

# GROWTH IN GEOFENCING, GEOTARGETING AND LOCATION-BASED MARKETING

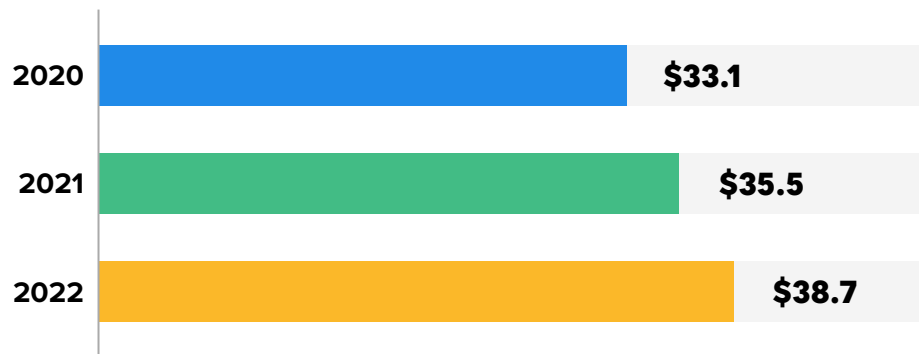


**...of marketers use location data in campaigns.**

This includes everything from geotargeting entire countries in Google Ads to geofencing with polygons at the building level with VISIT Local.

## INVESTMENT IN LOCATION-BASED ADS TO REACH \$38.7 BILLION

US Mobile  
Location-Targeted  
Ad Spending,  
2020-2022,  
in U.S. \$ Billions



The need to drive outcomes for digital ad players is amplified by consumer experience shifts that create the opportunity to align what is right for the industry with what consumers expect— relevant, non-disruptive and personalized advertising.

IAB Outlook: 2021 Digital Ad Ecosystem



## TOP 5 INDUSTRIES WHERE MARKETERS RUN GEOTARGETED ADS



**Health / Beauty /  
Fitness**



**Grocery**



**Restaurants**

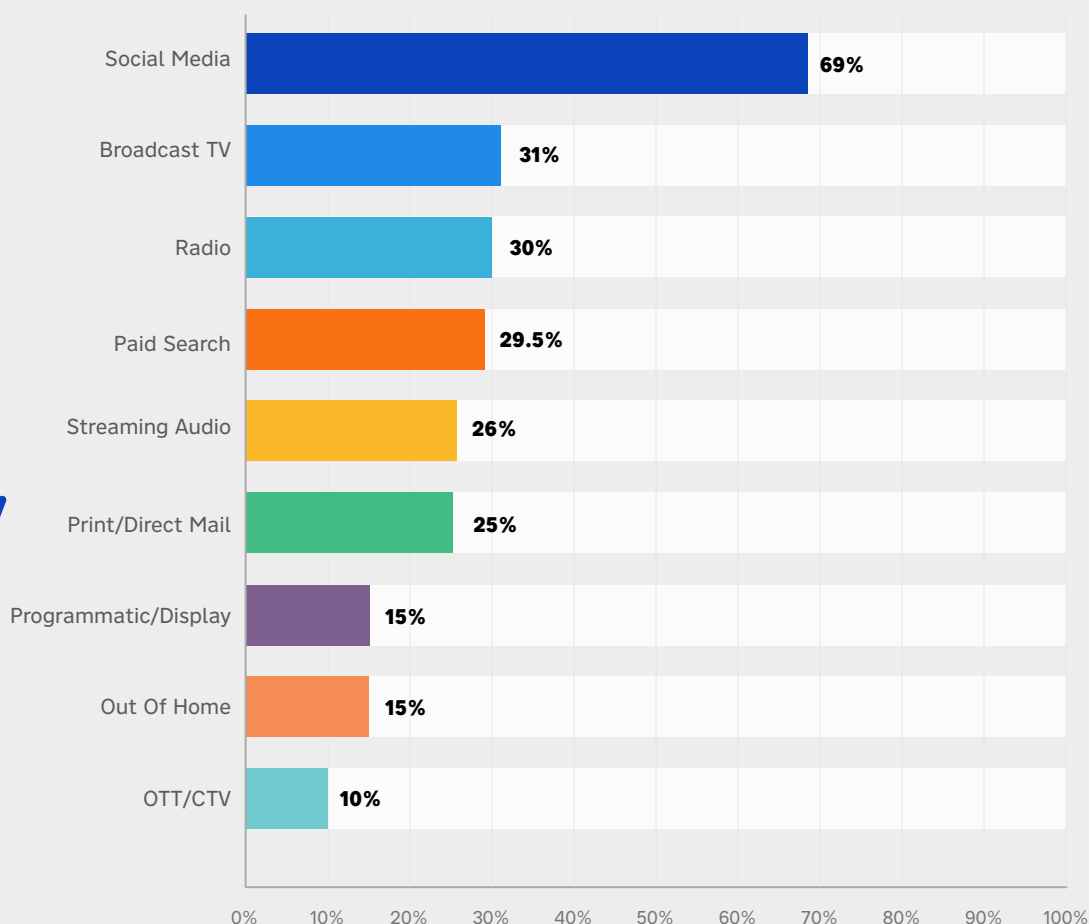


**Entertainment**



**Pets / Animals**

What ad channels  
do you use to  
drive in-store  
sales?



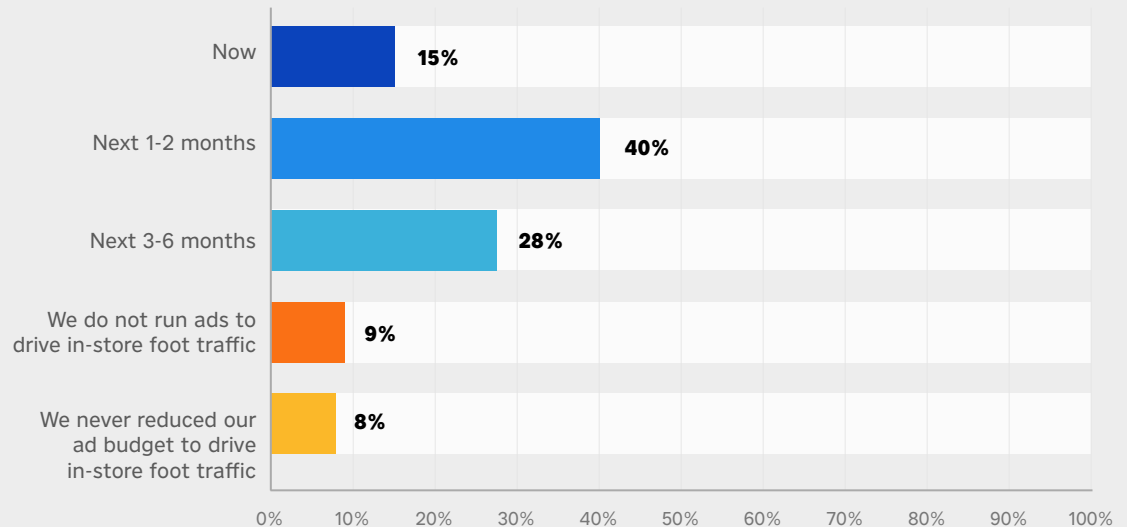
## MOST POPULAR AD CHANNELS FOR GEOFENCING MARKETING CAMPAIGNS



## TOP 3 USE CASES FOR GEOFENCING MARKETING



When do you plan to increase your ad budget on campaigns to drive in-store foot traffic?



## TOP 3 GEOFENCING METRICS MARKETERS MEASURE



**Daily In-Store Visits**



**In-Store Foot Traffic Trend During Campaign**



**Target Audience Conversions**

Sources: eMarketer, Reveal Mobile, Mobile Marketer, BIA/Kelsey

## ABOUT REVEAL MOBILE

Reveal Mobile provides customizable geofencing marketing solutions to digital agencies, brands, retailers and media companies. Creator of VISIT Local, award-winning geofencing technology, allows companies of any size to leverage location data to understand, reach and measure the right audiences. Reveal Mobile is CCPA and GDPR compliant and a member of the Network Advertising Initiative, which conducts an annual privacy certification. The company is based in Raleigh, NC. For insights on the marketing, advertising and adtech industries, follow us on [LinkedIn](#) and visit our [blog](#). For a demo of VISIT Local, [contact us](#).