

THE STATE OF GEOFENCING MARKETING

WHAT IS GEOFENCING MARKETING?



Audience targeting at the brand or store level



Accurate down to **one meter**



Advertising to **high-intent, in-market audiences**



Attribution for measuring **online to offline results**

MARKETERS PERCEPTIONS AND USAGE

89%

of marketers use location data in campaigns



More than

60%

of marketers use location data to drive personalization



40%

Growth in investment in location-based advertising



U.S. MOBILE PHONE USERS

71%

Willing to Share Their Location

52%

Willing to Share Their Location if the Benefits are Clear

34%

Willing to Share Their Location for Marketing Purposes

59%

Know Their Location is Used to Enable Tailored Ads

70%

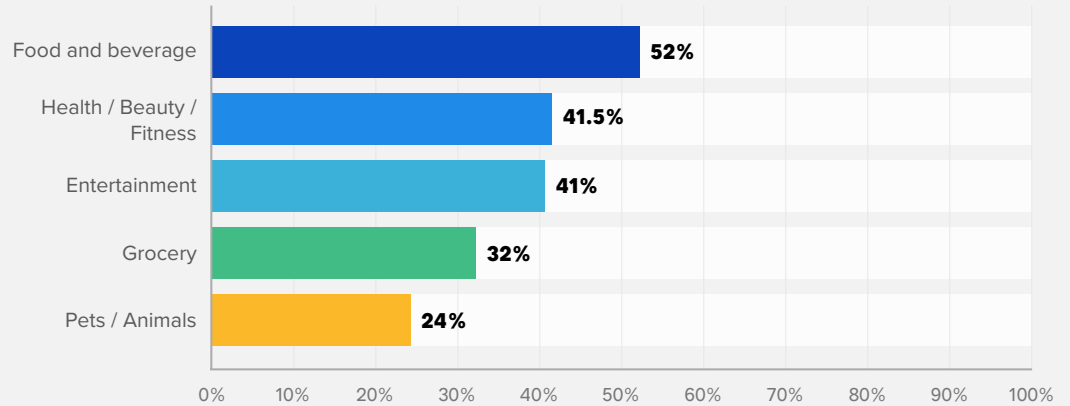
Opted in to Sharing Their Location

41%

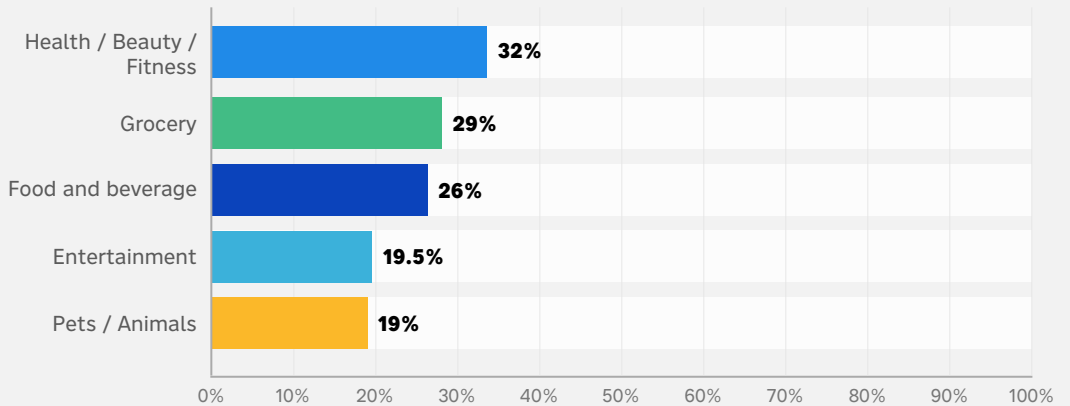
Recently Adjusted Location Sharing Settings to Manage Data Privacy

ADOPTION BY INDUSTRIES

Top five industries where marketers **see the most opportunity** for geofencing marketing



Top five industries where marketers are **currently running** geotargeted ads



Over **two thirds** of marketers run their geofencing campaigns on **Facebook and Instagram**.

There is even **more potential** because while Snapchat, Tik Tok and Pinterest accept geofenced audiences, only 10-15% of marketers are currently running their geofencing campaigns on those channels.

USE CASES



PERFORMANCE BENCHMARKS

80%

of marketers say their geotargeted audience do about the same or better than using other targeting strategies

One agency saw a
246%

better than average CTR on Facebook

Another agency saw a
600%

increase in qualified leads

Sources: eMarketer, Reveal Mobile, Mobile Marketer, Merkle.

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