

GEOLINK

BY IN|MARKET

Omnichannel access to the highest-performing location media available

Extend your reach with accuracy in mind

 **100M Mobile Devices**

 **20M CTV Devices**

Whether you're planning a local campaign for a national brand or helping a regional brand go national, you want an omnichannel platform that delivers both precision and scale to better activate consumers, drive foot traffic, and increase sales.

GeoLink is the only self-serve ad platform that leverages first-party location data--with the added layer of our proprietary location-scoring technology--to ensure precise targeting, unmatched campaign results, and reliable analytics.



GeoLink provides access to a wide variety of accurate and verified location-based audiences and high-performing media, including:



GeoAudiences: Combine location targeting down to the block level with consumer demographics, behaviors, interests, and more.



GeoFence: Reach people at specific points of interest, such as your stores, your competitors' stores, or other locations in real time.



GeoRetargeting: Target consumers based on recent or frequent past store visits to re-engage lapsed customers, build brand loyalty, and steal market share.



Moments: Only GeoLink gives you exclusive access to Moments, InMarket's real-time advertising, which performs more than 6.5x higher than industry benchmark.

Connect to your consumers across every channel



With more than 10 years of experience in mobile and location, InMarket knows what it takes to deliver exceptional results for our partners in today's omnichannel world. GeoLink offers the scale, reach, and expertise to run highly targeted media--with the most precise and accurate location context--to provide advertisers a strategic and natural addition to any campaign.

Increase Performance & Surpass KPIs:

GeoLink
CTR performance
averaged

4.6X+

another leading
ad platform*

*4-Campaign location buy test between InMarket & leading DSP, performed by a top programmatic agency, Q1 2020

InMarket
Moments drive

6.5X

higher engagement
than industry
benchmark*

*Google Ads Mobile Benchmarks for Average Clickthrough Rates, 2019

GeoAudiences
perform up to

2.2X

higher
than industry
benchmark*

*Google Display Benchmarks for Mobile Media 2019

“ Adding location-based mobile ads has opened doors and closed deals. InMarket makes it look easy. And our clients couldn't be happier. ”

- Walder Amaya | CEO, Apex Mobile