GEO ▲ Lift

Direct to Device | Direct to Household

powered by | US Data Corporation

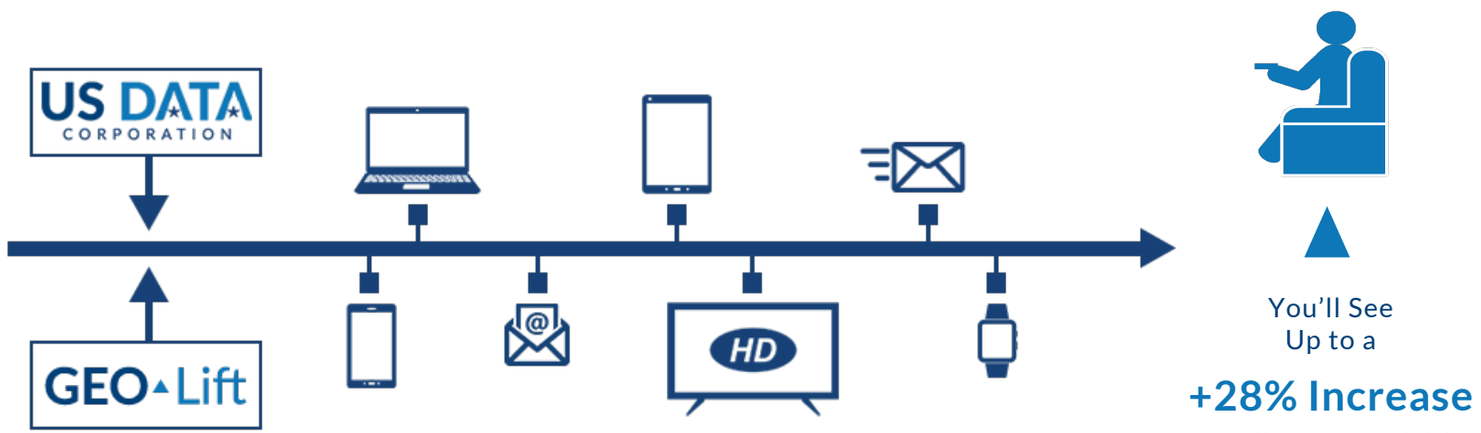
High-Performance Advertising Through Direct Marketing and Geo-Location Technology Combined

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.

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.

Your Ads Will Show Up On:

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



You'll See Up to a

+28% Increase

In Audience Acquisition

20 M	100 M	87%	80%
Internet Connected TV's (CTV)	Active Mobile Devices Reachable within the U.S.	Of Mobile Use is Spent Within Apps	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

Contact Us | 888-578-DATA (3282) | www.usdatacorporation.com

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