



# GEO ▲ Lift

Geo-Lift provides nearly 100% household penetration for your display ads by merging your audience list with geo-location technology, thus providing more precise targeting than ever.

### Your Ads Will Show Up On:

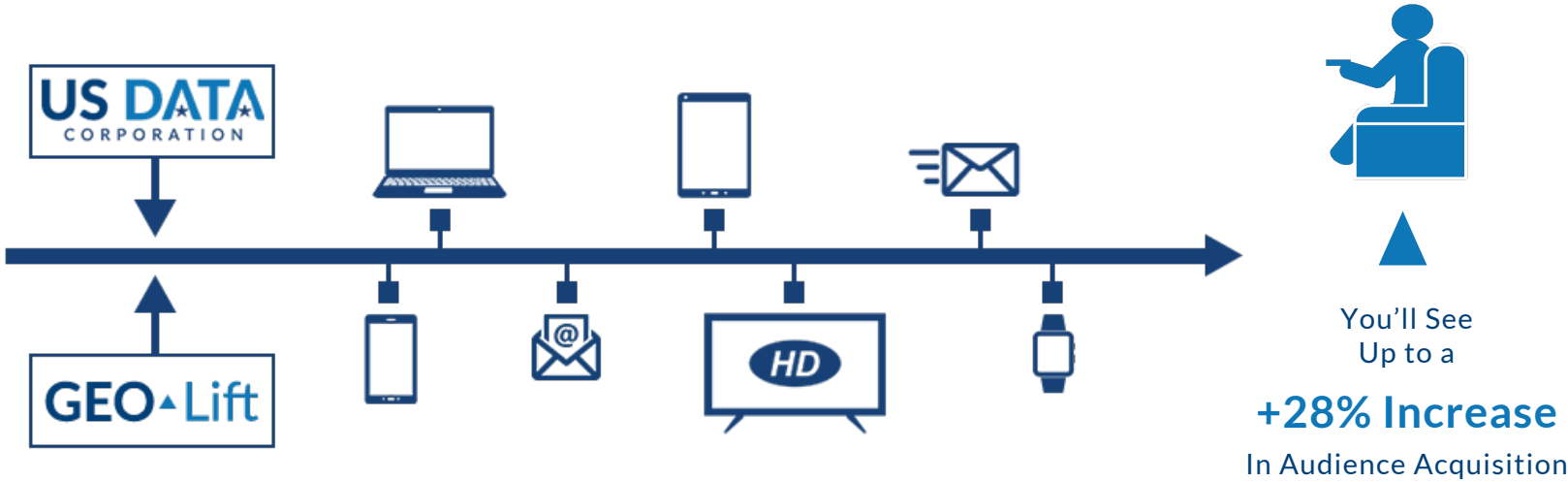
- ▶ Internet Connected TV's
- ▶ Laptop & Desktop
- ▶ Mobile Devices
- ▶ ... and more



powered by | **US Data Corporation**

## High-Performance Advertising Through Direct Marketing and Geo-Location Technology Combined

Successful audience acquisition requires accuracy. GEO-Lift enabled marketing campaigns leverage Geo-Fencing technology with our in-house data and marketing services in order to create that accuracy. US Data GEO-Lift technology provides a “Lift” to your managed campaigns and generates noticeably greater High-Quality Audience Acquisition results.



20 M  
Internet Connected TV's (CTV)

100 M  
Active Mobile Devices Reachable within the U.S.

87%  
Of Mobile Use is Spent Within Apps

80%  
Consumers Who Prefer Personalized Advertising

### Geo-Location Technology

**Geo-Marketing** is a phrase that encompasses the overall utilization of all geo-location technology to promote audience engagement through internet connected devices capable of showing display ads

**Geo-Fencing** is a technique used by marketers to place a “virtual” fence around a specific location so advertisers can have confidence that their ads are being shown to an interested audience

**Addressable Geo-Targeting** provides an additional layer to Geo-Fencing by being able to show ads to your existing customers or custom-built **US Data** audience list