



We are a new Demand Side Platform available to the global marketplace

Microtargeted GEOlocation Display Advertising for a Changing World



INTRODUCTION

Residential and Business-Level Geofencing In The Mobile Display Marketplace



- The most powerful, efficient and accurate way to advertise to your customers!
- Target home and business addresses with laser precision - all you need is an address!
- BIG Data Agency Partners make our incredible technology highly accessible and we have several contracted for our Go2Market strategy with more on the way.
- Scalable, targeted and built on an RTB with servers all over the world.
- 60,000+ Mobile Apps are currently available for ad inventory in our global marketplace.



GEOFENCEDSP EDGE OVER COMPETITORS

How is what we are doing different from any other DSP or ad service available?

Up until now, there has been no service that can offer the quality of marketing that we provide to our partner ad agencies and their advertisers. Following the latest cutting edge trends to hit the mainstream, we will come across as the industry leaders in "Micro-targeting." This is a big buzz that is taking the market as accuracy and conversion have become such a high priority. Although other ad services are doing this in different ways from us, what we are doing is the furthest step into this direction that the industry has yet to see.

We have figured out how to fence an individual residential house location to the very building and property line.

We can send thousands of individual addresses instead of just the total fence shape of a neighborhood.

EDGE OVER COMPETITORS CONTINUED



Our new technology gives us the ability, unlike never before in the history—unlike never before in the history of the industry—to work directly with BIG Data providers that specialize in consumer segmentation. We have already partnered with two of the biggest in the industry—Database USA and World2World Media—and are just getting started in developing these BIG Data partnerships. We have several others that are in the starting process of negotiations and we will continue this agency partnering protocol.

Because we can work with very specific address location information with GEO Fencing technologies, we have opened ourselves up to traditional marketing companies as well. There are hundreds of traditional marketing companies that still send mass mail as a primary principle of their business. Now, For the first time, we can now target the exact same homes they are mailing to specifically more successfully.



WE FEEL AGENCIES IN THE FOLLOWING MARKETS WILL WORK BEST FOR OUR COMPANY:



- Real estate marketing for realtors
- BIG Data in buying segmentation through cardholder data
- Home property marketing for related services (think pool services/landscaping)
- Automotive marketing
- Professional sports marketing
- Entertainment especially large budget independent films and events
- Political campaigning
- Utility company, new service and moving service marketing
- General mobile marketing clients (our targeting with BIG Data is superior to other platforms)
- Executives at home mobile marketplace targeting through DatabaseUSA data



OPPORTUNITY



The combination of our *Ahead of its time tech and our *Top notch people create a third important factor that sets GEOFenceDSP apart from the competition: Opportunity! Our platform gives agencies that work with us an opportunity to greatly expand their marketing reach while also fine-tuning and Microtargeting only the best prospective customers.

GEOFenceDSP also gives our agency partners the opportunity to get a jump on the competition by getting ahead of the technological curve. No other company is combining pinpoint fencing of individual home properties and Big Data segmentation the way we are, so no other company will bring you the same success we can. Your agency has an opportunity to get a couple of steps on your competition by partnering with us.

When you boil it all down, the biggest opportunity for working with GEOFence DSP.com is the opportunity your agency has to pump up your profits.



TOOLS



GEOFenceDSP offers your agency all the tools you need to provide your clients with very successful digital ad campaigns.

- Backoffice access to your agency account
- Full reporting with a variety of targeted metrics
- Campaign dashboard access with several controls
- Max CPM and daily/weekly spending limit management
- Unlimited advertisers and campaign set up
- Tracking code management for setting a CPA for ROI reporting
- Address list management and segmentation
- Full mapping fence line creation and review

On top of all this, we also provide you with an in-house professional for incredible support. Our support team members are happy to work with you and capable of answering any questions you can throw at them!

SUPPLY SIDE



GEO Fence DSP gives the ability to target potential customers across THOUSANDS of popular mobile apps!

Our partners have provided us with the best inventory in the industry. Our mobile marketing tech is currently compatible with more than 60,000 apps on Apple App Store and Google Play. Whether your prospective buyers are doing bookkeeping chores on Quickbooks, video chatting with friends on Skype, blowing off steam playing Candy Crush or using thousands of other apps, we can hit them with a continuous stream of Microtargeted advertising.

DIGITAL DIRECT MAIL



Combining GEOFencing technology with Big Data segmentation gives GEOFenceDSP extremely precise Microtargeting capabilities. This allows you to reach the customers you want to reach in their own homes. Think of this kind of precision targeting as a form of digital direct mail advertising.

We can add any Big Data source you want to target into our system and our ability to fence line residences all across the globe allows you to target millions of customers right in their homes! Any campaign you run where you have a list of addresses can now be fused with Big Data to create powerful digital ad campaigns reaching the most highly-qualified potential customers!

OUR PEOPLE

GEOFenceDSP has brought together some of the leading minds in the tech industry to form the heart of this project. Their vision and expertise have driven GEOFenceDSP from the seed of an idea to fruition.



BETO PAREDES

FOUNDING PARTNER - BUSINESS DEVELOPMENT

An extremely versatile engineer, developer, and businessman, Beto has been working in tech development and entrepreneurship from more than 17 years. His accomplishments include:

- Developing successfully for Affiliate.com, Hydra Networks, Media Trust and Bluecoast Savings, among others
- Launching companies and platform like Auto Search Technologies, a software business in the automotive space with over 2,200 clients
- Major projects in complex large system web development, direct response affiliate systems, medical industry sales, etc.

BIG DATA



Big Data analytics and segmentation are the new waves emerging in display ad technology and we have partnered with DatabaseUSA and World2World Media, two of the leading companies in Big Data, with more partnerships on the way. This gives us access to a wealth of finely-segmented information about customers across the globe.

Using this data, we can Microtarget customers according to very exact criteria, including their incomes, buying habits, credit rating and so much more. Combined with our capabilities, allowing us to fence off an address to the precise property lines, we are able to target any device that enters our fenceline and send them a stream of ads that will display when they use their favorite mobile apps.

Big Data gives you the control to assure you target only the most highly-qualified customers, increasing conversion rates and boosting your ROI!

BIG DATA



Big Data analytics and segmentation are the new waves emerging in display ad technology and we have partnered with DatabaseUSA and World2World Media, two of the leading companies in Big Data with more partnerships on the way. This gives us access to a wealth of finely-segmented information about customers across the globe.

Using this data, we can Microtarget customers according to very exact criteria, including their incomes, buying habits, credit rating and so much more. Combined with our capabilities allowing us to fence off an address to the precise property lines, we are able to target any device that enters our fenceline and send them a stream of ads that will display when they use their favorite mobile apps.

Big Data gives you the control to assure you target only the most highly-qualified customers, increasing conversion rates and boosting your ROI!

COMMERCIAL AND RESIDENTIAL GEOFENCING

GEOFenceDSP offers GEOfencing services of both commercial and residential properties. Our fencing technology allows advertisers to throw up a fence around an area and then send Microtargeted advertising to any device that crosses the fenceline. This can be applied in a variety of ways:

- Fence events like tradeshows to target customers who've shown interest in products and services similar to what your customers are offering.
- Fence competitors and send ads to customers already engaged in the shopping process and offer them better deals.
- Fence individual buildings and households in your vicinity and drive them to your business.

What really sets GEOFenceDSP apart is our ability to target residential homes. We can fence a property down to its exact property lines, and then send advertising to any device that crosses our fenceline. This allows for extremely precise, Big Data-based microtargeting of highly-qualified potential customers. Our combination of GEOFence tech and Big Data segmentation is the easiest way for you to monetize any list of addresses.