

# VENUE REPLAY VS GEO-FENCING

## Geo-Fencing

- Requires someone to have location services turned on.
- Requires someone to opt-in.
- Uses cell towers to correlate a location.
- Able to serve digital ads to devices that went into the specified area.
- Use in real time.

## Venue Replay

(Geo-Framing)

- Requires person to search the internet and receive an ad placement.
- **Doesn't require someone to opt-in.**
- Uses latitude-longitude and able to target down to the meter squared level.
- **Household IP Address can be collected from the inventoried Device ID's so we can use Household IP Targeting, Out of Home, and/or Reverse Append.**
- Use in real time or target the Device ID's that were inventoried at past areas up to 7 months ago.