



# Google Geotargeting

Display ads in the Google Display Network to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.



## Reaching Ideal Customers

Deliver highly visual, inspiring personalized ad experiences to people who are ready to discover and engage with your brand. Use a customized campaign for the location of the direct mail drops to ensure ads are tailored to the needs and preferences of the direct mail recipients and the local audience.



## Why Geotargeting Works

Most consumers use their mobile device to search for local information, especially while on the go. They will usually follow through on a call to action if the physical location of the business is near them.