



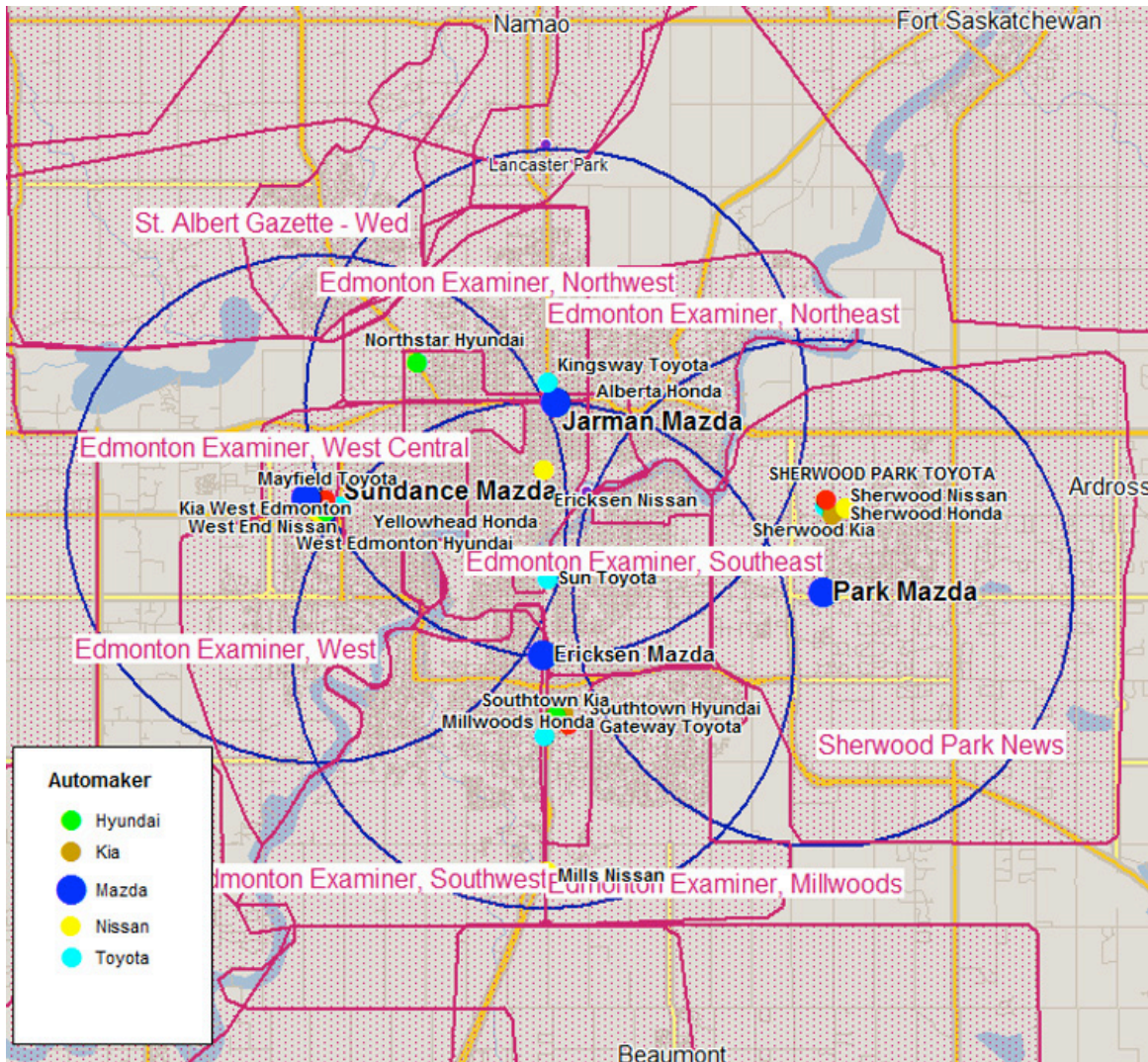
Geo-Targeting With Retail Locations With Trade Areas or Radius

adwest

Map locations, coverages, radius and competing dealers

The agency for Mazda needed detailed information to plan a campaign by analyzing publications circulating to within 10 kms of their 4 Edmonton area locations. The agency provided retail locations as addresses for both the dealer of relevance and competitors. The agency was able to assess all the variables that could impact the success of a campaign. They were surprised to learn that a significant chunk of the St. Albert Gazette’s coverage area fell within the target radius.

Figure 1



For more information, or for help with your own project, please contact AdWest at info@adwest.ca