

GEOTARGETING DURING TRYING TIMES

HOW ADVERTISERS USE VISIT LOCAL DURING THE COVID-19 OUTBREAK

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When times are good, you should advertise. **When times are bad you must advertise.**
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IAB: 38% of advertisers are increasing their investment in audience targeting as an adjustment to the coronavirus outbreak.

Kantar: 92% of consumers think brands should continue advertising during the crisis.

McGraw-Hill Research: Firms that maintain or increase advertising average significantly higher sales growth during and after a recession than those that eliminate or decrease advertising.

Targeting Current Customers

Finding your Audience: Advertisers are using VISIT Local's flexible look-back tool to create audiences that have visited locations over the past 30, 60 and 90 days. Others are looking back up to a year. Targeting loyal customers who have an affinity for specific brands are likely to do what they can to help brands they like through this crisis.

Messaging Inspiration: Serve current customer ads encouraging take-out or gift cards, promoting specials and discounts, and stay top of mind. Kantar research shows that brands should avoid humorous ads during the pandemic.

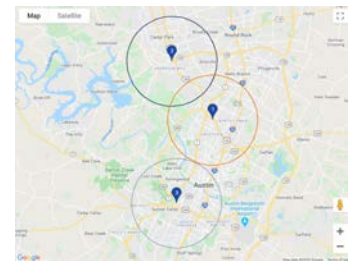


Source: VISIT Local

Targeting Those Who Live Nearby

Finding your Audience: Adding a geofence around locations you care about enables you to expand your audience and include everyone who lives within a specific radius - from ¼ mile up to 5 miles. Targeting people who live near your locations allows you to find an audience who is likely to stay close to home.

Messaging Inspiration: Let those who live in the neighborhood know that locations are still open and what they are offering. Promote convenience, which consumers value above all, or retarget those who have driven by many times to give this brand a try.



Source: VISIT Local

Custom Polygons

Since most restaurants and stores have limited services to take-out, pick-up or delivery, advertisers can create custom polygons where they know customers are still going.

Finding your Audience: Rather than using just the footprint of a building, include the pick-up area in the parking lot or geofence the drive through by drawing a custom polygon. Advertisers are using this tool to target those who have taken advantage of their pick-up services and those who they want to win over.

Messaging Inspiration: Support local businesses who rely on neighborhoods to stay afloat. You can encourage consumers to get take-out or buy a gift card that they can use later. This helps the business with cash flow now and lets the consumer enjoy a favorite meal (or two!) after the outbreak has subsided.



Source: VISIT Local

Transitioning to Online Only

Finding your Audience: Whether you are advertising for a brand with an established e-commerce presence or an independent yoga studio, stores are closing their doors and transitioning to digital. To target online customers, brands can geotarget past visitors and visitors to similar locations. If it makes sense for your brand, you can also geotarget nationally to get all of your store visitors to buy online.

Messaging Inspiration: Offer special introductory deals for new online members of fitness classes. Build an online community and emphasize your loyalty program to maintain current customers. Promote free shipping or other discounts to drive e-commerce sales.



Source: VISIT Local