



Micro targeting for brands

PART OF JUSTTAG GROUP

A target graphic with concentric circles, centered on the text. The background is a dark, textured blue with several small, dark circular spots scattered around the target.

Challenge 1

Inaccurate geo targeting

#blinddate



Challenge 2

Offline and digital behaviours separated

#two-faced

 koalametrics

Challenge 3

Cookie limitations

#cookiemonster

 koalametrics

The solution
Reaching people online
based on places
they visit offline.

How it all works

1



The technology is installed in mobile apps

We collect data about wifi networks around users. No user's action is required.

2



We build accurate user profiles

We analyse the locations, time, context, returning rate – building offline profiles.

3



We deliver precise campaigns and analyses

We run campaigns via DoubleClick Bid Manager and analyse the online-to-offline conversions.

Let us give you an example

1



Consumer enters a restaurant.

2



Consumer's phone sends us information about wifi network inside the restaurant.

3



Consumer is added to relevant behavioural segment (e.g. „Fast food lovers”) in our database.

What information we can provide



Points Of Interest

Segments of users visiting certain types of locations which show their shopping intents and vivid interests.



Core customers

The segment of customers which visit the brick-and-mortar stores, but don't convert online.



Competition's client base

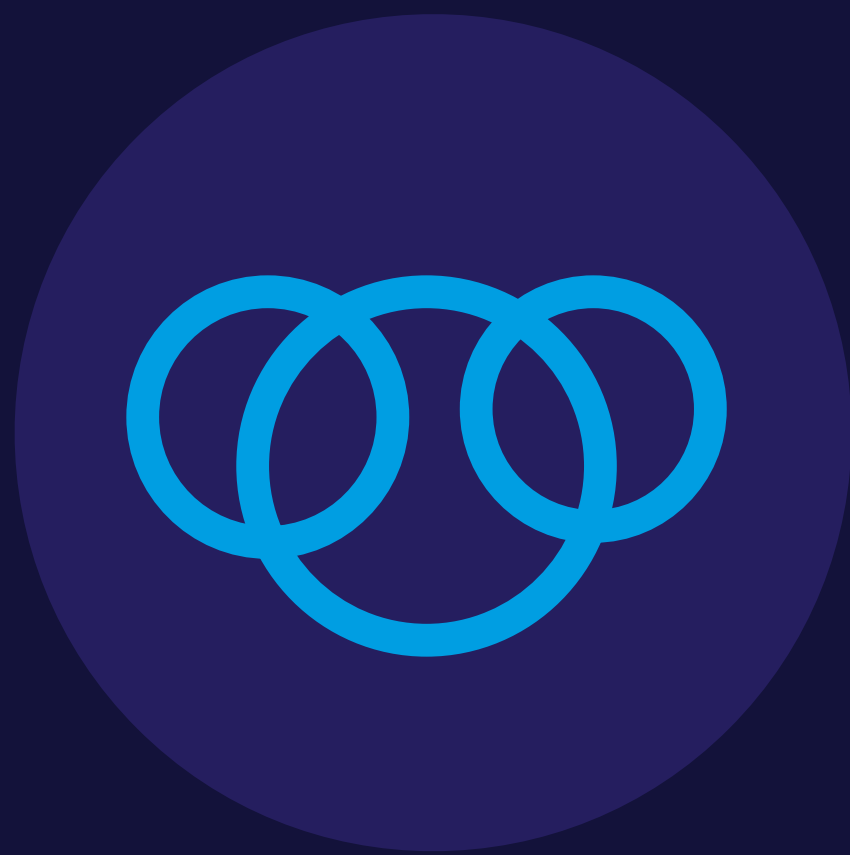
The segment of users which recently visited your competitor's locations.



Client prospects

People that don't visit the restaurants, but their offline behaviour proves high potential for becoming clients.

Campaigns based on contextual location data



Segmentation

Consumers are segmented using KoalaMetrics DMP.

Selection

We select a precise target group to match the advertiser's needs.

Execution

The selected group of consumers receive ads that are run programmatically.

Measuring the effects of your online campaign





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