

Local PagePop Technology Overview

NATIVE GPS THROUGH ALMOST
30,000 APPS AND SITES

45 AD NETWORK INTEGRATIONS

BRAND SAFE TRAFFIC SETS

HYPER-LOCAL, REGIONAL, NATIONAL, OR GLOBAL SCALE

**ACCESS TO OVER 1.1 BILLION IMPRESSIONS
PER DAY IN NORTH AMERICAN ALONE**

**We scrub data to ensure location data is accurate
within each campaign**

1. GeoFencing
2. GeoAudiences
3. GeoRetargeting
4. GeoDemographics
5. GeoVideo
6. IP Targeting

Additional Targeting Options: Day Parting; device type; bulk uploads of locations; multiple banner

TYPES OF ADS

Standard IAB Mobile/
Desktop Ad Units

Static / Animated / Interactive

Video / Expandables

Splashscreens / Rich Media

ADDITIONAL AD CAPABILITIES

Click to..

Call / Calendar / Email

URL / App / Map

Video / Social



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