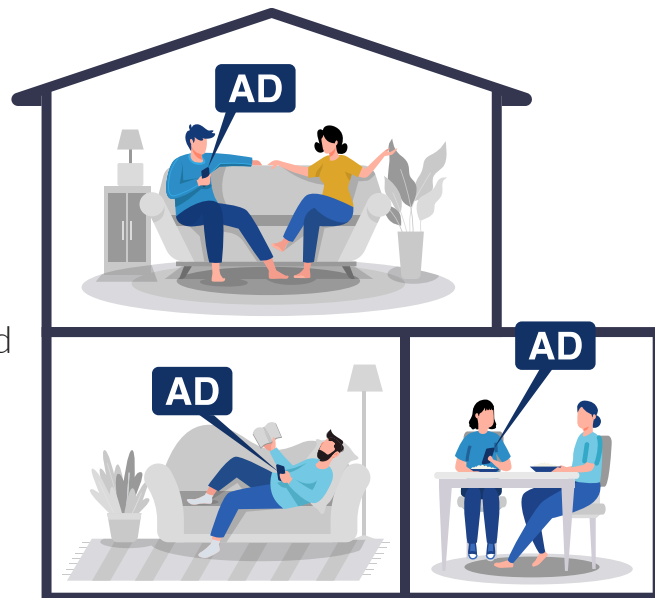


CROSS DEVICE MATCHING

VISIT Local enables agencies, brands and retailers of any size to take greater control of their location-based marketing efforts. One of the ways VISIT Local users can expand their reach to high intent, in-market audiences is through cross device matching.

Cross device matching allows marketers to reach everyone in a household who has influence over decisions about what to buy and where to buy it.

Because cross device matching enables you to target mobile devices within a household, this VISIT Local feature can increase your reach by boosting audience sizes up to 300 percent. It also targets across multiple devices owned by the same user.



Grocery Store Example

The husband of a household does the grocery shopping. His wife makes the list of items for him to buy. Without cross device matching, only the husband's mobile device can be targeted as part of a grocery shopper audience. With cross device matching, the wife who makes the purchase decisions can be targeted in the campaign. Even though she is not the one who does the grocery shopping, she's the one making the decision to add specific items to the list. What's more, she may be suggesting new brands to try based on offers she and her husband receive.

Furniture Shopping Example

Two roommates live in a house together, and they need a new couch. One roommate has been shopping a few times to a few different furniture stores, but they plan to make the purchase decision together. Without cross device matching, only the roommate who has been shopping will show up in the audience of furniture store visitors. With cross device matching, marketers can advertise to both roommates and entice them to buy a couch from their store rather than from their competitor.

