

# Geofencing Ads

Target potential home buyers **who visit a specific area.**



## Geofencing Activates Intent that's Undeniable

With Audience Town's geofencing ads, target in-market home buyers based on where they go, not just what they search.

- **Activate demonstrated buyer intent** by targeting people actively touring homes or exploring neighborhoods.
- **Competitive conquering** lets you reach buyers who visit competitor model homes or communities, so you stay in consideration.
- **Capture buyers in-market** by targeting home buyers at resale open houses and showing new construction options.
- **Extend reach beyond the visit** by retargeting buyers across devices after they leave.



## Ad Specs

- Display Banners
- Ad Sizes: 300x600, 300x250, 728x90, 160x600, 320x50 (mobile)
- Format: PNG, GIF, JPG

*No in-house designer? Our Creative Services team is happy to help you build your ads.*

## Why Geofencing?

- 60% of customers are open to location-based ads
- 90% of home buyers visit an open house
- 25% of companies use location-based ads

Just \$500/mo. per community =

# 63K+

**IMPRESSIONS**



## Get started today!

Ready to reach in-market home movers with ads? Let's talk!



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