

Driving localized engagement and in-store traffic



Dynamic Mobile

Reaching consumers when it matters most is the basis for effective advertising.

Engage On-The-Go Consumers

With our Dynamic Mobile solution, you get locally-aware ads targeted to the right audience at the right retailer and measured to reveal branch-level performance and impact. This gives you a powerful advertising solution that combines precise location technology with dynamic creative to deliver the right message at the right moment — when the consumer is near your locations.

Target the Most Receptive Consumers

We precisely identify your best audience using the Consumer Graph™, a dual targeting approach that connects consumer intent and location data. The Consumer Graph allows us to personalize engagement with our cross-device view of individuals' online behavior and real-world activities connecting billions of behavioral and location signals. We deliver highly viewable, persistent ads in quality in-app environments to trigger higher engagement and foot traffic.

Compelling Consumers to Act

Dynamic Mobile is a great solution to add to your overall media mix to create near-branch impact with expandable creative content showing offer, map, locations and real-time distance to nearest location.

85% of marketers see a growth in their customer base when using location based mobile advertising.¹

Combine Dynamic Mobile with a Display Advertising campaign for a multi-tiered solution that measures in-branch response across channels to reach more consumers and achieve better results.

Ensure Quality Engagement

Deliver your ads on brand-safe, local and national inventory to enhance accuracy and response. Example inventory includes AP, NBCUniversal, Mashable, Pandora, New York Post, CBS, Fox, Telemundo and more.

Drive Foot Traffic and Sales

Understand how your mobile ads drove engagement and in-branch foot traffic to prove campaign performance and validate marketing return on investment.



Dynamics Mobile Example Metrics

2.83%

CTA ENGAGEMENT RATE



\$1.54

COST PER STORE VISIT



37.1%

INCREMENTAL VISIT LIFT



Gain Actionable Insights

Gain engagement and audience insights as well as impact studies to help you understand how your mobile advertising drives in-store visits.

¹ Lawless Research, 2018



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