

clear digital media

smart  fencing™



**Attract New Patients**  
With GeoFencing

# USE CUSTOM DIGITAL ADS TO ATTRACT NEW PATIENTS

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**

## PRICING

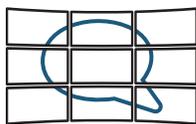
Say goodbye to assumptive marketing. Now there's a better way to share your message with the right people you're trying to reach, based on the real places they visit every day. Leverage CDM's behavioral or proximity targeting and learn how location unlocks new opportunities to identify and influence patients. Target your competitors, large retailers, senior communities, direct mail zip codes and other places where your future patients dwell. 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)*

**FOR MORE INFORMATION & SPECIAL OFFERS**

[info.clearsounds.com/CDM\\_Smart](http://info.clearsounds.com/CDM_Smart)



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