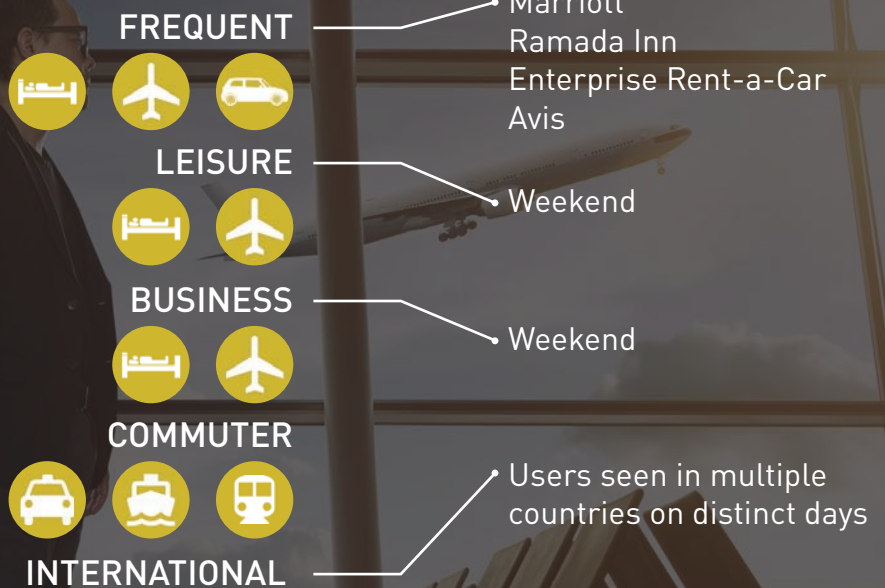


smartfencing

Segments

TRAVELERS



LOOKBACK WINDOW: 6 MONTHS

AUTOMOBILE INTENDERS & ENTHUSIASTS



LOOKBACK WINDOW: 1-6 MONTHS

EMPLOYEES

SMALL & MEDIUM BUSINESS

Small Businesses

FREQUENT BANK CUSTOMERS

Banks

SCHOOL STAFF
21+

School, Colleges, Universities

HOME CONTRACTORS
WEEKDAY, 6-10AM

Hardware, Home Centers

Home Depot, Lowe's, B&Q

FAST FOOD EMPLOYEE

QSR (Fast Food)

McDonalds, Taco Bell

LOOKBACK WINDOW: 1-6 MONTHS

FOODIES & DINERS

DINERS

Small Businesses

PIZZA LOVERS

Pizza Hut, Dominos, Papa John's

FOODIES

Restaurants

Local Restaurants

COFFEE LOVERS

Coffee Shops

Starbucks, Costa

QSR DINERS

Fast Food

McDonald's, Taco Bell

SIT-DOWN DINERS

TGIF, Olive Garden

FAST CASUAL DINERS
(US Only)

Panera Bread, Qdoba

LATE NIGHT DINERS

Fast Food, Restaurants

11pm-6am

LOOKBACK WINDOW: 6 MONTHS

HOBBIES

ART & CRAFT LOVERS

Craft & Art Supplies

Michaels, Hobby Lobby

MUSIC LOVERS

Guitar Center, Sam Ash

ARTS LOVERS

Art Galleries/Dealers, Art Centers

Wyland Galleries

SHOE FANATIC

Shoe Stores

DSW, Payless Shoes

MALE FASHIONISTAS

Clothing Retail

Macy's, Zara

PET LOVERS
(US Only)

Pet Stores, Pet Shops, Pet Parks

Petsmart, Petco

DIY (DO IT YOURSELVES)

Hardware, Home Centers

Home Depot, Lowe's

ELECTRONIC ENTHUSIASTS

Electronic Stores, Computer Stores

Best Buy, Fry's

LOOKBACK WINDOW: 6 MONTHS

LIFESTAGES

GEN Z
AGE < 21

VETERANS AND MILITARY

RECENTLY MOVED
AGE < 21

YOUNG PROFESSIONALS
AGE < 35

GEN X
AGES 35-50

GEN X
AGES 35-50

MILLENNIALS
AGES 18-34

LEGAL DRINKING AGE (LDA-COMPLIANT)
21+

Veteran & Military Organizations

Truck Renting & Leasing

U-Haul, Penske

Seen at office GeoBlocks during working hours

Concert Venues, Shopping Malls

LOOKBACK WINDOW: 1-6 MONTHS

LIFESTYLE

GAMERS

Video Game Shops

Gamestop, Play N Trade

LIVE THEATER GOERS

Live Theater Locations

BAR/PUB GOERS

Bars, Cocktail Lounges

LIVE EVENT ATTENDEES

Live Theaters, Sport Stadiums

CASINO GOERS

Casinos

SPA ENTHUSIASTS

Health Spas, Medical Spas

MOVIE GOERS

Theaters

Massage Envy, Massage Heights

PARTY ANIMALS

Concert Halls, Dance Clubs

LOOKBACK WINDOW: 1-6 MONTHS

MOMS & DADS

DAD
Male, Age > 21

MOMS
Female, Age > 21

BIG CITY MOMS
Moms (Existing BA Segment)

SUBURBAN MOMS
Moms (Existing BA Segment)

STAY AT HOME MOMS
Moms (Existing BA Segment)

WORKING MOMS
Moms (Existing BA Segment)

FIT MOMS
Moms (Existing BA Segment)

Schools, Zoos, Toy Stores

Babies R Us, Toys, R Us

Schools, Grocery Stores, Children's Stores

Kroger, Target, Walmart, Toys R Us, Babies R Us

Urban GeoBlocks

Suburban GeoBlocks

Seen at home Geoblock during work hours

Seen at office Geoblock during work hours

Health Clubs, Gyms

24 Hour Fitness, Soul Cycle, Fitness First

LOOKBACK WINDOW: 6 MONTHS

SHOPPERS/IN MARKET

SHOPPERS

General Stores

Walmart, Target

AFFLUENT SHOPPERS

Luxury Clothing Retail

Bloomingdales, Nordstrom, Prada

BIG BOX SHOPPERS

Wholesale Shops

Costco, Sam's Club

DISCOUNT SHOPPERS

Variety Stores

Dollar General, Family Dollar

FURNITURE SHOPPERS

Furniture Stores

Sleep Outfitters, IKEA

PHARMACY SHOPPERS

Pharmacies

Walgreens, CVS, Rite Aid

CONVENIENCE SHOPPERS

Convenience Stores

7-Eleven, Circle K

GROCERY SHOPPER

Grocery Stores

Safeway, Walmart, Kroger

LOOKBACK WINDOW: 1-6 MONTHS

SPORTS & FITNESS ENTHUSIASTS

SPORTS ENTHUSIASTS

Stadiums, Sports Bars, Sports Clothing

Dick's Sporting Goods, Modell's

GOLFERS

Golf Courses

FITNESS ENTHUSIASTS

Gyms, Health Clubs

24 Hour Fitness, LA Fitness

OUTDOOR ENTHUSIASTS

Skiing Centers, Fishing Clubs, Parks

CYCLISTS

Bicycle Repair Shops & Dealers

Performance Bicycles

SWIMMERS

Public & Private Swimming Pools

SPORTSMEN

Tennis Courts, Soccer Clubs

Dick's Sporting Goods, Modell's

LOOKBACK WINDOW: 6 MONTHS

FOLLOWING A CUSTOMER ON THEIR PATH TO PURCHASE

More than **90%** of transactions still occur offline, so it's important to align creative messages with specific moments. Be impactful with video creative that connects the right message to the right person at the right place and time.

Extend your audience and target with precision by using proximity targeted video powered by **SmartFencing!**

PRODUCT FEATURES

Targeting:

- Video creatives are compatible with all available targeting products
- When using proximity, the available fence size can be 3 miles+

Reporting:

- Impressions
- Clicks
- Video Start
- Video Complete



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