



Our patented Smart Location Targeting Platform tracks and analyzes the location signals of millions of mobile phones. By combining GPS, GSM, WiFi and Apps, we always know the exact location of your specific target group. Both now as up to months ago with historic data. These location movements continuously provide us relevant data, from which shopping behavior, interests and lifestyle characteristics can be derived.



For example, we can see exactly who has and has not been to a particular store, supermarket, bar or gym between specific time and dates. By combining different locations we get even a more specific group. Unique is that we can measure up to a few meters, which even provides insight into real in-store traffic instead of passengers. All this data will be, GDPR-proof, converted into an anonymous advertising ID.



We can now bring campaigns precisely to this target group. Every individual sees the ads in the well known apps they use the most. Traffic people to your offline pop-up store or shopping floor via these ads on the mobile phone. Or activate them to online product information and discount or giveaways. You can advertise real-time when someone is at a certain location, but also at any other time and based on historical data.



We will continue to track the location movements of these IDs and see exactly who has acted on your campaign. That's how we even know who actually went to a real store or location after seeing our advertisements. We call this Footfall Marketing at it finest. By retargeting an audience we can the lift the succes even more. Smart Location Targeting is the offline start of building an online sales funnel!

# HOW WE ACTIVATE PEOPLE TO YOUR RETAIL CHANNELS WITH SMART LOCATION TARGETING

Do you want to reach people who are still shopping at your competitor? Or are you looking for a special audience that's (too) hard to find with your usual media and marketing? Tell us your challenges so we can track, inform, activate and convert this specific target group. Our unique Smart Location Targeting Platform is the most effective sharpshooter in your online and offline media mix!

**Give Robbert from Bureau Basket a call for your own hyper targeted campaign: +31 6 1208 5863**