

GEOFENCING

Geofencing refers to the practice of targeting consumers with ads based on their physical location. Advertisers use geofencing technology to create virtual boundaries around specific geographic areas, such as a store, event venue, or city block. When a mobile device enters or exits these boundaries, it triggers the delivery of targeted advertisements to the user's device. It supports only text and interstitial banner.

Create Advertiser:

- Go to manager account
- Click on add new advertiser and Enter the details
- Click on save changes and the advertiser will get listed in the advertiser module



Add new advertiser

Add new advertiser

Basic information

Name *	Advertisers_1
Contact *	8098532831
Email *	lisil72031@nasskar.com

Advertiser report

Email when a campaign is automatically activated/deactivated

Email campaign delivery reports

Number of days between campaign delivery reports

Miscellaneous

Create Campaign:

Add new campaign for the advertiser to set the details about the ad delivery, Go to campaign -> Click on add new campaign - Enter the details

- Choose the campaign type, Enter the pricing model and the price for this campaign and click on save changes

Campaign Properties
Linked Zones
Linked Trackers

Basic information

Name *

Campaign type

Remnant
 Contract
 Override
Override campaigns are a special campaign type specifically to override (i.e. take priority over) Remnant and Contract campaigns. Override campaigns are generally used with specific targeting and/or capping rules to ensure that the campaign banners are always displayed in certain locations, to certain users, and perhaps a certain number of times, as part of a specific promotion. (This campaign type was previously known as 'Contract (Exclusive)').

Date

Start date

Start immediately
 Set specific date Campaign will commence at the start of this day

End date

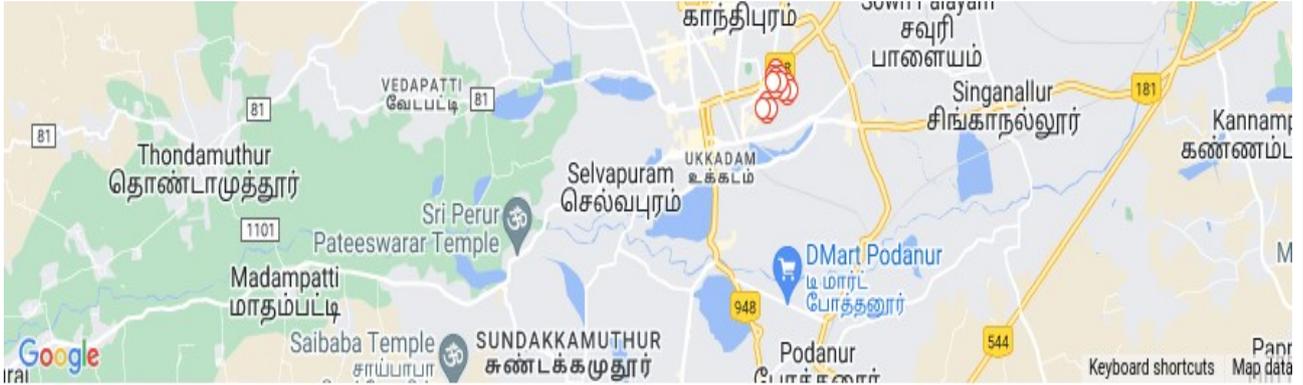
Don't expire
 Set specific date

Geofence Management:

- Geofencing management on an ad server involves leveraging geofencing technology within the Context of digital advertising. It allows advertisers to target their ads to users based on their location, as determined by GPS, Wi-Fi, cellular data, or IP address. Here's how geofencing management works within an ad server.
- Targeting
- Personalization
- Real-time Optimization
- Measurement and Analytics
- Enhanced Campaigns

All the advertisers under that Manager's account is displayed for Geofencing. User can add or edit Geofencing for all the advertisers. The user should click particular location in the Map. If it is clicked then the Latitude, Longitude and radius is tracked for that particular location and displayed in the UI. Once the details are tracked the user need to enter the Identifier Name field. Like this, the user can choose multiple geofence target and click save changes.

The geofence is applicable only for Text Banner.



GEO - Geofencing



Identifier Name	Grasp
Latitude	11.0056890766!
Longitude	76.9758362806!
Radius	100

GEO - Geofencing



Identifier Name	Velan
Latitude	11.0002767542!
Longitude	76.9735361774!
Radius	100

Text ad:

- Choose the Banner types as “generic text banner”
- Enter the required details and enable geofencing and click save changes button.
- Now click the update banner option for the created text banner ad -> Goto the geofencing tab,

Here all the geofence details which is provided in geofence management is displayed.

Banner Properties Delivery Options Geofencing Linked Zones Advanced

Hi, You have 50% discount on any dishes you buy

Basic information

Name * Offer_from_Zomato

Enable Geofencing

Create a Text banner - banner text

Hi, You have 50% discount on any dishes you buy

Banner link

Destination URL (incl. http://) http://www.Zomato.com

Target 1

Geofence settings tab:

Geofence settings

Geofence details

Grasp

latitude 11.005689076654717

longitude 76.97583628069145

radius 100

Velan

RaceCourse_zone2

VG_Hospital

Vadamadurai

Djax_123

Save changes

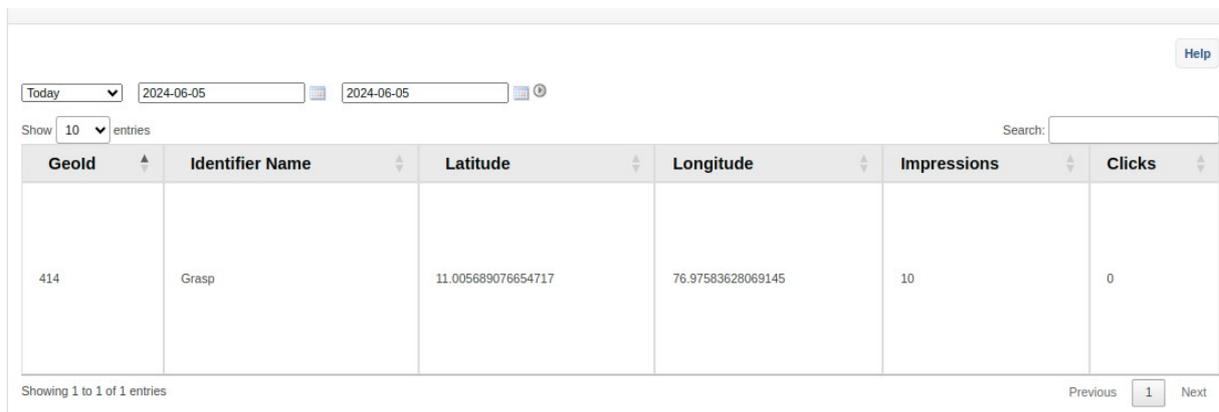
Now the user can choose the required geofence details to which the particular banner ad need to be delivered in that geofence location.

To create website:

Go to website -> Enter the valid details and click on save changes

Geofence reporting:

In the geofence reporting the Geo ID, Identifier Name ,Latitude, Longitude, Impressions and Clicks are tracked. The date can be filtered to see the reports.



Geoid	Identifier Name	Latitude	Longitude	Impressions	Clicks
414	Grasp	11.005689076654717	76.97583628069145	10	0

Geofence Retargeting :

Geofence retargeting is a digital advertising technique that involves using geographic boundaries, or geofences, to trigger targeted ads to users who have entered or exited a specific location. This method leverages location data from devices like smartphones to deliver personalized advertising content to potential customers based on their physical movements and behaviors.

If a Geofence areas are selected for a advertisers than once the users enters the geofenced areas the users details are taken so if an new offers or new banners ads created for that Publisher (eg:users) than the user can receive the notifications.

Re-Targeting :

- If the advertiser creates a new banner (ex:new offers) for the same publisher id (ex:user)who have already received the Notification in the geofenced area,Again the user will receive the notification even though the user is not in the geofenced area (this is because the user has already received the 1st offer message when user is in the geofenced area and also entered in some of the geofenced area which is from the Advertisers).
- If the user enters geofenced area once than the user's records maintained for 30 days
- When the user enters the geofenced area again than user's records should be maintained for 30 days.Consider the user records are being monitored for 30 days but at the 20th day the user enters the geofenced area again than the records should be monitored again next 30 days