

THE PROGRAMMATIC PLATFORM PURPOSE-BUILT FOR LOCALIZED ADVERTISING



Multi-location brands and agencies leverage Simpli.fi's ability to provide superior performance on both national and local campaigns through the use of highly localized audiences.

Nomenclature, local preferences, and buying habits vary from city to city across the country. By optimizing audiences to local needs and delivering customized creative for different locations, Simpli.fi delivers improved performance compared to platforms that use pre-packaged segments and target nationally. In addition, our completely transparent and highly granular analytics system provides deeper insights that enable brands and agencies to continually improve their marketing efforts.



Mobile



Display



Video



OTT/CTV



Native

SERVICE MODELS



Self-Service



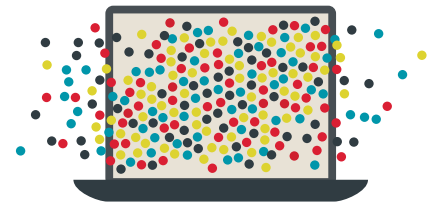
Managed-Service



API Integration

SIMPLI.FI'S DATA NETWORK AND WORKFLOW

- Simpli.fi utilizes an in-house, proprietary data network based on unstructured data, eliminating the need for third-party data providers.
- Utilize proprietary web crawlers to scan publishers' sites for contextual elements and determine the content that a user is consuming.
- Real-time campaign management, insights, and reporting available through Simpli.fi's user interface and API.
- A streamlined workflow for setting up dozens or hundreds of localized campaigns.
- Over 95,000 active daily campaigns across all verticals.



DYNAMIC AUDIENCE TARGETING

- Use of unstructured data to target, bid, optimize and report at the individual data element level across all creative types and each level of user engagement.
- Audiences are custom built using individual data elements, ensuring that you are targeting the precise audience to provide the maximum performance.
- Access to keyword-level targeting through Search Retargeting efforts and Contextual Targeting elements.
- Location-based targeting capabilities offer unparalleled scale and precision in mobile targeting and attribution.



LOCATION-BASED TARGETING CAPABILITIES

- Simpli.fi's Geo-Fencing product suite offers unparalleled scale and precision in mobile targeting and attribution.
- Geo-Fencing with Conversion Zones allows advertisers to track offline or "last mile" conversions to measure advertising success including Geo-Conversion Lift reporting.
- Geo-Fencing with Event Targeting offers temporal geo-targeting of an event location during a specified day and time window.
- Addressable Geo-Fencing brings to advertisers a powerful, efficient, and accurate way to target physical addresses with GPS and plat line data, not IP.
- Granular localization via custom shapes & sizes.
- Variable Recency (Instant – 30 days)



Interested in the Mobile, Video, Display, Native, and OTT/CTV Platform built for Localized Programmatic?

Email us at hi@simpli.fi or contact your Simpli.fi representative.

Simpli.fi