

# DON'T PANIC



**The Official Business  
Owners Guide to the  
New Advertising  
Technology  
World**

WHATEVER YOU  
DO...DON'T  
JUMP TO  
PAGE 9

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## Geo Fencing Businesses

### What is geo-fencing?

Geo-fencing is a location-based service that uses GPS, RFID, Wi-Fi, or cellular data to create a virtual geographic boundary around a specified area. When a mobile device enters or exits this boundary, it triggers a pre-defined action, such as sending an alert or delivering targeted ads.

### How does geo-fencing work?

Geo-fencing works by using a combination of GPS, RFID, Wi-Fi, and cellular data to determine the location of a mobile device. When the device enters or exits the defined geographic boundary, the system triggers an action such as sending a push notification, text message, or targeted advertisement.

### What are the primary applications of geo-fencing?

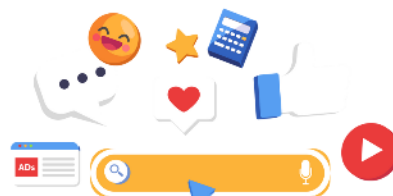
Primary applications of geo-fencing include targeted advertising, location-based notifications, asset tracking, and enhanced security. Businesses use geo-fencing to deliver personalized ads, notify customers about nearby offers, track the movement of assets, and enhance security by monitoring entry and exit points.

### How can geo-fencing be used in marketing?

In marketing, geo-fencing can be used to target customers with relevant ads and promotions when they enter a specific area. For example, a retailer can send discount offers to customers who are near their store, or a restaurant can notify potential diners about a special deal when they are in the vicinity.

### Can geo-fencing improve customer engagement?

Yes, geo-fencing can improve customer engagement by delivering timely and relevant notifications or offers based on the customer's location. This personalized approach increases the likelihood of customers interacting with the brand and making a purchase.



## Unique Smart Phone ID

### What industries can benefit from geo-fencing technology?

Industries such as retail, hospitality, transportation, real estate, and healthcare can benefit from geo-fencing technology. Retailers can attract customers with location-based offers, hospitality businesses can enhance guest experiences, transportation companies can track assets, real estate agents can notify potential buyers about nearby properties, and healthcare providers can monitor patient movements.



### How accurate is geo-fencing technology?

The accuracy of geo-fencing technology depends on the underlying technologies used (GPS, Wi-Fi, RFID, cellular data) and the specific application. GPS provides high accuracy outdoors, while Wi-Fi and cellular data can improve accuracy indoors. Overall, geo-fencing can be highly accurate, but environmental factors and device capabilities can influence its precision.

### How can geo-fencing be used to enhance event experiences?



Geo-fencing can enhance event experiences by providing vendors with attendee information, personalized offers, and interactive features based on their location. For example, event organizers can send notifications after the event or about future events, exclusive deals from vendors, or location-based activities, creating a more engaging and informative experience.

## Unique Smart Phone ID

### What is a WhoShopped Phone ID?

The WhoShopped Phone ID is a unique identifier assigned to a mobile device, used by advertisers to track and target ads on mobile apps. It provides a way to deliver personalized advertising without using cookies, focusing on the user's mobile activity.

### How does using WhoShopped enhance ad targeting?

Using Mobile Ad ID enhances ad targeting by allowing advertisers to deliver personalized ads based on the user's mobile app usage and behavior. This leads to higher engagement and conversion rates, as the ads are more relevant to the user's interests and activities. For example, a user frequently using a fitness app might see ads for sports equipment or health supplements.

### WhoShopped privacy-friendly?

Yes, Mobile Ad IDs are privacy-friendly as they do not contain personally identifiable information (PII). Users can reset their MAIDs or opt-out of tracking, giving them control over their privacy. This approach ensures compliance with privacy regulations while still enabling effective ad targeting.

### How can businesses leverage The WhoShopped Phone ID for better campaign performance?



Businesses can leverage The WhoShopped ID analyzing the data to understand user preferences and behaviors. This insight allows them to refine their ad strategies and target the right audience more effectively. For instance, an e-commerce company can use WhoShopped data to retarget users who have shown interest in specific products but haven't made a purchase yet. The best news... you can advertise directly to your competitors customers.

## Improve Facebook Campaign Results

### How can Beyond Location Analytics improve Facebook campaign results?

Beyond Location Analytics can improve Facebook campaign results by integrating deeper customer insights from various data sources. This allows businesses to create more targeted and relevant Facebook ads, leading to better engagement and conversion rates. For example, understanding a user's offline purchasing behavior can help tailor Facebook ads to match their preferences.



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### How can Mobile Ad IDs be used to optimize Facebook ads?

Advertisers can use WhoShopped data to retarget users based on their mobile app activity, enhancing the precision and relevance of Facebook ads. For example, users who frequently use shopping apps can be targeted with ads for related products on Facebook, increasing the chances of engagement and conversion.



## Cookieless Targeting

### What is Cookieless Targeting?

Cookieless Targeting is a method of targeting online ads without relying on traditional cookies. Instead, it uses alternative data sources and technologies to reach the right audience. This approach is becoming essential as privacy regulations and browser restrictions on cookies increase, requiring businesses to find new ways to deliver personalized ads without compromising user privacy.

### Why is Cookieless Targeting becoming important?

Cookieless Targeting is becoming important due to growing privacy concerns and stricter regulations on data usage. Major browsers are phasing out third-party cookies, making it imperative for businesses to adopt new targeting methods that respect user privacy while still delivering effective advertising. Cookieless Targeting ensures that businesses can continue to reach their audience without relying on deprecated technologies.



### What are the benefits of Cookieless Targeting?

Cookieless Targeting offers several benefits, including greater privacy for users, compliance with regulations, and the ability to maintain effective ad targeting even without cookies. It helps build trust with users by respecting their privacy and ensures that businesses can continue to deliver personalized ads. Additionally, it leverages innovative technologies to understand and target user interests accurately.



## We Are Here To Help!

Business owners, take a deep breath and put down that stress ball! The advertising landscape might be changing faster than the latest social media trends, but there's no need to panic. With WhoShopped by your side, you'll be navigating the newest advertising technology like a seasoned captain steering through a sea of potential customers. Yes, geo-fencing, cookieless targeting, and Mobile Ad IDs might sound like something out of a sci-fi movie, but fear not—we've got the map, the compass, and even the snacks for this adventure.

Imagine being able to send a personalized ad to a potential customer just as they stroll past your store, without creeping them out by knowing their shoe size and favorite ice cream flavor. That's the magic of geo-fencing! With WhoShopped's expert use of this technology, your business can target ads to customers exactly when and where they're most likely to engage. No more flinging ads into the digital void and hoping for the best—our precise targeting ensures your message lands right where it needs to.

## Cookies? No Cookies?

And just when you thought cookies were only good for snack time, along comes the need for cookieless targeting. Don't let the term scare you; it's just another way we're keeping your advertising fresh and compliant with the latest privacy regulations. With our sophisticated tools, we can deliver ads based on contextual targeting and first-party data, ensuring your customers get relevant content without feeling like they're being stalked by a tech-savvy Sherlock Holmes.



## But Wait! There's More!



As for the crown jewel of the marketing industry and the proprietary WhoShopped Phone ID... think of this as the secret sauce that spices up your marketing campaigns. These unique identifiers allow us to deliver personalized ads based on your customers' mobile app usage.

And the best part? They respect user privacy, so you can focus on growing your business without fearing a digital backlash. WhoShopped's expert team is here to help you leverage these technologies, making sure your ads hit the mark and your ROI skyrockets.

So, business owners, let's embrace these new technologies with a smile and a sense of humor. With WhoShopped guiding the way, you'll be navigating the future of advertising with ease and style—no panic attacks required.

**DON'T STOP HERE...GREAT NEWS IS JUST AHEAD!**







## PAGE 9 - THE GOOD STUFF!

- **Increased Store Visits:** Businesses using geo-fencing technology saw an average *increase of 27% in store visits*. Imagine boosting foot traffic to your store by nearly a third, simply by targeting customers when they're in the vicinity and ready to shop.
- **Higher Ad Engagement:** Our advanced targeting strategies, including cookieless targeting and Mobile Ad IDs, have resulted in *a 40% higher ad engagement rate*. This means more clicks, more interest, and ultimately, more conversions from your advertising efforts.
- **Improved ROI:** Companies leveraging Beyond Location Analytics reported *a remarkable 20% improvement in return on investment*. By understanding customer behavior in-depth and targeting them precisely, you're not just spending money on ads—you're investing it wisely.
- **Enhanced Customer Retention:** With our tailored marketing approaches, *businesses have seen a 15% increase in customer retention* rates. Keeping customers coming back is just as important as attracting new ones, and our strategies ensure that your audience stays engaged and loyal.

*I saw that you did!*

These statistics aren't just numbers—they represent real, measurable growth for your business. With WhoShopped's cutting-edge advertising solutions, you're not just keeping up with the latest trends; you're staying ahead of the curve and reaping the benefits. So, let's get those ads out there and watch your business flourish!



## MY PERSONAL 100% GUARANTEE



**Dear Future Marketing Maverick,**

Have you ever felt like navigating the world of modern advertising is akin to taming a wild beast? Fear not, for WhoShopped is here to transform that beast into your loyal pet, guiding you through the jungle of geo-fencing, cookieless targeting, and Mobile Ad IDs with grace and precision.

We're so confident in our ability to turn your marketing efforts into a roaring success that we're offering you an irresistible deal: schedule a no-cost marketing strategy meeting with us today! We promise it will be the most insightful, eye-opening, and entertaining 30 minutes you've ever spent discussing advertising.

And here's the kicker—our 100% money-back guarantee! Now, you might be thinking, "Wait, what?" But seriously, we're so certain you'll see the value in our expertise that if you're not completely satisfied with our free session, we'll give you every penny back. Yes, all zero dollars of it.

So, what are you waiting for? Take the next step towards advertising greatness and schedule your meeting with WhoShopped today. Together, we'll navigate the future of marketing with a wink and a smile, ensuring your business doesn't just survive, but thrives.

Ready to conquer the advertising world? Click here to schedule your free strategy meeting now! <http://meeting.whoshopped.com>

Looking forward to making marketing magic with you,

**The WhoShopped Team**



[WhoShopped.com](http://Whoshopped.com)

The Book Is Over...  
What are Doing?  
Make the Zoom Call!!!

How Much More Money Do You  
Want to Waste! Take Action!

¡Muévete!

Bouge !

Beweg Dich!

Muoviti!

動いて！

Двигайся!

Seriously?... Brah!