worst part of beacons, you can't retarget or reconnect with them after they leave. Geo-Conquesting overcomes each of these problems and does a much better job with targeting and showing ads long after they leave the location.

You Can Serve Ads Everywhere on the Internet and on Mobile Apps.

Geo-Conquesting relies on 2 parts. First, we must target and categorize all the leads in the location(s) we are targeting. Second, we need to show them ads. When showing ads, we have the entire Internet at our fingertips. You have probably seen ads from Amazon, eBay, or Zappos after you have left their websites. The places you saw those ads are the exact same places where your ads will be. There are millions of websites that show ads, as well as over 650,000 apps that display ads to users of those apps. This is an incredible opportunity for you to be in front of your audience on a regular basis.



You Can Get up to 90% More Efficient With Your Marketing Dollar With Geo-Conquesting

When you target so precisely, you can spend less money for a greater impact and result. If you have been targeting cities, or even zip codes, think of the power of weeding out all the extra ads you have been wasting your money on and only focusing on the exact right people! This is where you can be 90% more effective with your marketing dollars.

Real Time Analytics for Geo-Conquesting

Much like AdWords, you can have real-time analytics with Geo-Conquesting. This is especially important at the beginning of a campaign when we are optimizing the campaign based on the audience, the display ad messages, and the landing page conversion rates. This is another way you can save money, because we are able to pivot faster and reduce potentially wasted ad spend.

Mobile Phone Location Services Allow This To Work

Phones have gotten extremely efficient at tracking our whereabouts and not draining our batteries. Think about how often you use maps on your mobile phone. You must have Location Services turned on to allow this to work. So, you as well as 95% of everyone else are ready for this technology.

You Don't Need to Use Your Phone to Have This Work

A person's phone can be in their pocket or purse and still be targeted. This is why this is so amazing. People can be targeted just by having their phone on their person when they enter a Geo-Fenced area. Suddenly when they get home, they see your ads and the process of selling your products and services begin.

Tracking Foot Traffic with Targeted Marketing

Foot traffic is when someone actually steps foot within the Geofence we place around your business(s). This allows us to see when a person we targeted at another location such as your competitor, shows up later at your location after seeing an ad from you.



We track and measure this the same way we track and measure at the competitor's business, the Event, or locations you want to target. We do this by ensuring they showed up at that location first, then later they showed up at your location second. This is what we call a "Conversion" or having "Devices Tracked".

You simply can't do this with AdWords, TV, Radio, or Billboards. It's literally impossible to measure their effectiveness this way. Other measuring tools require coupons to be brought in to help measure their effectiveness, however people forget, or lose them which skews the tracking in a huge way and renders this type of tracking almost useless. Geo-Conquering overcomes these faults and liabilities.



1 We Find them at a location that you choose. This could be a competitor's restaurant, dealership, RV Lot or any other type of company.

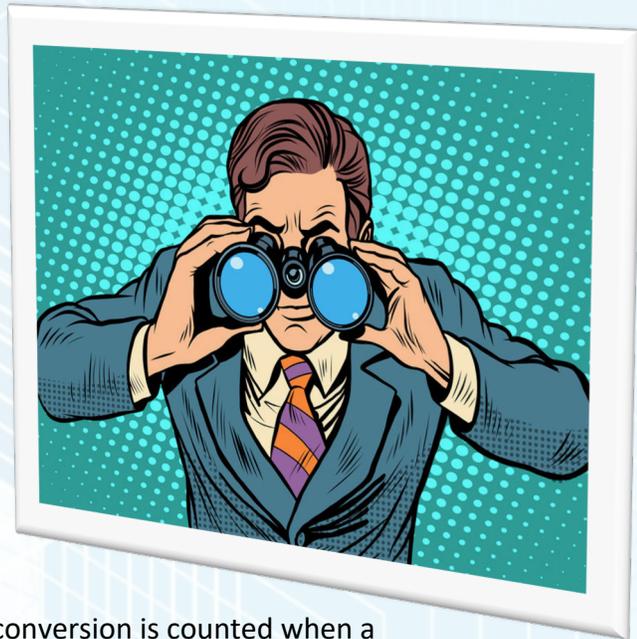
2 After they leave, we follow them back to work

3 We even follow them home and show your ads on their laptops, tablet devices, and phones.

4 We then follow them to your location so you know when they show up!

We track the following:

- **Impressions** - When a targeted lead sees your ad
- **Clicks** – When a targeted lead clicks your ad
- **Click Through Rate (CTR)** – This is measured in a percentage of targeted leads who see your ad vs. clicking on your ad.
- **Post Click Conversions** - A post click conversion is counted when a user clicks on one of your banners and then ends up on your conversion page. This conversion maybe in the same session or up to 30 days after they click on the banner.
- **Post View Conversions** - A post view conversion is counted when a user is shown one of your banners, but does not click on the banner, however they end up on your conversion page. The visitor returned to your conversion page in any number of ways. i.e. directly typed in your website, used a search engine or even clicked on a PPC or Facebook ad. This conversion maybe in the same session or up to 30 days after they view the banner. This number is important because it shows how well your branding and awareness is working.
- **Desktop Count** - How many people see your ad on a desktop computer.
- **Mobile Count** - How many people see your ad on a mobile phone.
- **The number of people we have been able to collect for targeting** at each location individually
- **The banner performance** on an individual banner level. This allows us to see which banners are working best so we can trade out the low performers with more engaging ads.



These metrics allow us to understand if there is a breakdown in engagement, exactly where this is breaking down so it can be addressed quickly and efficiently.

Being able to track the people who visit your locations is the greatest ability to target in the industry and leads to lower ad costs, higher conversion rates and a complete end-to-end understanding of how your marketing dollars are working.



Cost of Geo-Conquesting

Pricing is calculated using an acronym called “CPM” which stands for “Cost Per Mille” (Greek word for one thousand) which means the cost per 1,000 ads viewed by potential customers. So, an example would be \$12 CPM which means it costs \$12 to show a thousand ads to your potential customers. Amazing right?! Then we can calculate the cost per click by using simple math in the reports. This will give you an idea on how much engagement you are getting.

One interesting thing about the costs is that display advertising (or programmatic display) does not charge by the “click” but by the “impression” or how many people see your ad. This removes the problem that AdWords has called “Click Fraud” where your competitors can click your ad and cost you thousands of dollars in wasted clicks.

An impression is much better to pay for because ad networks can track if an ad is actually displayed to an actual person. Yes, there are bots out there that open pages etc., but these are easily traceable by our systems and you are not charged for these. So, these impressions are pure, undefiled views by actual potential customers. Take away all this waste, and your ad costs go way down!

Cost of a Campaign

Campaigns consist of many different types of targeting including Geo-Conquesting, Retargeting, Audience Targeting, Contextual, and Retargeting.

With every campaign, you are assigned a project manager who will help you initially set up each campaign, build the campaigns, run and optimize the campaigns, and then help you understand the metrics and reporting each month.

Geo-Conquesting requires extra costs due to the complexity of the data acquisition and the data providers who are involved with the satellites, cell phone towers, as well as some of the data scrubbing to ensure you get the most and best targets. They each charge for their services which become part of the overall cost of a campaign.

Then there is the cost for the ad spend which goes to pay the websites that agree to show your ads. This is called programmatic buying or “real time bidding” where each ad position is auctioned off in a fraction of a second. The result of these ads being shown hundreds of thousands of times is what we pay them for to show our ads when our targeted potential customers visit their site. This is paid directly to the ad networks.

Each of these areas make up the total cost of a campaign.



Geo-Conquering Project Minimum Costs

Regardless of the size of your campaign, we can help. With campaigns starting at only \$1,200/mo. we can scale quickly up to over \$3M/mo. or more for large scale nation-wide campaigns. This starts crazy low I know, but we are dedicated to helping all sizes of campaigns regardless of their size or scope. The edge is in the tech.

Footfall Tracking – Store Visitors

Never before could this be done, but with our new tracking technology, we track not only when they go into your competitor's business, or the locations you are targeting, but we also track when they visit your location. If they visited you second, and saw ads, you can know your ads are doing the job and getting people to visit you.

This gives you a unique level of tracking and confirmation that your ad dollars are doing the job better than ever before. Now you can truly track your return on investment.

How Many Geo Fences Can We Have?

We get this question a lot, but the real question is how many should you have? If you have too many targets for your budget people won't see your ads often enough to do proper branding so they remember you. For instance, if you have 10,000 people you are targeting and your budget allows them each to only see your ad two times in an entire month, this creates an ineffective campaign that is too watered down to be of any value. We consult with you on the correct number of locations for your goals and budget. We match the number of locations that will fit your budget. Sometimes this may be a single larger location, other times it may be 20 – 200+ smaller locations. It just depends, but your dedicated project manager will work with you to determine just the right amount so your ideal customers can see your ads enough times to make a buying decision.

Can We Get Support With Our Project?

Of course!! Every project gets a dedicated project manager to assist with your promotion and projects. We understand this is an emerging technology that has a lot of complexity and moving parts. We have invested heavily in our staff to become highly trained and skilled at building the perfect promotion for your company. The thousands of projects we have run have given us in-depth understanding not only of what works, but more importantly what doesn't work, saving you time, money and aggravation.

We take care of the targeting, the audience filtering, the contextual relevance, how many times per day a single person will see your ad, what times of day they will see your ad, and what

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websites, apps, and devices (mobile and/or desktop) will show your ads. All this makes a big difference in the effectiveness of your campaign. Your project managers are all experts at this!

We have a Done-For-You managed services platform that assists you with all these complexities of setup, management, optimization, and then walks you through the reporting speaking in “English” so you can understand how your project is performing in order to make good business decisions. This reporting is available 24/7 in real time so you can check up on your project anytime you think about it.

We handle all this as well as the creative development of the ads and the landing pages. The ads are covered through a one-time setup fee, however not everyone needs a landing page, so this is billed separately and is a one-time cost.

If you are shopping around, keep all this in mind as you consider the cost of your campaign. Take into account the technology behind Geo-Conquesting, the complexities that make this work, the extremely high effectiveness, the optimizations, the dedicated managers, the 24/7 reporting, and ultimately the results you will experience. When you break it down, no other type of marketing can come close to this type of laser targeting. But you will never know this unless you try!



Tactics vs. Strategy

Strategy is the plan and tactics entail how you will accomplish that plan. So far, we have been talking about all the tactics, all the details that make up a highly converting campaign. Strategy is what you and your project manager will consult on together in order to create the plan which will fit your specific needs. The goal is to target your ideal customer and draw them into your restaurant so you can grow and flourish.

An important part of your strategy is knowing what to measure. What are your conversion goals and what metrics determine if this is successful? Here are some ideas on what can be measured. Each campaign will be very different in measuring success. Your project manager will talk to you about some of these so we can make sure to be measuring what is most important to you.



How Customers Measure Success:

Here are some ways other customers have measured success for them

1. Walk-In (Foot) Traffic – most times with Geo-Conquesting you want people at one place to come to your place.

2. Phone Calls - Is it important for your phone to be ringing? If so, this may be your preferred metric that you want to measure.

3. Form Fills – Sometimes collecting personal contact information is the most important thing so your support or sales staff can reach out to them to talk to them about your product or service.

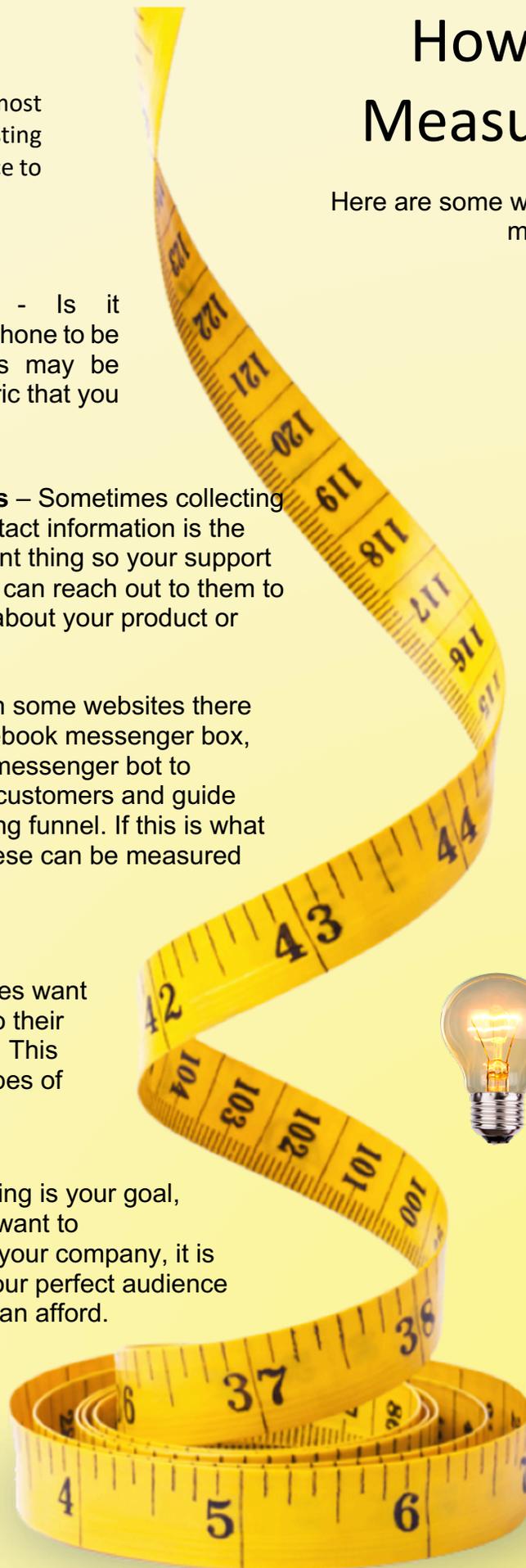
4. Engagements – on some websites there may be a form, a Facebook messenger box, or even a live chat or messenger bot to engage with potential customers and guide them through the buying funnel. If this is what you are looking for, these can be measured as well.

5. Clicks – some companies want as many visits converting to their landing pages or websites. This would then lead to other types of engagement.

6. Impressions – If branding is your goal, Impressions are what you want to measure. When branding your company, it is extremely important that your perfect audience sees you as often as you can afford.



Remember this all starts by determining where your perfect audience is hanging out. That is your first thing to determine!





How To Find Your “Perfect Audience”

When your project manager speaks with you, they will typically ask you questions like:

- Who is your ideal customer?
- What determines if they are a good customer, or not?
- What is their pain?
- What keeps them awake at night worrying?
- What are the drivers that would want them to need you?
- Where do they hang out and why?
- What is going to make their life better after finding you?

If you are a steak restaurant, you will want to target not only your own previous patrons, but also those who have visited similar restaurants in your area. We know both of these groups of people and can target them.

If you are a Seafood Restaurant, you don't only have to target other seafood restaurants. You can target Italian, Steak Restaurants, Asian, and many other types as long as they are in the same “class” as your restaurant. If you are a high-end restaurant, only focus on other high-end restaurants. This will allow you to focus on the people who are most suited to choose your restaurant to visit.

This is the best way we have found to get in front of your perfect audience and engage with them to invite them to either return to your restaurant or to try you out for the first time.

This new way to target your perfect audience has never been better! As Facebook removes their categories of individuals you were able to target, ours just increases massively in value. The best part is, your competition has probably never heard of this before so you can own this market!

These are only a few of the hundreds of strategies we have the expertise to help you find your perfect audience and target them.

Geo-Conquesting can help you target exactly where these ideal customers hang out and add them to your targeting list.



Pick the Ideal Locations

Once you and your project manager have determined your perfect audience, then it's time to pick the restaurants where they are eating and target them.

These locations could be:

- Your competitors' restaurants, or entertainment venues. Anywhere your competitor has their customers visit them.
- Places where your perfect audience hangs out or visits
- Specific neighborhoods that have a lot of your audience in them. Birds of a feather ...
- Nearby locations that your audience is visiting.
- This could even be the place where their waiting staff hangs out for a break if you want to recruit talent for your own restaurant.

Find And Recruit Great Talent For Your Company!

One idea many companies never think about is recruiting great talent using Geo-Conquesting. Here are a couple of ideas to illustrate this point.

One of our project managers was working with a restaurant that was complaining that it was very difficult to keep training new hires to do their jobs. Turn-around at restaurants can be daunting and the ramp-up time sometimes takes so long that they are never truly effective before they leave. They wanted to find people who have been working in the industry, but hated their managers, restaurant they work at, or simply want a change of pace or location.

So they worked out a process that allowed us to help them focus on the types of restaurants that would have similar staff that were most likely already trained in the position they were working in to save tons of time and aggravation training new staff

We built an interesting strategy that worked amazingly well. To recruit restaurant these people that were already trained and would require minimal training to do their jobs required only a simple tweak in our marketing. So, we began targeting the kitchen areas of each of their competitors as well as the back-door area where they would hang out to get some fresh air during their breaks. Then we started running an ad campaign talking about how much better it was to work at our restaurant. This was extremely successful in bringing in already trained and highly functional talent into their restaurant chain.

This new technology can be applied in many different ways to accomplish different types of goals to help your company thrive and grow.

Layering Different Tactics To Build An Ideal Marketing Campaign

Sometimes Geo-Conquesting can bring in too many or too wide of an audience. For instance, we were using this for a chain of high-end hair salons. They wanted to target only the females in the malls because most of the customers who frequent these locations can afford this salon, but only styles hair for females.



So, we first captured everyone who visited the malls, then we layered a gender filter to only choose the women, then we added a socio-economic filter to only target these women who had a household income of \$200,000/yr or greater. This helped narrow down their targeted audience to exactly the right people they serve. This layering of 3rd party data on top of the Geo-Conquesting audience further refined who they were targeting to save on ad spend waste and create a highly optimized marketing campaign.

This is only one small example. We have hundreds and hundreds of profiles including age, income, ethnicity, behaviors, past purchases, if they have pets or children, their political preference, marital status, if they are in-market for a car or a house or concert tickets and hundreds other things we can use to target or narrow down a group to just the people you want to target.

The Power of Excellent Display Ads

Many companies make the mistake of trying to market their features, or how you do what you do when they should be using “Attraction Marketing” which focuses on how much better their lives will be with you. This process is critical to an effective campaign and should require some serious thought when developing your campaign. This is where your project manager’s experience will really pay off. They can help you hit the ground running with ad ideas that we have seen be extremely effective already.



Maybe you are offering a discount or a coupon. Perhaps you are having a sale. Whatever your goals, your ads can make or break a campaign.

Split-testing is key to understanding your audience. One thing we always say is “Your audience will tell you which ads are better by which ones they click. Their click is their vote!” Once you determine your most effective ads, nuke the non-performers and replace them with other ideas that try and beat your best performers. Split testing is great for milking the most out of your ad campaign. You can literally double the number of visitors to your location, or your website with an effective ad that strikes your audience powerfully.

Well Built Landing Pages

Many companies choose to use landing pages rather than their websites to help focus the potential customer into a specific course of action. This helps them progress down the sales funnel much faster to make a buying decision.

Websites tend to be distracting more than focused. There are so many cool things to see, watch, and read that indeed help educate, inform and entertain.

But if the end goal is to purchase, these can all be distractions from the end goal. This is where a landing page can really help out. A landing page can be a concise and focused page that gets right to the point and gets immediately in-tune with your customer.

The better the landing page, the more conversions, the more money you make!

Retargeting



Bringing people back to your website or landing page is the best money you can ever spend. This weeds out the tire-kickers and brings back only the people who are most interested. Consequently, it's the least expensive type of display advertising as well...go figure!

Did you know the average website loses 97% of their visitors who leave their site without buying or taking an action? This is actually very normal, but disturbing when you think about it. This is NOT because they don't like you or need your products or services! This is because of how we live very distracted lives. A company meeting is starting, it's time for dinner, the kids start fighting, you have to leave for work etc.



By leaving people are just putting you on "hold" intending to get back to you, but as soon as that phone goes off, or the laptop closes, you are typically gone forever, and they find another place to buy. That is where Retargeting becomes your best friend! Retargeting stays in front of them and brings them back.

This should be a core part of any Geo-Conquesting campaign. Retargeting is great for branding, and to remind people

WHERE ARE MY ADS SHOWN?

Many people wonder where their ads will be shown. If you have ever visited Amazon.com, eBay.com, or other retailers and saw the product you were seeing the next day, that is where your ads will also appear. Here are a few of the millions and millions of websites and mobile apps that your ads can show up on when people surf the Internet.

CNN
FOX News
MSNBC
ABC News
BBC News
USA Today
LA Times
Yahoo News
Huffington Post
Google News
New York Times
Washington Post
Wall Street Journal
TMZ
Livingly Media
Hollywood Life
PopSugar
Wetpaint
Yahoo! Celebrity
E Online
People Magazine
US Magazine
WonderWall
Gawker
ZimBio
PerezHilton
MediaTakeOut
Apartment Therapy
Cool Mom Picks
Travel Babbo
Crazy Family Adventure
KidPower
The Parent Report
Family Living Today
Family Life
Happy Strong Home
Rookie Parenting
abeautifulmess.com
addiganley.com
adriennedorison.com
DailyMotion.com
FoodNetwork.com
FoxSports.com
Genius.com
Pandora.com
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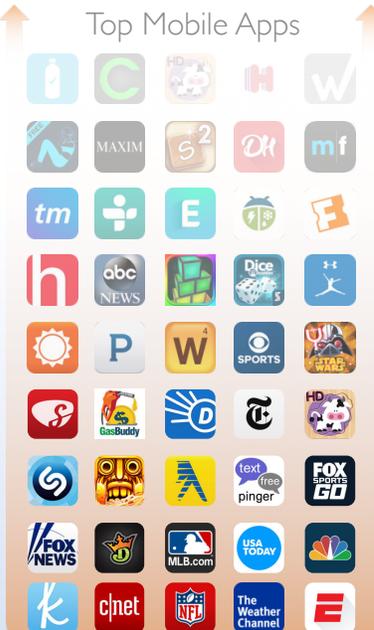
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YEP, THEY SHOW UP INSIDE OF APPS TOO!

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Top Mobile Apps



Here are a few of the thousands of applications that show ads. These applications can be games, reference apps, sports, news, weather, utility, or any other type of application that is seeking to get a little extra revenue by showing your ads.

These applications tend to be the most popular apps because they really don't get paid much to show one of your ads. This payout to them is usually less than .007 cents per ad view depending on the popularity of the mobile application. These applications need to have a LOT of users to make a decent profit. This is great for you because you have a good chance at catching your perfect customer when they are potentially goofing around and have time to check you out.



Geo-Conquesting Your Own Company?



Why would you ever want to do this? This may seem like a waste of resources to target yourself unless you wanted to:

- Build brand loyalty to your existing customers.
- Advertise new items in your business or specials
- Promote or run a customer loyalty program
- Upsell your customers to new or different products
- Educate your customers
- Keep your company top of mind to those who already love you
- Most importantly remind them to come back more often

There are some incredibly powerful things you can do when you follow your customers home and to where they work. Use Geo-Conquesting on your own business to bring those who already know and love you back more often!



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Bill Enross

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