REACHLOCAL®

ReachDisplay InApp
In App Mobile Advertising

ReachDisplay InApp™ shows compelling, interactive in app ads to consumers using mobile apps when they're near your business, so they discover you and are more likely to buy.

- Drive real time engagement with consumers when they're nearby – whether at home, work, or on the go
- Increase brand awareness with people spending time in mobile apps by advertising in our network of 1000s of premium and specialty local apps
- See exactly how consumers are interacting with your ads and business

Reach Nearby Consumers in Real Time

With ReachDisplay InApp, put your business in front of people when they're near your business and most likely to buy from you. Our technology puts a virtual geo-fence between 3 to 5 miles around your location – or other locations you want to target – and shows your ads to consumers inside that area. They see an engaging in app ad that shows them how far they are from your business, enticing them to take an action.

Brand Your Business on Thousands of Apps

86% of time consumers spend on mobile devices is spent in apps[1], making in app mobile advertising a great way to reach local consumers and build more brand awareness. Our premium network includes over 4,000 of the most popular mobile apps and over 100,000 local and specialty apps, so you can reach even more consumers when they're nearby.

Drive Clicks with Expandable Ads

Our ads expand to display information like your phone number, address, and map — without taking users out of their app. Your ad can feature a coupon that consumers can redeem directly through your business! Plus, each ad includes multiple calls to action that entice consumers to click to call, save or email a coupon, and visit your website, helping you generate more local leads.

Know What Actions People Take

We track and report on every click on your ad, so you can see just how many people are viewing it, clicking to call you, saving or sending your coupons, or visiting your website.

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Hyperlocal Targeting

GPS–based targeting of consumers within a 3 to 5 mile radius of up to 5 locations* that you select to drive real-time local awareness, interest, and even foot traffic

Virtual geofence expands and contracts automatically within a 5 miles radius of your locations to maximize impressions and reach consumers in your target area

Premium App Network

Extensive network of 4,000 of the most popular mobile apps

100,000 local and specialty apps that reach highly-engaged consumers

Expandable & Actionable Ads

Ads that expand to show business details like phone number, address, website URL, and even dynamic maps that show distance to your location

Ability to add an offer or coupon that you can redeem and track through your business

Run short-term or seasonal promotions to boost awareness and sales with custom campaign dates

Multiple calls to action that drive clicks, such as: click to call, save coupon, email coupon, and visit website

Tracking & Reporting

Tracking of individual actions taken on your ad, including views, calls, coupon saves and sends, and website visits

Conversion details such as calls, emails, and completed web forms from in-app traffic driven to your website

Call recording from both your click-to-call in-app phone tracking number and your website

Marketing Team

Creation of your expandable ads using best practices for mobile

Review of reports and recommendations to improve mobile ad performance

*Approximate geofence radius; specific distance varies based on factors like business type, time of day, and location and may adjust dynamically to drive the best performance
1. Nielsen "The Digital Consumer" Feb 2014

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