



# OPENING THE GATE TO GEO-WEIGHTING

The Grass is Always Greener on  
the Other Side of the Geo-Fence



## INTRO

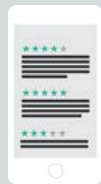
**As a shopper**, you have long since adopted all things digital. In doing so, you've also contributed to transforming and personalizing the path to purchase forever.

Now think about the path to purchase **as an advertiser**. You know most shoppers are engaging with products and brands digitally, but the fact is — 90% of today's shoppers are still buying in-store. How can you leverage that online behavior to drive in-store outcomes?

## IF YOU'RE LIKE MOST CONSUMERS, YOU MIGHT...



Hear about a product from a friend



Research product reviews on your phone



Search for sales in your area on your desktop



And ultimately make a purchase in-store.



In this mini eGuide, we'll explore popular Geo-Targeting techniques advertisers use to drive consumers in-store and why it's time for such techniques to evolve. We'll also **introduce Geo-Weighting**, an innovative technique that uses the power of second-party data to go far beyond identifying buyers within an arbitrary radius, honing in on the use of intelligent user-level audience data to reach in-market buyers.

Read this eGuide to learn how Geo-Weighting quite literally breaks the barriers of traditional location targeting with individualized precision. You'll see why the grass *is* always greener on the other side of the Geo-Fence.

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## GEO-WEIGHTING

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***Geo-Targeting Methodology***

Targeting via user-level proximity and audience data to drive users to physical locations.



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## THE EVOLUTION

**Let's start** with the basics; or with the beginning of store targeting. Many of us may remember the world before the rise of the Internet – in some ways, these were relatively simpler times. Marketing campaigns consisted of TV, print, radio, direct mail and out-of-home advertising. Each of those marketing channels had inherently geo-defined targets, where marketers previously had no choice but to treat everyone in the same ZIP code or Domestic Market Area (DMA) equally.

Digital advertising has changed marketing budgets forever, and consumers' location data has individualized Geo-Targeting.

Geo-Targeting, a means of delivering various marketing content to a particular user based on that user's location (anywhere from a large-scale country segment to a granular IP address), aimed to help solve this challenge by **reaching proximate in-market shoppers**.

Moreover, with 50% of today's online retail traffic taking place on mobile, and with 55% of shoppers using their phones in-store, it's clear that some of the best location data in the ad tech space comes from in-app inventory – making Geo-Targeting all the more relevant.

## THE ART OF PERFECTION



### Geo-Fencing

Advertises to unqualified buyers within the radius and misses out on those just beyond the fence.



### ZIP-Scoring

Targets only high-scoring zones, which excludes many close, qualified buyers outside these areas.



### Geo-Weighting

Treats each potential customer differently, factoring in location and shopping behaviors.

### Geo-Fencing

With Geo-Fencing, a hard perimeter is set around the location you want to drive users to (i.e. a store). Geo-Fencing is too broad to solve the various challenges faced by different stores selling different products. By setting a hard perimeter and targeting everyone within it equally, you are simultaneously advertising to unqualified users as well as missing qualified users outside the fence.

### ZIP-Scoring

In essence, the ZIP-Scoring approach builds on Geo-Fencing by closing in on predefined locations using ZIP codes and DMAs to identify potential performance – targeting only the high-scoring ZIPS/DMAs (as determined by past performance and fixed location). This has produced a location-centered cycle that has proven too rigid to work in today's ever-fluid marketplace.

### Geo-Weighting

ownerIQ's cutting-edge Geo-Weighting technology considers users near a store, but treats each user differently depending on individual interest (determined by browsing behavior) and distance from a store (determined by latitude and longitude). After all, shoppers are a unique bunch and should be treated as such.



## THE PITFALLS OF TRADITIONAL GEO-TARGETING

**We're not advocating** for fenceless living, and there's certainly a time and a place for Geo-Fencing (such as mobile apps that send push notifications), it's just that digital advertising is not one of them. Taking into account

the disadvantages and pitfalls of Geo-Fencing, Geo-Weighting's approach is a digital marketer's low hanging fruit. Implementing Geo-Weighting is the best way to avoid common pitfalls, including...



### SCALE

#### **Without Geo-Weighting**

Restricting ad delivery to a narrow radius around a store location severely limits impressions for qualified shoppers.

Shoppers are always on the go, making purchasing decisions at the location near where they live or work or shop.

#### **Geo-Weighting**

Erasing the lines of previously-specified borders like ZIP codes and DMAs that effectively limit ad inventory, Geo-Weighting considers only qualified buyers within a specified store's proximity.



## STORE PROXIMITY

### Without Geo-Weighting

Users within the specified radius are typically treated equally. If you set a five mile radius, a potential shopper four miles away will be targeted the same as a potential shopper who is four blocks away.

### Geo-Weighting

Factoring in user-level proximity, Geo-Weighting ensures that users who are closer to store locations are more likely to receive an ad than users who are farther away.



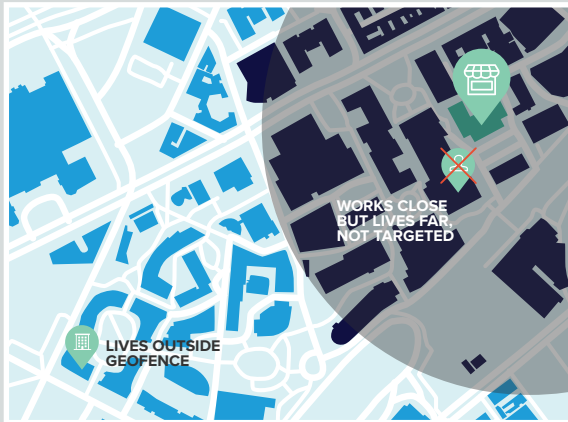
## WASTE

### Without Geo-Weighting

Geo-Fence-based targeting treats every user within a radius equally, delivering impressions to consumers when they aren't in-market.

### Geo-Weighting

Considerably more effective in targeting only in-market and in-location users, Geo-Weighting's approach ensures ad impressions aren't wasted.



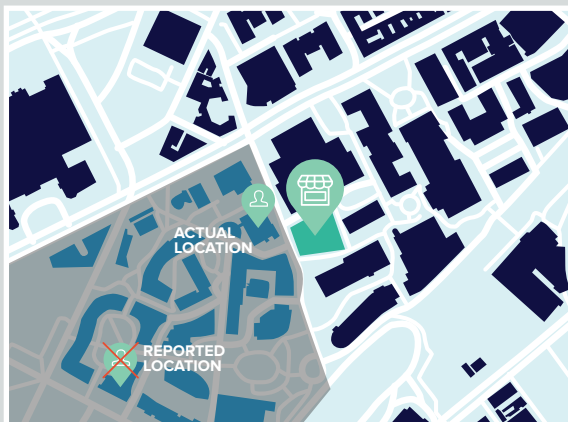
## IDENTIFYING CONVERTERS

### Without Geo-Weighting

One thing's for certain – if you're fencing users in, you're omitting those outside of the fence, and often excluding proximate, in-market shoppers who are commuting.

### Geo-Weighting

Reaching all users around a particular store, Geo-Weighting targets qualified users near store locations, regardless of ZIP codes or DMAs.



## LOCATION DATA RELIABILITY

### Without Geo-Weighting

Location data may lack accuracy or precision. A user may actually be a block away from a store, but their location may have been distorted somewhere along the advertising ecosystem, which creates strict Geo-Fences and missed opportunities.

### Geo-Weighting

Addressing shopping behavior first, Geo-Weighting considers location probabilistically to produce the most effective ad targeting to drive in-store outcomes.





ownerIQ is changing the Geo-Targeting game by revolutionizing the entire process of driving shoppers in-store.

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## BREAKING DOWN BARRIERS

**There's a new paradigm** in digital advertising. ownerIQ's new Geo-Weighting technology is changing the Geo-Targeting game by revolutionizing the entire process of driving shoppers in-store, reaching consumers at the user-level instead of through arbitrary and dated perimeters.

Geo-Weighting considers a buyer's actual location via latitude and longitude, as well as the distance between the

buyer and the nearest store, to drive actual in-store outcomes – it's an absolute necessity in today's dynamic world of digital advertising. Instead of treating shoppers like numbers grouped together in a particular radius, Geo-Weighting strategically removes limitations pertaining to the size of a certain location, equally targeting small and large population areas.



## IT'S ALL ABOUT THE SHOPPER



### Likely vs. Unlikely Buyers

Likely buyers are targeted, taking proximity, expected performance, and browsing behavior into consideration.

Using advanced and robust audience targeting techniques, Geo-Weighting locates the potential shopper based on their unique behaviors, including browsing behavior and **EP scores**. For example, if a consumer is near a store, but is determined an unlikely buyer or visitor, Geo-Weighting won't bother wasting any precious impressions.

On the other hand, if another consumer is a considerable distance away from a store, say more than 20 miles, but this consumer's browsing behavior (as one instance) indicates the likelihood to buy, we won't save our impressions – we'll target that user because it makes sense to. Simple as that. Remember, it all goes back to the shopper, and they're always moving, making purchasing decisions on the fly, at their convenience.

## EP SCORE

*Expected Performance Score*

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A dynamic score calculated for each individual user based on similarities shared among the shopping behaviors of converters.



## THE POWER OF SECOND-PARTY DATA

**Geo-Weighting eliminates** the guessing game present in Geo-Fencing through the power of ownerIQ's transparent second-party data, or access to a participant's highly relevant and valuable first-party data, expanding digital marketing and programmatic initiatives significantly. While other Geo-Targeting techniques rely on broad third-party data that's aggregated through various external platforms and websites (such as demographics), Geo-Weighting depends on second-party data to make use of *only the data source deemed relevant* to a specified store or brand, personalizing the campaign at the user-level.

GEO-WEIGHTING CREATES

**3X LIFT**

IN CONVERSIONS AND

REDUCES CPA

**BY 63%**

VS. TRADITIONAL  
GEO-TARGETING CAMPAIGNS



“Geo-Weighting eliminates the guessing game present in Geo-Fencing through the power of ownerIQ’s transparent second-party data.”

## YOUR OPPORTUNITY

**The opportunity** to significantly increase your in-store outcomes by breaking down the fence is now. Geo-Weighting’s ability to target at the user-level creates an audience of truly qualified retail shoppers. Geo-Weighting understands consumer browsing behavior, going beyond such restrictive boundaries as ZIP codes and DMAs to include fluid shopper activity using latitude and longitude location data. With Geo-Weighting, you’re finally targeting the right in-market shopper.

## LEARN MORE

**At the core** of this technology is ownerIQ’s massive data pool of 1 billion shopping and purchasing behaviors sourced directly from retailers, product brands and e-commerce websites. Their database, affectionately called the “Qniverse,” is the largest transparent second-party data marketplace of its kind, seeing over \$500MM in online transaction monthly. ownerIQ’s latest Retail Outcomes Package (powered by Geo-Weighting) identifies, guides, and tracks in-market buyers to drive in-store outcomes.



## ABOUT OWNERIQ

**ownerIQ “The Q”** digitally connects retailers and brands through the power of second-party data, providing transparency, scalability, and relevancy within digital marketing. ownerIQ changes the way retailers, brands and e-commerce websites run their digital advertising campaigns, reaching consumers both online and in-store. The Q has the largest and most transparent second-party data marketplace, called “The Qniverse,” which aggregates over 1 Billion online shopping behaviors of more than 200 million U.S. consumers each month from retailers, product brands and e-commerce sites. Our fully integrated programmatic stack, built specifically for the needs of marketers in the Retail ecosystem, enables our advertisers to leverage our partners’ first-party data pools to power their e-commerce campaigns, retail initiatives, and prospecting programs. ownerIQ was recently named in the 2015 Ad Age BtoB Best Awards, as CIOReview Magazine’s Top 50 Retail Solutions, Digiday Signal Awards, Boston Business Journal’s Hottest Tech Companies to Watch, and Editor’s Choice Award from Shopper Marketing Magazine. For more information, visit [our website](#).

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