

Device ID and Geo Fencing

Mobile phones provide a unique view into user behaviors, frequently visited locations, behaviors, interests, and more.

Overview

Every mobile phone has a unique Device ID number that is anonymously associated with the carrier of the device. Device ID targeting and Geo Fencing creates opportunities by monitoring the location information associated with each device. This information is beamed to the cloud and made available for marketers to leverage and ultimately target consumers or their devices based on where they have been, where they live, and more.

Benefits and Stats

Benefits

Device ID allows advertisers to capitalize on precise targeting, increased engagement, better efficiency, boosted ROI/conversions, no reliance on cookie data, and point of interest attribution.

Stats

Sixty-eight percent of people check their phones within 15 minutes of waking up.

The average person checks their phone **150 times per day**.

Eighty-seven percent of people keep their phone by their side day and night.

Ninety-one percent of people turn to their phones for ideas while in the middle of tasks.

How to use

Once all of the locations associated with the ideal consumer behavior are identified, a polygon is drawn around each location. Using historical data, we're able to capture devices as far back as **one year ago** and as recently as **seven days ago**.

An Audience Insight Report is then created, which is a demographic report for the users who have been identified within the polygon. These reports tell us the consumers' basic demographic data, visitor frequency, household income so you can ensure you're targeting the right audience before committing to launching the campaign.

Once the programmatic campaign is live, Device IDs are collected at specific points of interest (POIs), usually the business owner's brick-and-mortar locations during and after the campaign flight dates. This same form of data collection is also used to track in-store foot traffic.

