

**SOLUTIONSiNC**



**Reinventing  
Enterprise  
Communication**

# GEOFENCING

A summary of GeoFencing technology and its benefits



# WHAT IS GEOFENCING?

GeoFencing is a technology through which one can run big data analytics on the Device ID which is unique for PC, Smartphones, and Tablets.



**Female**



**Male**

- Ads will be shown on Mobile Apps, Websites & Social Apps.
- Audience can be targeted on the basis of Parameters provided to us.
- Audience can be targeted on the basis of what they are searching & with whom they are interacting on Digital Space.
- Farmers, Households, Business Men, Decision Makers, Investors, Tech Enthusiasts, IT Professionals, Home Makers, Housewives, Working Professionals or anyone in Digital Space having smartphones and internet access can get ads on different platforms.
- People with age group more than 18+ can be targeted.
- Both Male & Female can be targeted.
- We need not to set up multiple campaigns across different channels or platforms Since we are tied up with 42 Ad Exchanges we can reach audience on the multiple platform they are active.
- Audience is getting targeted with Advance Analysis

# PRE ANALYSIS – GEOFENCING



COUNTRY: INDIA  
AREA: Mumbai

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## PLATFORM WISE ACTIVITY

## TARGET BY

## Top Apps used across the perimeter :



NUMBER OF ACTIVE DEVICES:  
1.91M

- MOBILE & WEB - 62.7%
- SOCIAL - 37.3%

- AGE - 18+
- LOCATION - As Specified
- TYPE OF OS - Android & iOS
- TG - HNI Audience

- Facebook
- VPN Proxy Master

- IRCTC
- MyMedia



PEOPLE SPEND 23 MINUTES  
TO 42 MINUTES

- ANDROID - 58%
- iOS - 41%
- OTHERS - 1%

- Gaana
- Truecaller
- Twitter
- DailyHunt
- Spotify
- Instagram

- LinkedIn
- SuperVPN
- Wynk Music
- YouTube
- Snapchat
- moneycontrol

# WHY GEOFENCING?



## ONE STOP SHOP

Direct access to over 42 global inventories. Target individuals on the right channel



## ADVANCED ANALYTICS

Get data at your fingertips by means of an advanced analytics platform



## IMPROVED REACH

Smart spending leads to an improved reach resulting in quality traffic on all pages



## GREATER ACCURACY

Advanced activity indicators allow greater filtration and improve the overall accuracy

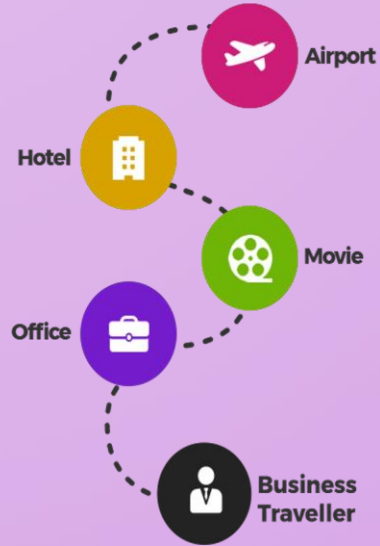
# MECHANISM: WHAT PARAMETERS ARE USED?

Dynamic Location based DNA – Direct to Individual that are relevant, based on user profile and daily habits.

- Popularity index – Inform user about the popularity ratings of businesses in the area.
- Targeted ads – Show ads based on user profile and geo location.
- Location-based advertisements
- Activity-based (eg. users that run/bike/drive)
- Location status based on history
- Where users live or work (socio-economic neighborhood)
- What users usually do (shopping, visit, average time spend)

- Behavioral analytics – Display behavior analytics
- Where people live
- Where people work
- Location DNA
- Advanced activity indicators
- Proximity detection
- Special deals
- Crowd status

# MECHANISM: BEHAVIORAL ANALYTICS



# WHY WE ARE DIFFERENT?



**GLOBAL 42**  
**AD EXCHANGE**  
PARTNERSHIP LIKE  
DOUBLECLICK, AOL NEXUS,  
ADOBE, BING ADS, AD ROLL  
ETC.

**WORLD'S**  
ONE OF ITS KIND  
AGENCY AS  
**ADVERTISERS**  
AND  
**PUBLISHERS**  
HAVING OUR  
PROPRIETARY DSP  
& DMP

**23**  
**BILLION ADS**  
TO BE SERVED ON  
DAILY BASIS

**OFFICIAL**  
**FACEBOOK**  
AND  
**GOOGLE**  
**MARKETING**  
**PARTNERS**  
HAVE ACCESS TO 2.5  
MILLION MOBILE  
APPS, SOCIAL & WEB  
PLATFORM

**PLATFORM**  
COMPLETELY BASED ON  
**FUTURE**  
**TECHNOLOGY**  
OF BIG DATA &  
**ARTIFICIAL**  
**INTELLIGENCE**



# UNIQUE VALUE ADDITION



## DISRUPTIVE MARKETING

**Target individuals who visit other competitors websites or social media pages**

## DEVICE ID REMARKETING

**Since every device has a unique device ID, we can reach those individuals who use VPNs.**

**We can target audience that removes cookies as our remarketing is on the basis of Device Id**





# PLATFORMS





# We stand Apart from the crowd


## Google/Facebook versus Geo-fencing:


 Targeted Smartphone Awareness using Device ID


 Google Targeted Awareness using Google Ads


 Visual Insights and Analytics of Footprints within the Geo-fenced parameters


 Google being a global commodity do not work on grass root level


 Location-Based Targeting: On Premise, Proximity, Audience, Retargeting using Device ID


 Location-Based Targeting: On Premise, Proximity, Audience, Retargeting using cookies and GPS Inventory

 Track and monitor where your target prospect visits via 42 global Inventory

 Track and monitor where your target prospect visits using Pin Code and only Google Ad Inventory

 We can determine the base root average spend time, advanced activity indicators using our Platform

 Google will not determine the base root average spend time, advanced activity indicators being a global ad Platform

 Using our platform, you can use tap all platforms for Google, Yahoo, Facebook and other Ad Exchanges

 Dependent on only Google and their associate inventory

Please Note: We do not compete Google or Facebook, instead an advanced analytics platform using Adz Intelligence and Google commodity

# SOLUTIONSiNC

## THANK YOU

Have a question? Drop us a line at

+91 8279204700

+91 9875152072

[connect@solutionsinc.co.in](mailto:connect@solutionsinc.co.in)

[www.solutionsinc.co.in](http://www.solutionsinc.co.in)

