

SMARTTOUCH[®]
GEO



A background image showing two men in a modern office setting. One man, wearing a light blue shirt, is pointing at a tablet held by another man in a dark shirt. They are standing in front of a white wall with a large potted plant on the right. A white text box with a green border is overlaid on the image.

Breakthrough geofencing technology built specifically for residential home builders and developers.

Combining location-based targeting, tracking, and advertising all in one.



Track homebuyers in real-time
from specified target zones



Directly connect with captured
"In Market" homebuyers via
ads on their mobile device




Drive traffic to your model
homes and convert more
buyers



1. Target locations and events where home shoppers gather.



See it all from your Dashboard.



Welcome! Tanner

About

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Powered by: HomeBuilder Proximity



Targets for Saratoga 

Viewing targets for Saratoga. Stats available from 07/26/2017 thru 03/04/2018.

 Stats


 View


Targets for All Campaigns


02/03/2018  thru 03/04/2018 

☐ Only active campaigns

Update


 Export

 Share



Target Reports for Saratoga

Target Name: Fall Creek - David Weekley, Lennar, Perry - Overton Woods Dr



Account: Saratoga


Target Address: (48.08614255722586)

Target ID: px_968-2

Used in Campaign: Fall Creek

Campaign ID: 11420

Target Name: The Groves – Calatlantic, Westin – Fall Creek View Dr



Account: Saratoga


Target Address: (73.34227627590572)

Target ID: px_968-3

Used in Campaign: Fall Creek

Campaign ID: 11420

Target Name: Baker's Landing - DR Horton - 2807 S Galveston Ave




Account: Saratoga

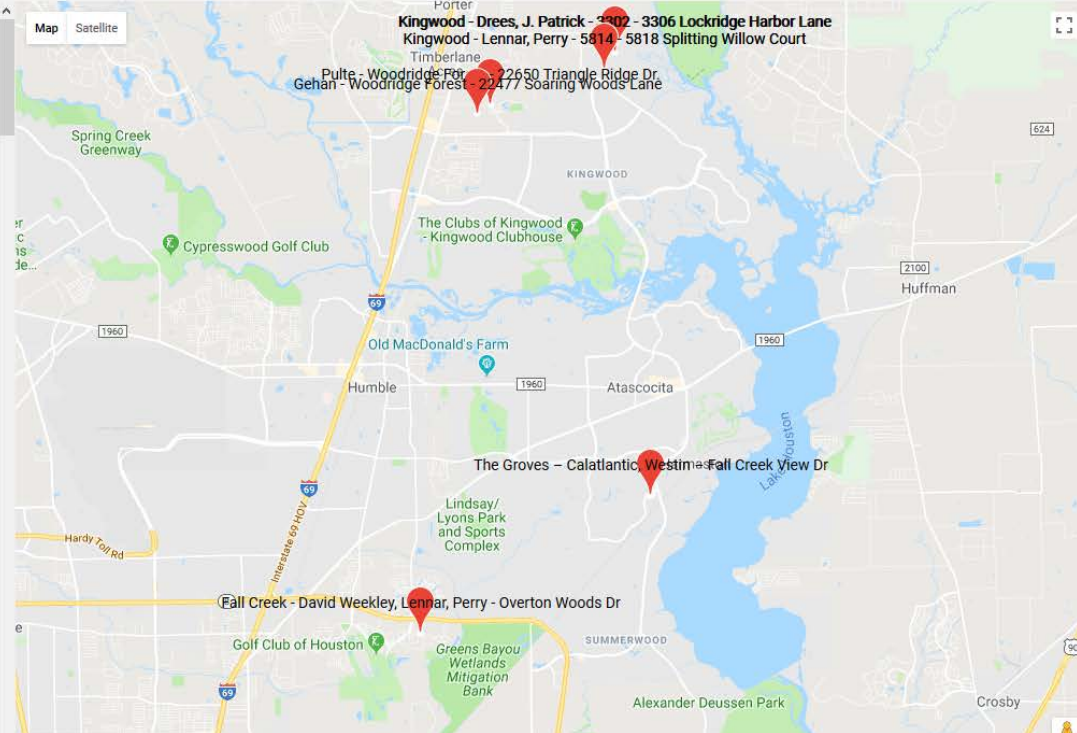
Target Address: (26.377185861870373)

Target ID: px_967-4

Used in Campaign: Kendall Lakes

Campaign ID: 11419

Map 





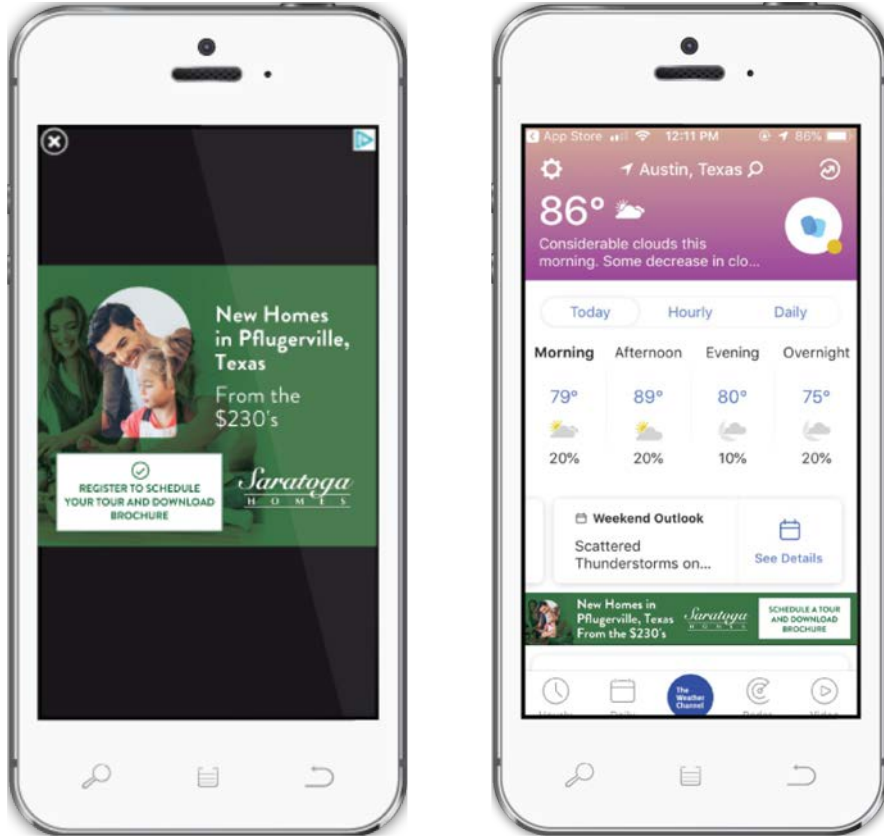
... for best results

Leverage Your Competitors to Drive More Traffic to Your Model Homes

2. Capture home shoppers from target zones.



3. SmartTouch® Geo delivers your ad.



Modifying a buyer's
behavior.

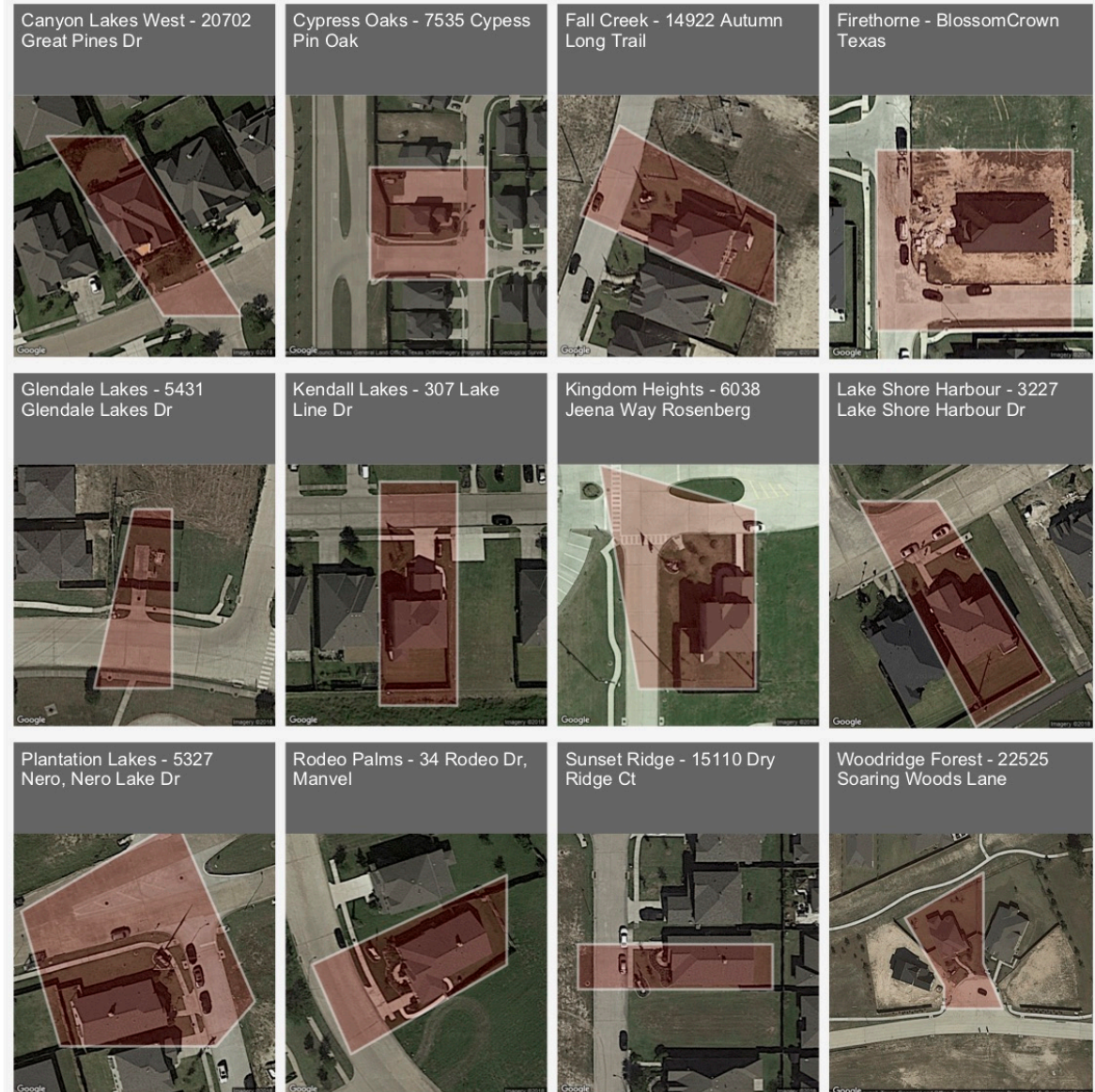


4. Track visitors back to your conversion zones.



Conversion Zones:


Your Model or Sales Office





5. Get More Tours for
as **Low as \$10** Per Unit of Traffic


Login to Your Control Panel at any Time...



Welcome, Tanner

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About SmartTouch GEO



Find **buyers** not shoppers.

Leading-Edge Targeting
SmartTouch GEO uses leading-edge geo-fencing technology coupled with 17 years in the home building industry to provide the most accurate home buyer targets available to capture mobile devices and deliver your ads.

Focus on Performance
SmartTouch GEO measures your campaigns in a timely manner so you can optimize campaign performance quickly and with confidence. We provide an integrated view of each campaign that is backed by industry-leading technology to provide you precision data, so you know you're getting the information you need to make quality digital advertising decisions.

Start Building Your Campaign

Mobile Device Tracking

What You Need
Mobile Device Tracking transforms complex data into actionable insights to help you find answers and trends fast - and make decisions even faster - with live data that connects you directly to the pulse of your business.

Dig Deeper
See all the moving parts and gain a competitive advantage with deep-dive analytics that show you how your business stacks up when key metrics are compared to your competitors.

Mobile Device Tracking

& Receive Monthly Reports on devices tracked and tours.



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Summary Report Prepared For: Saratoga

Covering Activity From:
04/01/2018 thru 04/30/2018

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Campaign Reports for Saratoga All Campaigns | Activity From 04/01/2018 thru 04/30/2018

Campaign	# of Targets	Start Date	Impr.	Clicks	Devices Tracked ¹	CPC ²	CPA ³
Kendall Lakes	3	09/14/2017	79,553	48	35	\$ 33.07	\$ 45.35
Wood Ridge Forest	2	02/19/2018	78,319	37	32	\$ 42.23	\$ 48.83
Totals	5		157,872	85	67	\$ 37.06	\$ 47.01

Total Impressions by Date



Impressions by Date (Per Campaign)



Percent of Total Impressions



¹ SmartTouch Geo will monitor and report to you how many devices showed up in your conversion zone (community model home) from devices captured in targets linked to your campaigns.
² Cost Per Click (CPC) refers to the calculated value of each click in your marketing campaigns.
³ Cost Per Acquisition (CPA) refers to the calculated value of each device that is tracked from one or more targets to a conversion zone.
 Read more about these subjects in the Addendum located on the last page.

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Get Started Today

Choose Your Target Zone & Budget

EXAMPLE TARGETS	RECOMMENDED	IMPRESSIONS AT \$20 CPM
Competitor's Model	\$350	17,500
Local Real Estate Office	\$500	25,000
Apartment Complex	\$500 - \$1,000	25,000 - 50,000
Competitor's Communities	\$550 - \$750	27,500 - 37,500
Churches	\$350	17,500
Large Companies	\$1,000 - \$1,500	50,000 - 75,000
Military Base	\$2,000 - \$3,000	100,000 - 150,000
Fitness Center	\$500	25,000

*\$1,000 Minimum Budget

*\$500 Management Fee



What our clients are saying

"The SmartTouch® Geo solution is one of the most compelling pieces of technology we have available in our homebuilder marketing tool kit. We've launched a few geofencing campaigns for our Houston communities and are seeing significant results with homebuyer visits to our model homes and an overall lower cost per tour."

Jack Bombach, Houston Division President

Saratoga Homes



What our clients are saying

"SmartTouch® Geo puts data to tours. They've taken the guesswork out of how well a digital ad campaign performs by taking location-based targeting to the next level and making ads trackable and not just clickable."

Nick Rhodes, President of Esperanza Homes

Rhodes Enterprises Inc.



**START TARGETING
AND CONVERTING TODAY**

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