

clear digital media
smartfencing™



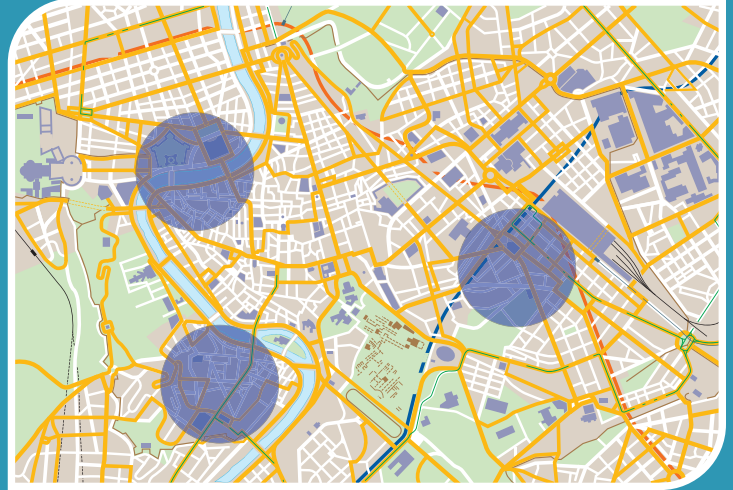
Attract New Patients
With Geofencing

WHAT IS GEOFENCING?

Geofencing is the use of the Global Positioning System (GPS) satellite network to create virtual boundaries around a location. The geofence is then paired with a software application that responds to the boundary in some fashion as dictated by the parameters of the program.

Through SmartFencing, we can geofence any doctor's practice or business in a local market and deliver a custom advertisement to a mobile device within a one mile radius of any location. This custom static advertisement will appear on a targeted patient's cell phone or tablet and invite them to visit a client's website or set up an appointment or get directions to the location.

The widespread adoption of smartphones has put a GPS/Wi-Fi/Bluetooth radio in the pockets of millions of consumers and ushered in an age of incredibly cheap and ubiquitous geolocation markers that has pushed geofencing from an expensive commercial practice into the realm of consumer application. As a result geofencing capabilities are popping up in everything from shopping lists to smart home control packages.



70% OF CONSUMERS WELCOME MOBILE ADS

WHAT IS SMARTFENCING?

Through SmartFence we can geofence (a virtual barrier) any doctor's practice in a client's local market and deliver a custom advertisement to a mobile device within a one mile radius of any location. This custom static advertisement will appear on a targeted patient's cell phone or tablet and invite them to visit your clinic's website or set up an appointment directly. Get your message to the right audience at the right time.

We are embracing the power of mobile to locally target patients. Custom static ads are delivered to one of 80,000+ smart phone and tablet apps. 91% of U.S. adults carrying a cell phone with them regularly. And every time that person enters your geofenced area, they will see an ad on their phone or tablet prompting

them to learn more about your practice. This is a new way for you to attract new patients.

SmartFencing is designed around a pay-per-ad-delivered system, Meaning that you pay a single price to have an exact number of ads delivered to local smart phone and tablet users. Our standard pricing is \$10 per 1,000 ads delivered, and you can set a budget for as little as \$500.

Our program offers monthly reporting so you can easily understand how these ads are affecting your business. You will know how many website visits and phone calls result from SmartFencing.

DELIVERING POSITIVE RESULTS

Embracing the power of mobile to locally target patients. Clear Digital media piloted a geofencing ad program through 221 hearing care location across the nation. We deliver your mobile advertisements to the smartphone or tablet of your target patients frequenting our geofenced practices.

Ads were delivered within a 1 mile radius of the targeted location. Tablet and smartphone users over the age of 55 were the targeted consumer.

The campaign results were impressive. We delivered a total of 487,000 ads. Those ads resulted in 44 phone calls to the clinic, 54 requests for more information, 33 requests for direction to the clinic, and 151 clinic website visits.

CAMPAIGN RESULTS

487 000 ADS DELIVERED

44 PHONE CALLS GENERATED

54 INFORMATION REQUESTS

33 REQUESTS FOR DIRECTION

151 WEBSITE VISITS

40%
CLICK THRU RATE

14.6%
SECONDARY ACTION RATE

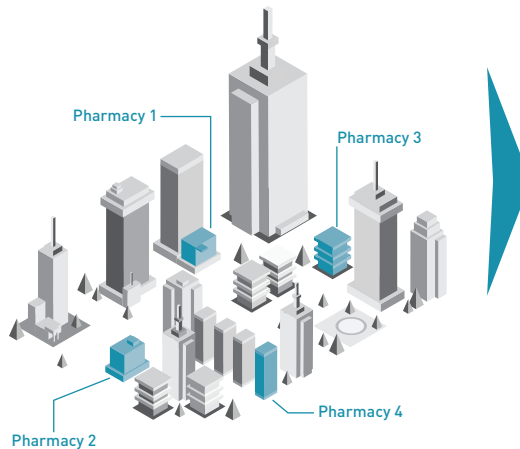
1,931 AD
CLICKS

BEHAVIORAL AUDIENCE

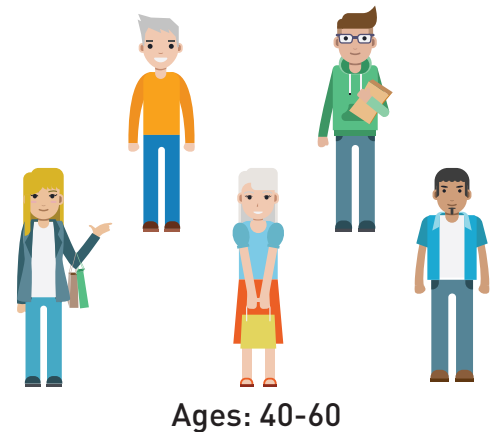
Behavioral Audience are real world audience segments based on location indicators and demographic attributes. The solution is powered by SmartFencing's proprietary Location Verification and Blue Prints™ technology resulting in high accuracy and performance.

This cutting-edge product will allow your clients to reach consumers with specific lifestyle attributes, built from highly accurate location intent, which will help to further drive visitation and RDI among a relevant audience.

STEP 1: Identify real world behavior



STEP 2: Overlay demographics



STEP 3: Determine optional audience



Optimal Audience: Males 40-60

Clear Digital Media's behavioral audiences targets users based on past visitation behavior. A consumer's behavior pattern is a strong indicator of who they are and where they'll go. This makes targeting more effective. Behavioral Audiences leverage location as an indication/signal to define a particular audience segment.

50% of Mobile Marketing Leads to a Purchase

HOW TO MAKE SMARTFENCING WORK FOR YOUR CLINIC

You can set the radius of your main location's geofence to whatever size you wish, but how big is too big? Well, a citywide radius obviously won't help much—it lacks the location-based relevance that makes SmartFencing a great engagement tool. Instead, we recommend starting with a single zip code. If you are looking to use zip code targeting, we recommend a radius of 1-10 miles around the chosen location. And if you are looking to target an area that is larger than a 10 mile radius, we recommend a designated marketing area (DMA) plan.

SmartFencing is not about bombarding users with messages wherever they go. If you do that, they'll ignore your messaging altogether. Instead, the patient has to come first. Always consider whether or not you would want to receive your messages as a hypothetical user, and think about the value your program provides.

To accomplish this, don't think of SmartFencing as just another way to sell to your audience. Instead, use it as an organic way to connect and add value. You wouldn't want your favorite companies exploiting every channel to boost sales, but if they pop up every now and then with something timely, relevant, and useful, it can be kind of neat.

Your goal should be to leverage SmartFencing to improve your customers' experiences and provide them with benefits. If you can do that, while also driving traffic to your location and activity on your promotions, all the better.

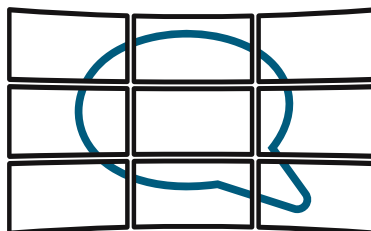


PRICING

By placing a geofence around your competitors' locations, you can ensure that any patients that enter that location will receive an ad for your clinic. This strategy not only draws more patients to your practice, but simultaneously takes patients away from your competitors. Ask our team about SmartFencing to learn how this marketing strategy might be the most effective strategy yet.

\$10 PER 1,000 ADS DELIVERED!

- **Static ads delivered in 80,000+ apps**
- **Pay-per-ad model**
- **Attract new patients**
- **Monthly reporting**
- **Set budget for campaign (as little as \$500)**



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