

PRECISION MOBILE TARGETING PLUS (PMT+)

HYPER-LOCAL LOCATION-BASED TARGETING

Expand your address-based targeting. Reach your audience at any time and place.



How It Works

1 

Select the locations you want to target.

2 

When prospects enter one of your target locations with a mobile device, they are added to your audience.

3 

Banner ads are continually served to prospects in your audience while at the targeted location and they're retargeted after they leave.

4 

Our team tracks the number of people who visit your location or website after seeing your ad.

Our Approach

To connect with prospects' on-the-go behavior, marketers need location-based targeting technology to reach prospects where they are at any time of the day.

PMT+, gives clients the power to market to prospects during and after their visit to a target location. Clients can reach location-specific audiences during the times they are the most likely to view and click on an ad, increasing brand awareness and engagement.

Our creative team creates attention-grabbing banner ads to promote your brand, offer, or message. Our ad managers continue to actively optimize your campaign for visibility, budget allocation, and conversion.

Benefits

- Modern marketing requires meeting prospects on their schedule. Increase your opportunity to connect with prospects when they are most likely to engage with your brand.
- Target prospects touring competing communities to reach high-intent prospects interested in your product category.
- Gain all of the benefits of strategic location targeting with none of the risks. Our team of digital marketing experts is trained to design EHO-friendly campaigns that convert.

The Conversion Logix Difference

- Select up to three locations to target your ads including competitor locations to attract prospects to your location.
- Stay top-of-mind after prospects leave your location with retargeting ads.
- Your campaign is actively managed to ensure your ads are delivering the maximum amount of impressions and conversions each month.