



SUMMER & FALL PLANNING GUIDE: Location Strategies for Q3



LEVERAGE THE POWER OF REAL WORLD BEHAVIOR
TO BOOST CAMPAIGN EFFECTIVENESS

WELCOME TO FACTUAL'S Q3 LOCATION STRATEGY GUIDE

This guide will give you real-world consumer insights and unique targeting ideas to boost the impact of your Q3 campaigns, including:

- Innovative targeting tactics to reach the perfect **summer audiences**, like summer travelers, fun in the sun seekers, home DIYers, and millennial festival trendsetters
- **Back to school shopper** insights and targeting tactics to reach families across all lifestages
- Best practices to convert Labor Day **auto intenders**
- Tips to reach **sports enthusiasts** at major fall sporting events

OUR STRATEGIES IN THIS GUIDE WORK BEST WITH:

geopulse

Audience 

TARGET REAL WORLD BEHAVIORS

Build highly customizable, mobile-first audiences to target consumers based on where they go in the real world. Expand your reach and amplify your impact with cross-device targeting across mobile, desktop, OOH, TV, and more.

geopulse

Proximity 

TARGET REAL TIME LOCATION

Reach consumers on the move with highly customizable geofencing based on where they are located in real-time. Customize your geofences to target specific chains, 475 place categories, individual places and more.

TRY THEM OUT!

Tips for Geopulse Audience are marked in **| Green.**

Tips for Geopulse Proximity are marked in **| Blue.**

Have questions? We have answers. Email us at strategy@factual.com


2


SUMMER RECOMMENDATIONS

Summer is the perfect time to reach consumers as they plan family vacations, take on DIY projects, and spend disposable income. Location data can help.

REACH SUMMER OUTDOORS ENTHUSIASTS


Target consumers whose location history shows they enjoy outdoor activities such as BBQing, swimming, boating, and camping.


 Factual's ready-to-use fun in the sun seekers audience reaches users who are seen at outdoor recreation venues at least 10 times per year.

 Use Factual's Geopulse Proximity solution to geofence the areas around beloved warm weather activities, like hiking trails, campgrounds, or popular landmarks.

REACH SUMMER APPAREL SHOPPERS


Catch shoppers as they prepare for summer...


 Target consumers who frequently shop at surf & skate apparel shops, such as PacSun and sporting outfitters.

 Reach shoppers in a summer mindset as they visit summer retailers in real-time.

REACH SUMMER DIYers

Make sure not to forget families taking on DIY projects in anticipation of summer.


 Factual's weekend warriors audience captures shoppers seen at home improvement retailers.


 Use Geopulse Proximity to target garden centers, pool supply shops, and hardware stores.

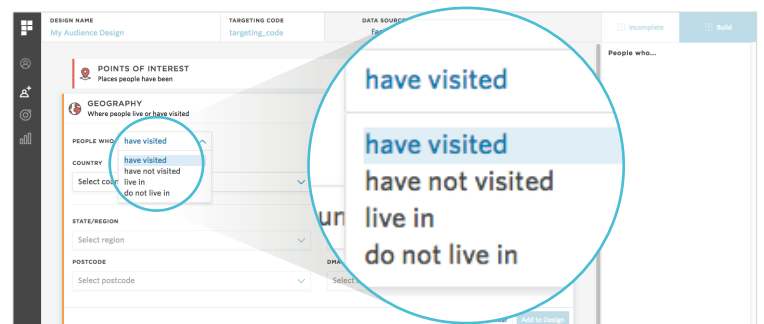


REACH SUMMER TRAVELERS

Summer is peak family travel season.

 Reach families vacationing at kid-friendly destinations like amusement parks and water parks in real-time.

 Target people who have traveled to popular vacation spots, but do not live nearby, with Geopulse Audience.





JOIN IN THE FESTIVAL FUN

Music festivals have become a highlight of summertime for millennials, but paid sponsorships or massive branded activations aren't the only way to tap into this rich opportunity. Location data can power more highly targeted and efficient campaigns.



REACH SUMMER FESTIVAL ATTENDEES

More than ever, young people jump at the opportunity to invest in experiences, making a ton of purchases along the way.

-  Target people who have historically visited festivals or often go to live music events.
-  Capture the attention of festival goers by geofencing areas around the festival grounds.

REACH FESTIVAL TRENDSETTERS

Festival fashion has become a universal barometer for street style in the social media age.

-  Target people who frequently visit fast fashion retailers and have visited festivals or live music.
-  Reach fashion shoppers while they are in-store to influence their real-time purchase decisions.

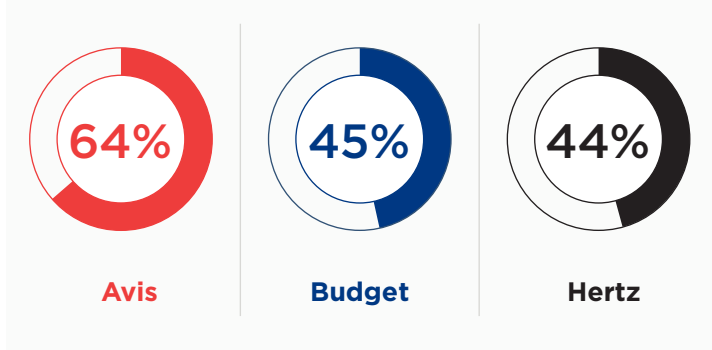
Did you know: Live music fans are 24% more likely to be seen at hotels and 13% more likely to be seen at car rental businesses.

24% more likely

Did you know: Live music fans & concert goers are 38% more likely to visit fashion retailers, such as Urban Outfitters and Madewell.

38% more likely

TOP RENTAL CAR BRANDS FOR MUSIC FANS*



*percentages based on likelihood to be seen at locations in the 6 hours prior to going to a concert venue.

TOP FASHION RETAILERS FOR MUSIC FANS*

- 29% Madewell
- 28% Zara
- 28% Urban Outfitters
- 29% Lululemon Athletica
- 26% UGG Australia
- 26% The North Face
- 25% Anthropologie

TOP HOTEL CHAINS FOR CONCERT GOERS

- Wyndham Hotels & Resorts
- Hyatt
- Renaissance Hotels
- Marriott Hotels & Resorts



*percentages based on likelihood to be seen at locations in the 6 hours prior to going to a concert venue.

BACK TO SCHOOL RECOMMENDATIONS

No longer is the average back to school shopping list kept to pencils and Trapper Keepers... Today, nearly every brand can find success in taking advantage of this heavy shopping season.


REACH BACK TO SCHOOL SHOPPERS

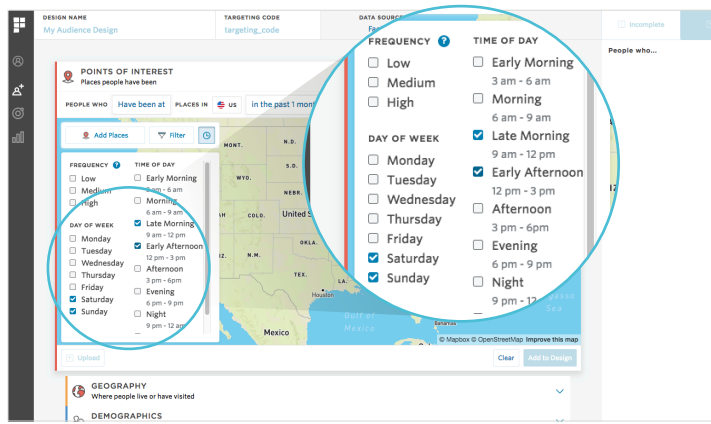
Capture the attention of shoppers from last year at all related locations for parents with back to school messaging.

Tip: Foot traffic for back to school shopping is highest during the weekends of August.

AUGUST


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 Target people who visited back to school retailers during weekends in August, during shopping hours.






Layer day-of-week and time-of-day targeting onto any custom audience.

Tip: Layer multiple segments to create the perfect audience. For example: parents of college students + furniture & dorm decor chains.



PRESCHOOL & ELEMENTARY:



Find parents who are sending their kids off to school for the first time.

-  Target parents who visit educational supply or arts & crafts stores.
-  Target kid-friendly salons & barber shops to reach families getting a haircut before school starts.
-  Geofence educational supply stores, dance studios, pools, and family fun activities such as mini-golf.



MIDDLE & HIGH SCHOOL:

For teens, making the right impression on the first day of school can seem like the most important task of the year.

-  Target the clothing and shoe brands where teenagers want to shop for back to school.
-  Target place categories like teen fashion & beauty retailers, such as American Eagle and Forever 21.

MIDDLE & HIGH SCHOOL (cont'd):

Don't forget to target department stores who make back to school fashion shopping a one-stop-shop!



Target place categories like shopping centers & malls, strip malls, and outlets.



Target department store chains like Macys, Bloomingdales, and Nordstrom.



Back to School also means back to after school activities.



Reach active families that have visited batting cages, gymnastics centers, and other sports and recreation place categories.



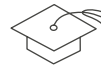
Target visitors of sporting goods retailers shopping for all of the gear a student athlete might need.

Target place categories or specific chains like Champs Sports and Foot Locker.



COLLEGE:

Capture the attention of college students looking to furnish and decorate on a budget.



Target parents of college students or Factual's recent high school graduates/new college students audience.



Layer these segments with visitors to place categories like office supply shoppers, electronics stores, or furniture and dorm decor chains.



Use Geopulse Proximity to target chains, such as The Container Store, Bed Bath & Beyond, and IKEA.



Target the areas around colleges & universities during dorm move-in days to reach students moving to campus.

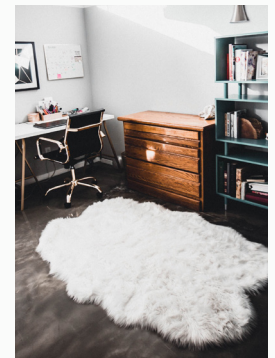
Did you know:

College students are 23% more likely to go to The Container Store.

23% more likely

TOP FURNITURE AND DORM DECOR CHAINS FOR FACTUAL'S COLLEGE STUDENTS

- 20% Bed Bath & Beyond
- 18% Marshalls
- 17% TJ Maxx
- 16% Ross



RETAILERS: TAKE AIM AT YOUR COMPETITION

Make the most of this fruitful time of year for retail by not just targeting audiences visiting your own stores, but the locations of your competitors as well.

Use Geopulse Audience to conquest consumers who have visited your competitors' retail locations in the past.





Use Geopulse Proximity to target users currently visiting competitive locations in real-time.

Have questions? We have answers. Email us at strategy@factual.com

LABOR DAY AUTO RECOMMENDATIONS

It's the biggest time of the year for advertisers to reach in-market auto intenders leading up to big labor day sales. Leverage location to influence shoppers throughout the funnel.





Whether you're targeting affluent families or environmentalists, location data can help. Use Geopulse Audience to target by lifestyle, interest, or mindset. Boost performance even further by personalizing your ad creative:

-  Target adrenaline junkies — who are observed participating in thrill-seeking activities, such as mountain biking — with ads about speed and performance.
-  Target consumers who value comfort and relaxation — like frequent visitors to massage parlours, yoga studios, or spas — with ads focused on luxury.
-  Target technology enthusiasts — with ads featuring in-auto tech features.
-  Use Geopulse Proximity to target visitors to auto dealerships in real-time.

Factual's Global Places data includes all major auto brands: Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, LandRover, Lexus, MINI, Mazda, Mercedes, Mitsubishi, Nissan, Porsche, Ram, Scion, Subaru, Tesla, Toyota, Volkswagen, Volvo.

REACH LUXURY CAR INTENDERS

Real-world behavior provides strong signals for affluence.

-  Use Factual's ready-to-use "in-market auto intenders - luxury cars" audience to reach luxury car shoppers in one click.
-  Factual also offers various ready-to-use behavioral audiences to reach affluent lifestyle consumers.
-  Target people who frequent high-end retailers, like Sur La Table and Coach.
-  Target visitors to brokers or financial planning and investments locations.

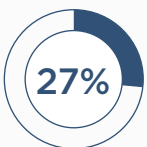
LUXURY CAR INTENDERS

56% more likely to visit a Porsche dealer

31% more likely to visit Pottery Barn

50% more likely to be new homeowners

THE JOURNEY TO THE DEALERSHIP...



of consumers seen at auto dealers visit restaurants before



of consumers seen at auto dealers visit retail before

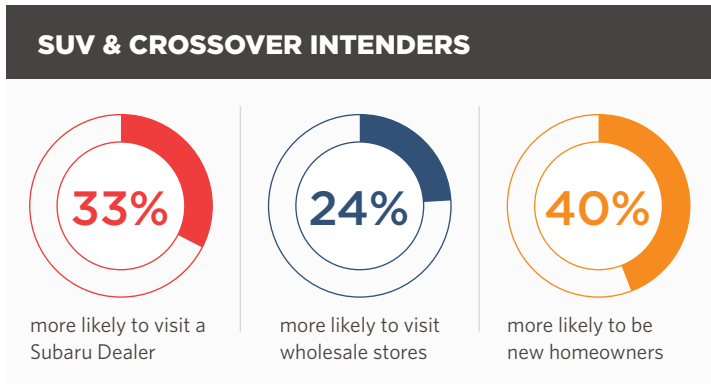
Did you know:

The average dwell time at an auto dealer is 45 mins.





45 minutes

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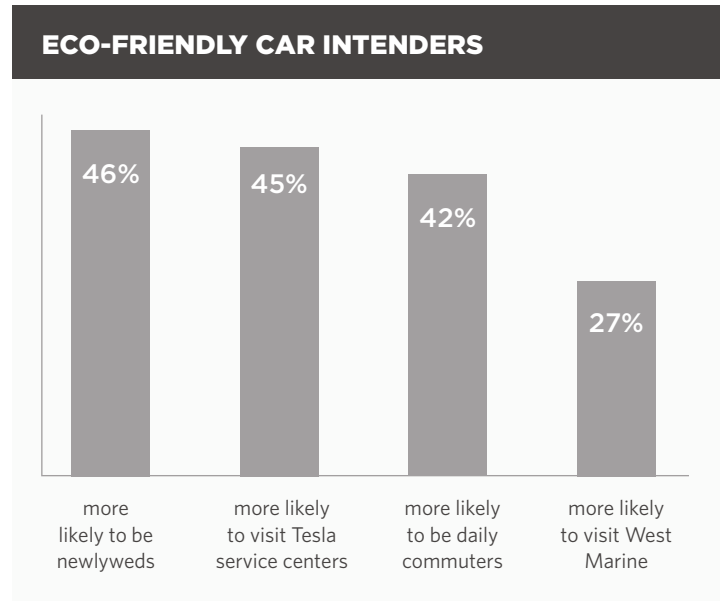
SUV & CROSSOVER INTENDERS






Reach people likely to be interested in SUVs or crossovers with tailored creative to catch their attention:

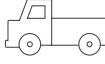



-  Use Factual’s ready-to-use “in-market auto intenders - SUVs and crossovers” audience to reach shoppers in one click.
-  Reach large families who frequently visit Costco or Factual’s wholesale store place category.
-  Reach outdoor enthusiasts and people who frequently travel with sporting equipment.
-  Target pet owners in real-time as they visit dog parks and pet food stores like Petco or PetSmart.

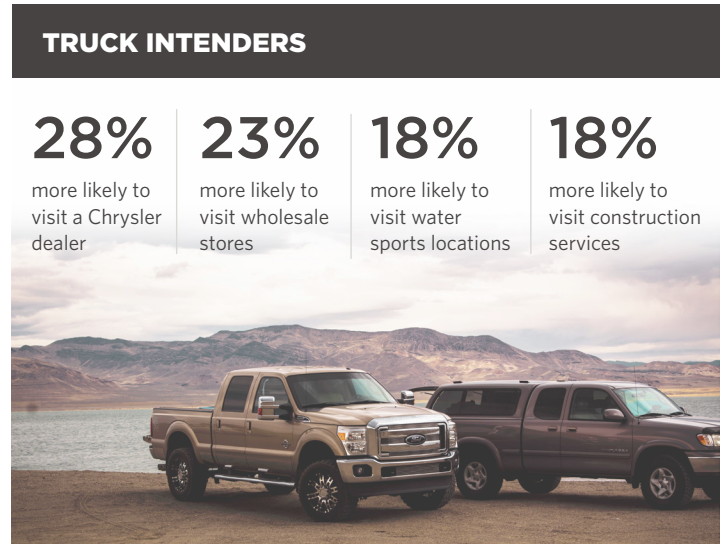
ECO-FRIENDLY CAR INTENDERS



-  Use Factual’s ready-to-use “in-market auto intenders - Eco-Friendly Cars (Green Cars)” audience to reach shoppers in one click.
-  Factual offers ready-to-use audiences to reach eco-friendly shoppers and outdoor enthusiasts.
-  Use Geopulse Proximity to target outdoor activities, such as hiking and rock climbing locations.

TRUCK INTENDERS

-  Try Factual’s ready-to-use “in-market auto intenders - trucks” audience.
-  Target DIY home improvers, contractors, plumbers, and more.
-  Target outdoorsmen who enjoy watersports, dirt biking, and other activities that require towing.
-  Target supply stores and wholesale stores, such as The Home Depot and Costco.



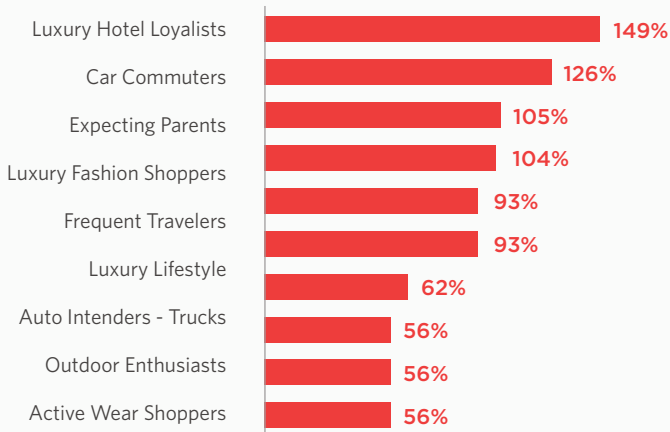
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FALL RECOMMENDATIONS

Sports are the perfect venue for high-impact, high-visibility campaigns and sports fans are no exception to the rule that real-world location data can uncover a wealth of knowledge about consumer intent.

BEHAVIOR PATTERNS OF NFL ENTHUSIASTS

NFL Enthusiasts are more likely to be...



EXTEND SPONSORSHIP REACH



Target NFL fans who have visited or live near a stadium you sponsor.

FIRST ROUND TARGETING PICKS TO REACH NFL FANS:

NFL Enthusiast

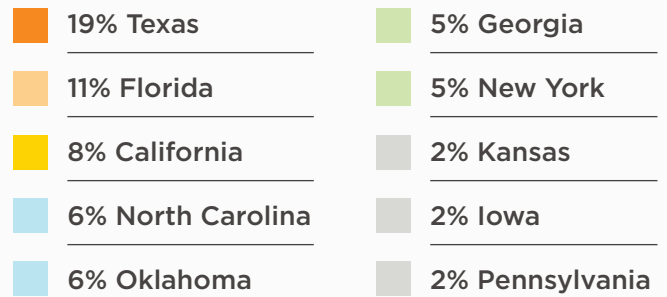
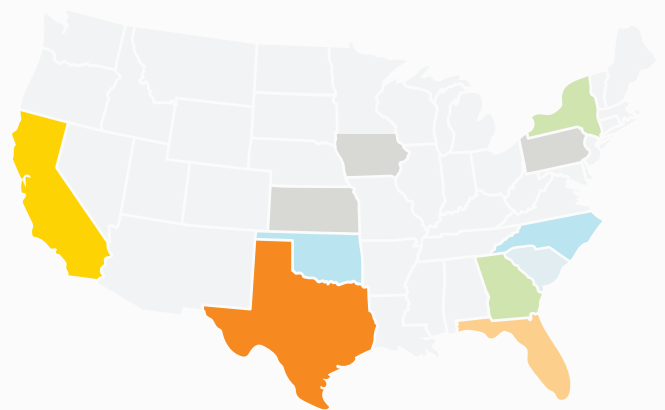
Sports Bar Visitor

Active Wear & Sporting Goods Shopper



Target frequent visitors to sports bars or sporting goods retailers.

WHERE DO THE BIGGEST FANS LIVE?



Not every die-hard fan can make it to the game. Get creative and think beyond the stadium...



Target sports bars, grocery stores or liquor stores before the game.

Have questions? We have answers. Email us at strategy@factual.com



Want to know where to buy our ready-to-use audiences?
Find us in your preferred DSP or DMP.

HAVE QUESTIONS?

Let our experts help.

Factual's Location Strategy Team is always ready to help with planning and targeting recommendations at no additional cost.

What is the Location Strategy Team?

The Location Strategy Team is a value-added resource for you. It's a team of neutral, location experts whose job is to provide ideas and services to help you meet your campaign goals... all at no extra cost!

How does this work?

Easily. Just shoot us a note!

Our common services include:

- Strategic guidance for specific verticals, brands, or target audiences.
- Targeting recommendations tailored to specific campaigns and KPIs.
- Custom audience design and deployment.

Reach out to strategy@factual.com any time.