

Why Use Geo Targeting?

As they say in the real estate industry, it's all about *location, location, location*. That tenet can be equally important in advertising. Adacado uses its geographic targeting database to personalize advertising creative in real time based on the viewer's physical location, providing more relevance for the viewer and better performance for the advertiser.

How Geo Targeting Can Be Used

Adacado makes it easy for advertisers to dynamically serve geo-specific creative, without requiring any technical integrations or additional costs. Here are just a few ways Adacado's geo data can be utilized in a real-time creative campaign.

Location: Personalize ads in real time based on the viewer's physical location (country, state, city, zipcode, and lat/long coordinates).

Proximity: Use proximity lookup to serve the most relevant creative within a defined radius of the viewer's location.

Content: Use geo data as real-time content to display location details like city, state or zip code within the ads.

Language: Use geo data to display ads in a user's native language.

Below Are Two Examples Of GEO Targeting

City Geo Targeting

Ads target travellers that have searched or booked a flight to cities in the continental US. Using the city for targeting, the ad displays multiple hotels within that geo-vicinity.



Proximity Geo Targeting

Proximity targeting takes geo to the next level by displaying the most relevant creative to a user within a predefined radius of the user's location (e.g. displaying the closest restaurant within a 1-mile radius of the user's location).

