

SHARED AUDIENCES



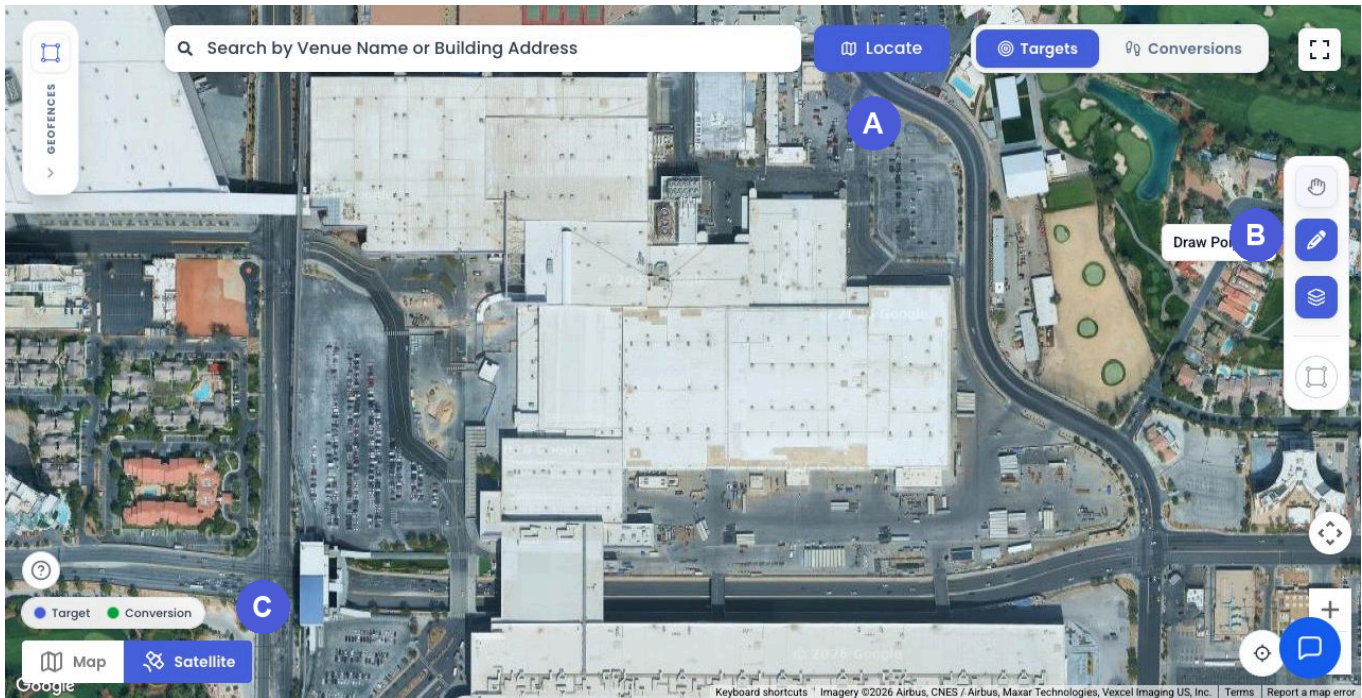
GEOFENCE EVENT TARGETING CAMPAIGN GUIDE

September 24, 2026

CAMPAIGN GUIDE: STEP 1

Find the venue and draw a target

Use the correct building or hall, then outline the area that matters.



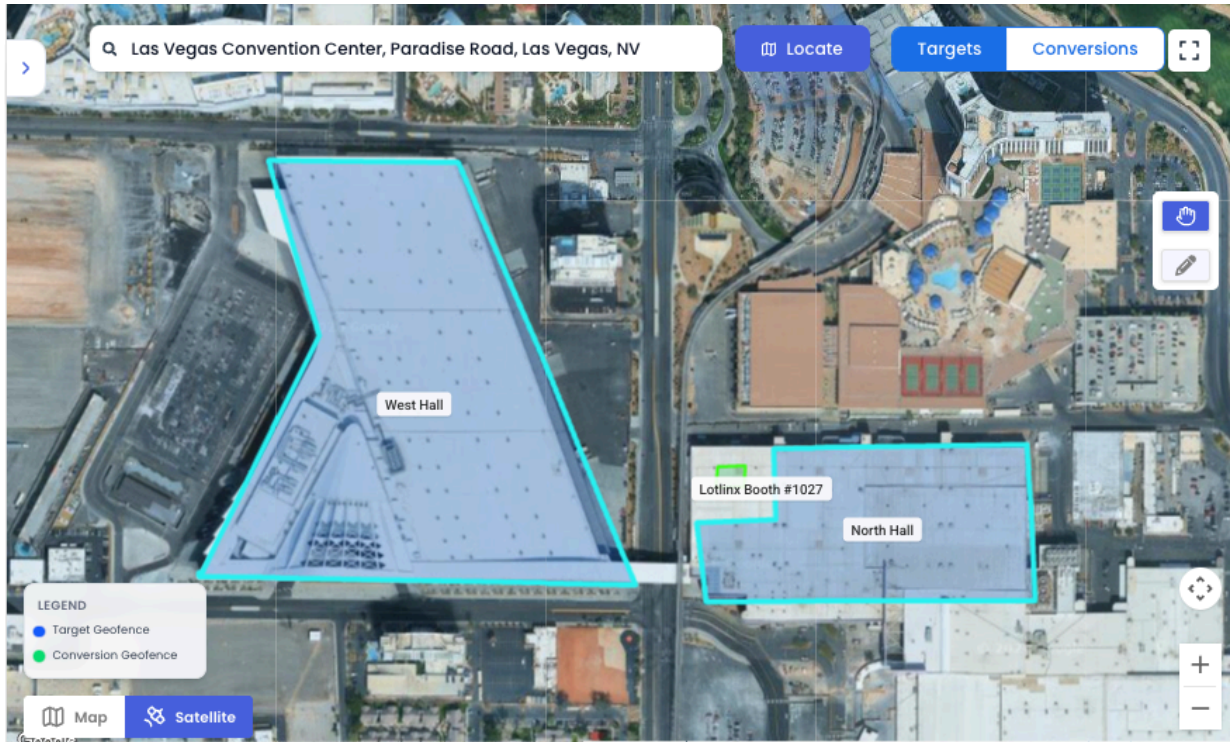
A Locate the event

Search the venue name or building address and select Locate. Use Satellite to align the boundary with the venue.

B Draw the boundary

Select Targets, then the pencil Draw Polygon tool. Click around the venue edge and return to the first point to close the shape. Use up to 12 points per polygon.

C Satellite: check roofs, entrances and property edges. For a large event, verify which hall your audience will use.



D Targets: build the event audience

Outline the relevant venue, hall or approved nearby location. Keep unrelated streets and properties outside the boundary where practical.

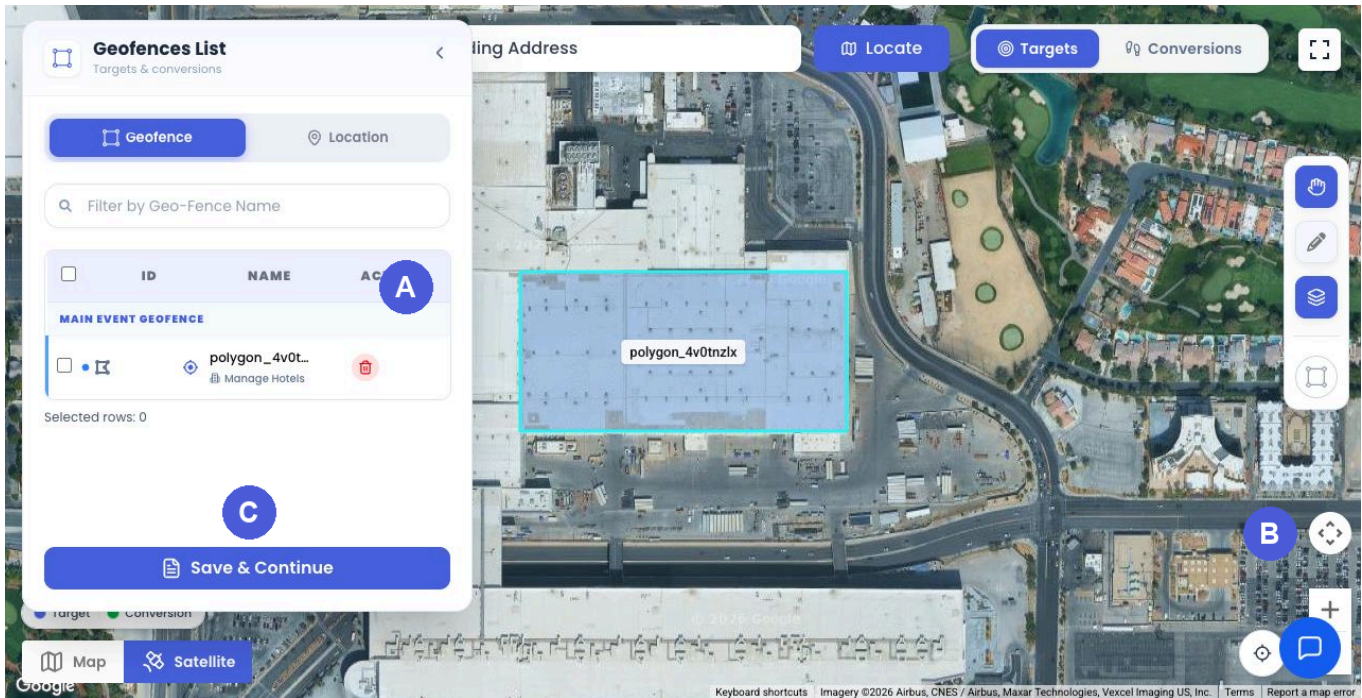
E Conversions: measure a physical visit

Use a conversion zone when the campaign needs location-based visit measurement. Confirm the zone and measurement setup before launch.

CAMPAIGN GUIDE: STEP 2

Review the geofences and continue

Make the map match your campaign goal before moving on.



A Check Geofences List

Confirm that each intended target is listed. Open the row actions to manage a shape. Add additional relevant locations only when they support the goal.

B Review the full area

Use Fit all to see the full set. Use Conversions only for a visit-measurement zone, with the measurement setup confirmed.

C Save & Continue

Continue to Campaign Form. If prompted, sign in or register to save your work.

CAMPAIGN GUIDE: STEP 3

Complete Campaign Details

Give your campaign a clear name and check the event information.

Campaign Form

Fill in the details below to launch your campaign in just three simple steps.

* Required fields

1. Campaign Details

2. Creative Preview

3. Review & Launch

Event Details

Full Name

Billy Mac

Campaign Name *

HR Conference

Company Name *

Shared Audiences

Event Name *

HR Florida Conference & Expo 2026

Start Date

08/30/2026



End Date

09/01/2026



Event Location

Kissimmee, FL, USA

Back to Map

Next

A Name the campaign and event

Complete Campaign Name, Company Name and Event Name.

B Check dates and location

Enter Start Date, End Date and Event Location.

C Next: continue when the details are correct. Use **Back to Map** to revise the targeting area.

CAMPAIGN GUIDE: STEP 4

Choose ad types and impressions

Match the advertising format to your creative and campaign goal.

☒

Display
15% off base price

\$1530
Cost per 100,000 impressions

Impressions

1 250K 450K 650K 850K

- ✓ Targeted banner ads
- ✓ Runs on mobile, tablet, laptop, and desktop
- ✓ Standard sizes: 300×250, 728×90, 160×600, 300×50, 320×50
- ✓ Retargets your event audience — no click required

Save

☐

Video
15% off base price

\$2380
Cost per 80,000 impressions

Impressions

1 250K 450K 650K 850K 1M+

- ✓ In-stream and out-stream video ads
- ✓ Runs on mobile, tablet, laptop, and desktop
- ✓ 15, 30, or 60 second spots
- ✓ Retargets your event audience — no click required

Save

☐

Connected TV (CTV)
15% off base price

\$2562.75
Cost per 67,000 impressions

Impressions

1 250K 450K 650K 850K 1M+

- ✓ Premium large-screen video ads
- ✓ Runs on Smart TVs, streaming devices, and game consoles
- ✓ 15, 30, or 60 second spots
- ✓ High-impact reach on the biggest screen

Save

A Select one or more formats

Display uses banner images; Video uses online video ads; Connected TV (CTV) uses large-screen video inventory.

B Set the delivery amount

Enter Impressions or adjust the slider for each selected format. Use the format's Save button (C). If you return to Dashboard after saving, reopen the draft to continue.

CAMPAIGN GUIDE: STEP 5

Get Ad creative specifications right

Display - 5 required sizes (30+ sizes accepted)



FILE FORMATS

GIF, JPG or PNG

FILE SIZE

200 KB recommended
200 MB maximum

CREATIVE BORDERS

Use a contrasting border on black,
white or transparent backgrounds.

Sizes accepted: 300x250, 728x90, 160x600, 300x50, 320x50, 88x31, 120x20, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 168x28, 180x90, 180x150, 200x90, 200x200, 216x36, 234x60, 240x400, 250x250, 250x360, 250x600, 250x800, 300x100, 300x400, 300x600, 300x850, 320x250, 320x320, 320x480, 336x280, 450x50, 468x15, 468x60, 468x250, 468x400, 468x728, 480x320, 500x500, 600x315, 640x100, 640x640, 700x500, 728x15, 768x1024, 840x400, 970x90, 970x250, 980x120, 980x240, 1024x768, 1024x1024, 1080x1920, 1200x628, 1224x340, 1250x300, 1250x600, 1280x360, 1400x400, 1920x576, 1920x1080, 3840x1080, 320x480, 768x1024, 480x320, 1024x768

VIDEO ADS

Technical specifications

Audio bitrate	Minimum 160 kbps
Dimensions	Preferred: 1920 × 1080 or 1920 × 1200 Minimum: 768 × 576
Duration	6, 15, 30, or 60 seconds
File size	Maximum 200 MB
File type	Recommended: MP4 (H.264) Accepted: .AVI, .MOV, or .MPEG
Frame rate	23.98 or 29.97 fps
Video bitrate	Minimum 5.4 Mbps

CTV ADS

Technical specifications

Audio bitrate	Minimum 192 kbps
Dimensions	Preferred: 1920 × 1080 (16:9) Minimum: 768 × 576
Duration	15, 30, or 60 seconds
File size	Maximum 200 MB
File type	Recommended: .MP4 (H.264) Accepted: .AVI, .MOV, or .MPEG
Frame rate	23.98 or 29.97 fps
Video bitrate	Recommended: 20 Mbps or higher Accepted: 8 Mbps or higher
VAST	VAST 2.0

CAMPAIGN GUIDE: STEP 6

Add the during-event creative

Show attendees an offer they can act on while the event is happening.

During Event Step 1 of 2

Landing Page URL

A

Ad Creatives Upload

Drag and drop your files here, or

[Browse File](#) B

Bulk Upload Supported

JPG, PNG (Standard Ad Sizes) | MP4 (6s, 15s, 30s, 60s)

Images: Max 200KB Video: Max 200MB

A Enter the Landing Page URL

Use the destination for your event-day offer, such as booking a booth demo.

B Upload matching ad files

Use Browse File or drag and drop. Bulk upload is supported. Use a clear booth number, a specific benefit and one call to action.

Check the creative requirements

Images: JPG or PNG, maximum 200 KB. Video: MP4, maximum 200 MB. Follow the current upload validation for accepted dimensions and duration.

CAMPAIGN GUIDE: STEP 7

Prepare the post-event follow-up

Keep the message useful after the booth has closed.

Post Event Step 2 of 2

Landing Page URL

https://www.example.com **A**

Ad Creatives Upload

Drag and drop your files here, or **B**

Browse File

Bulk Upload Supported

JPG, PNG (Standard Ad Sizes) | MP4 (6s, 15s, 30s, 60s)

Images: Max 200KB Video: Max 200MB

A Use the follow-up landing page

Enter the Post Event Landing Page URL. Choose a next step that remains available, such as a demo booking, useful resource or product overview.

B Upload the follow-up creative

Replace event-day language such as "Visit booth 214" with a message such as "Continue the conversation - book a demo." Check the date-sensitive copy and file requirements again.

Keep the two periods distinct

During the event: make the booth visit easy. After the event: give the audience a reason to reconnect.

CAMPAIGN GUIDE: STEP 8

Save your draft and preview the ad

Check how your message looks before moving to launch.

[Save Draft](#)[Next](#)

Select **Save Draft** to return later, or **Next** to open the Ad Studio preview in Review & Launch.

PREVIEW DEVICE

**Mobile****Laptop****TV**

AD NETWORK

**Publisher / News****Social Feed**

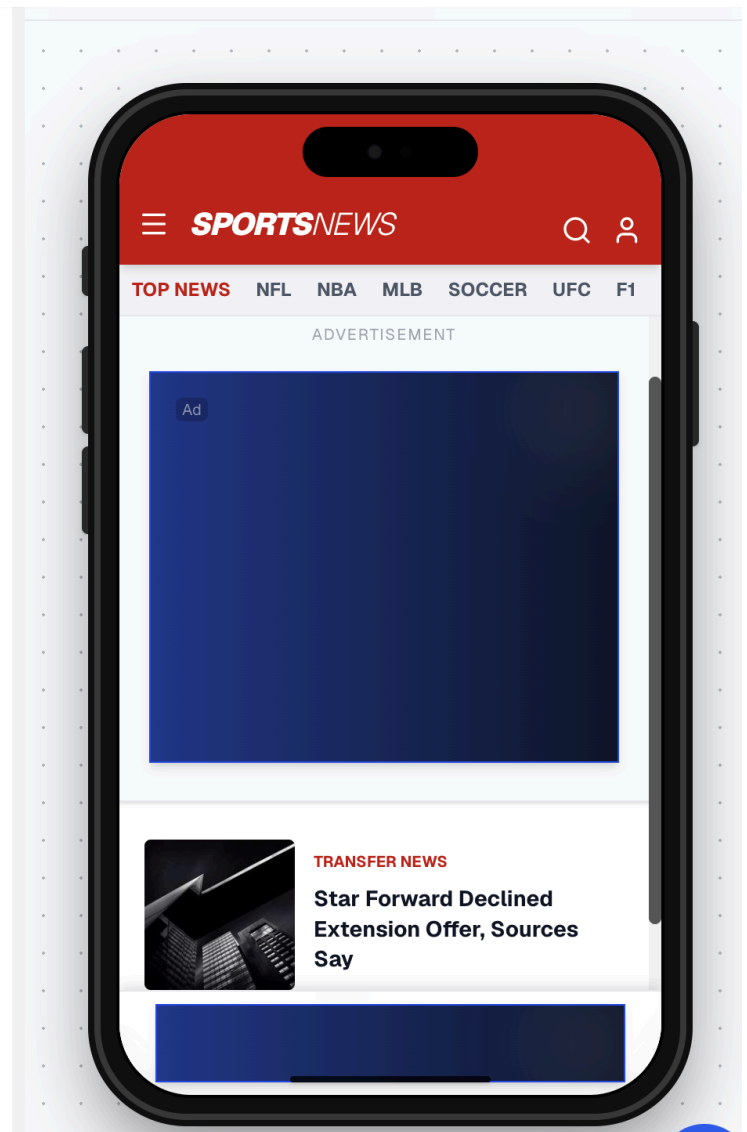
Ad Image



Upload

Expand to see booth information

Booth number, tagline, and advanced settings



A Choose the preview context

Use Mobile, Laptop or TV and the available ad-network preview. Expand details to review booth number, tagline, headline, description and call to action.

B Inspect the rendered ad

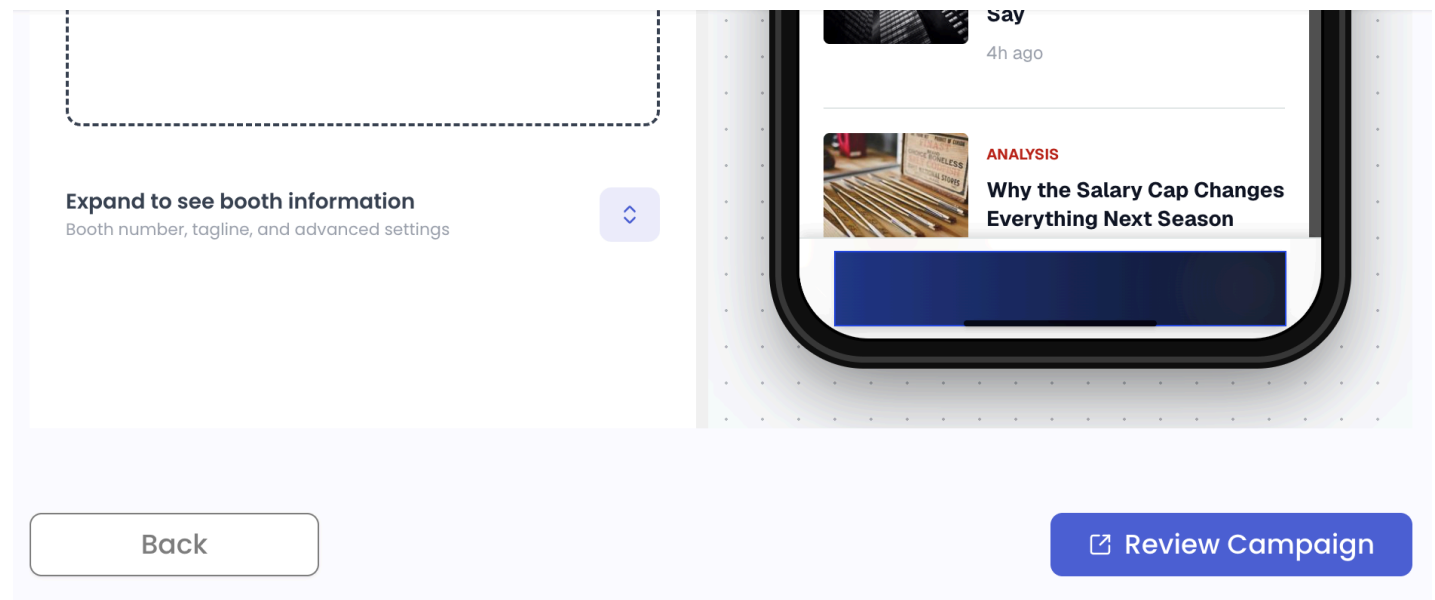
Confirm the image is present, copy is readable, booth details are right and the destination works.

Ready to continue: both campaign periods have the correct assets and links.

CAMPAIGN GUIDE: STEP 9

Review before you launch

Use this final check to catch errors before committing your budget.



Audience & dates

Verify venue boundaries, conversion zones, event dates, and flight dates

Creative & links

Check the final image/video, mobile readability, booth details and both landing pages.

Measurement & cost

Confirm tracking and any conversion zones, impression amounts, plan charges and advertising costs.

A - Review Campaign: Select this button and review the purchase details in Cart.

Campaign Summary

Event Name

HR Florida Conference & Expo 2026

Campaign Name

HR Conference

Event Address

Kissimmee, FL, USA

Geofence

2 Geofence Target Set

Schedule

Aug 30, 2026 - Sep 1, 2026

Ad Inventory Breakdown

DISPLAY ADS

SAVE 15%

IMPRESSIONS

198.614k

TOTAL PRICE

\$3,038.79

\$3,575.05

VIDEO ADS

SAVE 15%

IMPRESSIONS

80k

TOTAL PRICE

\$2,380

\$2,800

CONNECTED TV

SAVE 15%

IMPRESSIONS

67k

TOTAL PRICE

\$2,562.75

\$3,015

Cost Breakdown

HR Florida Conferen...

\$9,390.05

Subtotal

\$9,390.05

Scale Plan

15% off

-\$1,408.51

Total

\$7,981.54

Have a Coupon Code?

Enter coupon code

Apply

Launch Campaign

Secure SSL Encrypted Payment

VISA

POWERED BY STRIPE

A Check Campaign Summary

Verify campaign name, event, address, geofences and schedule. Review format and impressions under Ad Inventory Breakdown.

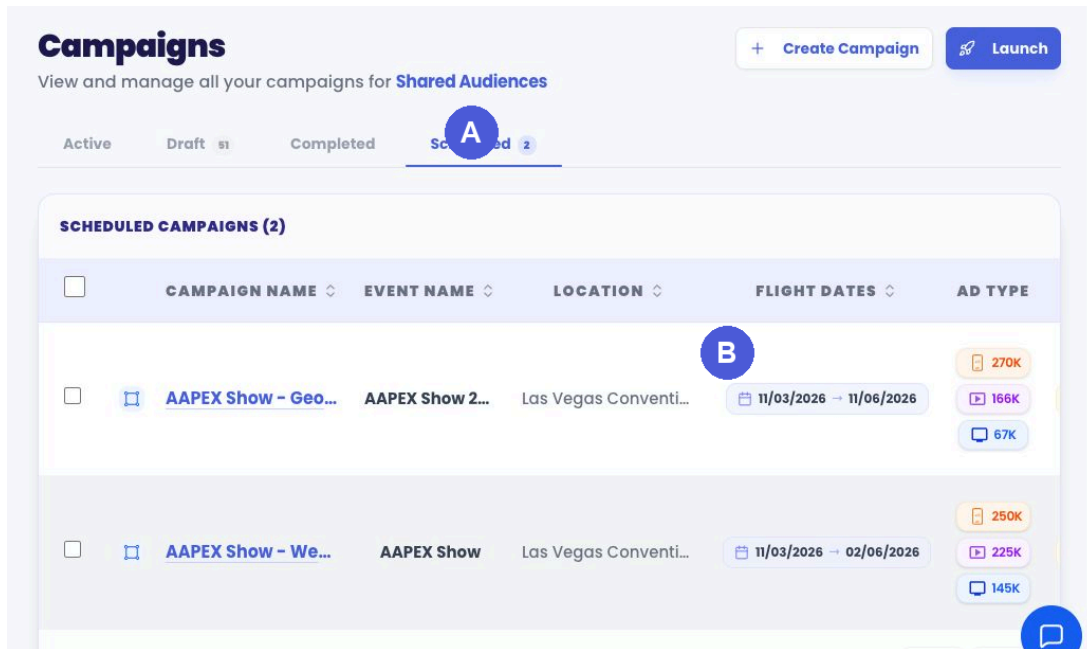
B Check Cost Breakdown

Confirm the amount and any discount.

C - Launch Campaign: click launch only when the selected campaign and total are correct. Campaigns must be launched and paid for no less than one (1) week before the event start date.

CAMPAIGN GUIDE: STEP 10

Confirm status, delivery, and reporting



A Open the correct status tab

In the correct workspace, open Campaigns. Draft means setup is saved; Scheduled means a future flight is listed. Review Active and Completed as the campaign progresses.

B Confirm the flight and open the report

Check the flight dates, click the campaign name, and look for reported impressions.

During and after the event

Check delivery and links during the event. Confirm the approved follow-up creative and retargeting period, then review results using the same dates and campaign view.

CAMPAIGN GUIDE: STEP 11

Choose the report scope first

Open Campaigns, click the campaign name, then set the view and dates.

NADA 2026 Active

A

CAMPAIGN VIEW

Base campaign

ANALYZE PERIOD **B**

Feb 03, 2026 - Feb 06, 2026

All Types Display Video

C

ENGAGEMENT

IMPRESSIONS	CLICKS	CTR	VCR	BOOTH VISITS
129.8K	155	0.12%	62.33%	16

A Campaign View

Use Base campaign for primary-event delivery, Retargeting campaign for follow-up, or Aggregate for both together.

B Analyze Period and ad type

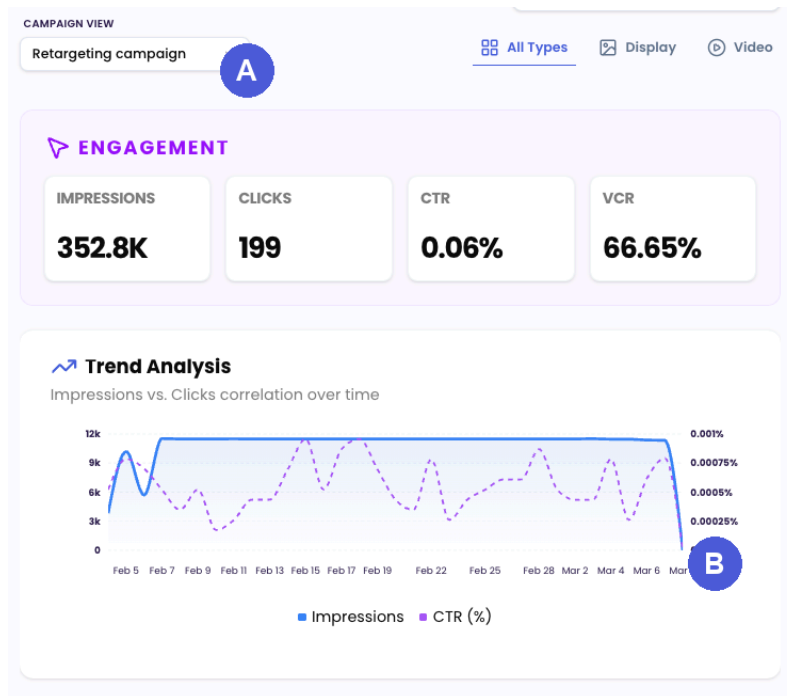
Choose the date range and All Types or a specific format. Match these settings before comparing campaigns or sharing results.

C - Metrics: Impressions are ad deliveries; Clicks are recorded ad clicks; CTR = clicks / impressions x 100. VCR is video completion rate. Outcomes such as Booth Visits or Demo Requests depend on the configured measurement.

CAMPAIGN GUIDE: STEP 12

Turn the results into next steps

Use the trend and follow-up view to explain what happened.



A Compare base (during-event) and retargeting (post-event)

Check the dates and ad type for each view. Do not add the Aggregate total to Base or Retargeting; Aggregate already combines the two.

B Read the trend, then the detail

Use Trend Analysis and Daily Performance to check changes over time. Review Device Type, Creative Assets, Geofence Activity and Geography where available to understand delivery and response.

Share: set the intended view, dates and format, then select **Export Current View**. Wait for Exporting to finish; open the downloaded report and verify its scope.

Platform FAQ

- **Platform and fit**
- **Audience and geographic targeting**
- **Scheduling and retargeting**
- **Pricing plans and payment**
- **Setup and campaign management**
- **Ad creative and landing pages**
- **Conversion tracking and reporting**
- **Troubleshooting**

Platform and fit

1. What is Geofence Event Targeting?

Geofence Event Targeting uses a virtual boundary around a physical location, such as a convention center, to reach eligible mobile devices detected there with digital advertising. A campaign can reach the event audience during the event and continue advertising to the captured audience afterward. It is designed to support awareness, booth traffic, demo requests, website visits, and follow-up purchase conversions.

2. Who is the platform for?

The platform is particularly useful for brands marketing around conferences, trade shows, and similar gatherings. Exhibitors can promote their booth or demonstrations, sponsors can reinforce their presence, and other brands can reach a relevant event audience. The same location-based approach can also be considered for business locations, stores, and facilities, with a separately scoped campaign.

3. Do we have to exhibit at or attend the event?

No. Customers have planned campaigns around events where they were not exhibiting. You still need an appropriate event, an accurately defined location, relevant creative, and a destination for the response you want. An ad campaign does not itself make your company an official event sponsor or partner.

4. Is Shared Audiences the event organizer or an official sponsor?

Shared Audiences provides advertising services; it is not automatically affiliated with an event whose location you target. Event participation, sponsorship packages, admission, and organizer relationships are separate from the geofence campaign.

5. How is this different from targeting a radius around a venue?

A geofence can be drawn along the relevant building footprint or other chosen boundary instead of including an entire surrounding radius. This helps focus the campaign on the intended location. Boundary precision does not mean every device can be located perfectly or that every person inside is an event attendee.

6. Is this an attendee email list or a list of named leads?

No. The campaign is built around eligible device audiences, not a list of named registrants. Advertising reach is different from obtaining someone's contact details. To generate identifiable leads, direct people to a form, registration page, purchase flow, or separately agreed opt-in experience.

7. Can you help us find relevant events?

Yes, the platform offers event discovery that uses AI and a company website to suggest and rank relevant events. Customers can also bring their own event and location details. Confirm the actual event dates, venue, and halls before booking a campaign, even when starting from an existing event listing.

Audience and geographic targeting

8. Who can receive our ads?

The campaign can reach eligible devices associated with the selected geofence and campaign window. Location availability and advertising opportunities affect who can be reached. Do not equate an event's advertised attendance with the number of devices that will receive ads.

9. Will every attendee see an ad?

No universal attendee coverage is promised. A person must be reachable through the available location and advertising signals, and there must be an opportunity to serve an ad. The purchased impression volume is also not the same as unique people reached: one device can receive multiple impressions.

10. Can we exclude venue staff, passersby, or people attending another event?

No. The boundary and schedule are the main controls for focusing a real-time event campaign. Choose the correct halls and relevant hours, and avoid unnecessary surrounding areas. A geofence alone does not verify someone's registration, employer, or reason for being at the venue, so do not assume it excludes all irrelevant visitors.

11. Can we target by job title, age, employer, or installed apps inside the fence?

No. Do not assume these filters can be layered onto standard **real-time** event geofencing. Customer correspondence explicitly distinguishes geofencing from age or job-title targeting and explains the limits of installed-app filters for an audience entering a fence in real time. If these attributes are essential, ask for a separately scoped audience strategy.

12. Can we require someone to stay inside the fence for a minimum time?

Minimum dwell-time targeting is only available when targeting retail and office locations based on historical data. It is not supported for **real-time** event targeting.

13. Can we target a particular hall or booth?

Yes, the relevant halls, and booth locations, can be targeted. Small booth areas require particular care: drawing a small shape does not establish guaranteed booth-level device accuracy or a complete visitor count.

14. Can we add hotels, restaurants, parties, or nearby venues?

Yes. Customers have added hotels and other places where attendees gather. Supply the location and relevant dates, and consider how much unrelated traffic the location may include. A busy hotel or airport can create a broader audience than the conference itself.

15. Can we geofence airports or target travelers headed to the show?

Yes, however be sure to discuss the exact use case before including an airport. A broad airport fence can capture many unrelated travelers, and the standard event tactic does not automatically filter those devices by profession or destination.

16. How many geofences can one campaign contain?

There is no limit on the number of geofences per campaign. Use separate campaigns when you need independent budgets, creative, timing, or performance evaluation.

17. Can we combine multiple events in one campaign?

Technically, yes, however they would have to take place at the exact same time, and the same creative would be required for both event audiences. Separate campaigns are clearer when the events have different goals, dates, markets, or ad creative.

18. Can each location have different ads?

Creative is associated with the campaign. If you need specific creative to serve only at a particular facility or event, set up separate campaigns. Adding multiple ads to one campaign does not by itself create location-specific routing.

19. Can we upload a list of locations?

Yes, bulk location setup is supported on the Team plan using a CSV with address, city, state, and ZIP code columns. Some addresses may not match automatically and need manual review. Provide complete addresses and check the resulting locations and boundaries before launch.

20. Does geofencing work outside the United States?

Yes, however international campaigns are reviewed case by case based on the country, exact locations, available inventory, and advertising category. The following table is a good guide for where geofence event targeting is most available:

Country / Region	Geofence Event Targeting (precise and real-time)
United States & Canada	Yes
Singapore	Yes

Japan & South Korea	Yes
United Arab Emirates (UAE)	Yes
Israel	Yes
United Kingdom	Yes (<i>thinned audience sizes due to GDPR</i>)
Germany, France, & Netherlands	Yes (<i>thinned audience sizes due to GDPR</i>)
Australia & New Zealand	Yes (<i>thinned audience sizes due to GDPR</i>)
Nordic Countries (Sweden, Norway, Denmark, Finland)	Yes (<i>thinned audience sizes due to GDPR</i>)
Southern/Eastern Europe (Spain, Italy, Poland, Greece, Romania)	Limited (<i>highest opt-out adoption due to GDPR</i>)
Brazil & Mexico	Limited (ad exchange and infrastructure inconsistencies)
India	Limited (ad exchange and infrastructure inconsistencies)
South Africa	Limited (ad exchange and infrastructure inconsistencies)
Thailand, Malaysia, & Philippines	Limited (ad exchange and infrastructure inconsistencies)

21. Does geofencing work equally well in all of the United States?

No. Shared Audiences has updated how geofences work to meet privacy requirements in the following states: Maryland, Oregon, Virginia, New Jersey, Connecticut. These states restrict precise geolocation data, commonly defined as information that identifies someone's location within a radius of 1,750 feet or less. To comply, Shared Audiences automatically converts precise GPS signals into approximate location data for all geofencing activity in affected states.

Scheduling and retargeting

22. Can ads run before, during, and after the event?

During-event delivery and post-event retargeting are core use cases. Pre-event advertising can also be planned, for example around attendee arrivals or other relevant locations. Attendee email and address lists can also be uploaded to reach people going to the event, and to build lookalike audiences of similar people. This feature is available in the Team plan.

23. How long does retargeting last?

Typically the event retargeting audience is strongest up to 30 days after the event, however the campaign can be extended if the audience continues to be reachable.

24. Do people need to click an ad to be retargeted?

No. The event audience can be retargeted based on the campaign's eligible device audience and ad exposure; it is not limited to people who clicked. For example, a campaign can have thousands of devices reached but only dozens of clicks, while still supporting post-event follow-up to the larger eligible audience.

25. Does the impression package include both event and post-event delivery?

Yes, when launching a campaign the impression total covers both phases.

26. What proportion of impressions runs during the event?

There is no fixed split that applies to every campaign. The platform will attempt to reach the most number of attendees during the event as possible. Historically the breakdown between during and after event impressions served is 30% during and 70% afterwards.

27. Why are ads appearing outside the geofenced venue or city?

After the audience is captured, retargeting can reach eligible devices elsewhere. The device location reports coming from GPS signals, Wi-Fi, and cell towers can be delayed, weak, or bouncing resulting in inaccurate data.

28. Can we change the message and landing page after the event?

Yes. Upload both sets in advance, and label them clearly. A post-event message can replace a booth invitation with a demo request, resource download, or follow-up offer.

29. Can we extend a campaign or buy more impressions?

Yes, to extend an existing campaign, simply adjust your budget and update the campaign dates.

30. Can we target an event that has already finished?

To target an event that has already finished you must have already geofenced the venue to capture the event audience. The ability to capture an event audience, without running the ads during and after the event is available in the Team plan.

31. Can we control frequency?

During events, the best strategy is to not cap the frequency in order to maximize reach of your campaign. For post-event retargeting the default frequency is capped at 4 impressions per person in 24 hours. You can adjust this setting to fit your campaign goals.

Pricing plans and payment

32. How is the media priced?

Media is quoted by ad format and CPM, meaning cost per 1,000 impressions. The figures below are media amounts before any separately applicable platform subscription or negotiated discount.

Format	Quoted CPM	Media for 100,000 impressions
Display	\$18	\$1,800
Online video	\$35	\$3,500
Connected TV	\$45	\$4,500

33. What is the minimum purchase?

The first-campaign requires 100,000 impressions. After your first campaign, there is no minimum media spend.

34. Can we mix display, video, and CTV?

Yes. A campaign can be planned across formats, with the cost calculated from each format's impression allocation. For example, 50,000 display impressions and 50,000 video impressions at \$2,650 in total.

35. Is the platform free?

There is a 30 day free trial. Afterwards you must upgrade to either the Pro and Team plans.

36. How do paid plans and discounts work?

After the 30 day free trial, you are required to upgrade to a Pro Plan to access the platform. Pro costs \$299/m of \$2,990/year (2 free months). Pro includes 2 seats, unlimited campaigns, unlimited geofences/campaign, conversion zones for foot traffic tracking, conversion pixels for online tracking, and reporting dashboards per campaign. Pro provides a 5% discount on ALL media spend. So if you upgrade to Pro before the 30 days are up, your display CPM drops to \$17.10. To access event audience building features you need to be on the Team Plan, which costs \$699/month or \$6,990/year. Team also provides a 10% discount on ALL media spend, the ability to upload email and phone lists for retargeting and lookalike audience building, unlimited seats, as well as access to our Event Organizer Suite of tools for event ticketing and direct customer communications.

37. Are subscription fees separate from campaign media?

Yes, your budget should account for both the relevant subscription and the impression purchase.

38. Can we cancel a monthly subscription?

Yes, subscriptions can be cancelled anytime.

39. Do you offer annual plans?

Yes, we offer two months free on annual plans.

40. When and how do we pay?

The self-service workflow sends the campaign to a cart and then to Stripe checkout. Upfront payment is required. Invoice-based arrangements are available upon request.

41. What happens if impressions underdeliver or the event changes?

There is no refund on purchased impressions, however, you can choose to use them on other event campaigns.

42. Is ongoing facility or office building targeting priced the same as an event?

A multi-location or always-on program is eligible for further discount pricing based on the media spend.

Setup and campaign management

43. What information do we need to launch?

Provide the campaign and company names, event dates, venue addresses and halls, chosen boundaries, media formats and budget, creative files, landing page URLs, any UTM parameters, and define the online conversion you want tracked.

44. What is the basic setup process?

Create an account and verify your email. Define and save the geofences, enter the campaign and event details, select formats and impressions, and supply the destination URLs and creative. Review the campaign, proceed to the cart, and complete payment. Confirm launch readiness with the team when there are outstanding assets, custom requirements, or last-minute changes.

45. How far in advance should we start?

Campaigns must be paid for at least one week ahead of launch in order to ensure everything launches on time.

46. Can we reserve or pay for a campaign before creative is ready?

Yes, you can complete payment before delivering the final creative. The campaign still needs approved, correctly formatted assets before ads can actually run.

47. Can Shared Audiences help draw or correct the geofences?

Yes, our support team can assist with drawing venues, place booth zones, review address imports, and correct saved boundaries. Send the exact venue, halls, and marked floor plan or map so the team can make the intended change. Review the resulting geofence targets and conversion zones on the map before launch.

48. How quickly can you swap ads?

New creative takes up to two business days to be changed and relaunched.

49. Can teammates have separate logins?

Yes. Seat allowances depend on the plan. The Pro plan allows 2 seats on the same workspace, and the Team plan allows for unlimited seats. If someone joins or leaves your team, contact support to arrange the appropriate company access.

50. Who should we contact for help?

Email support@sharedaudiences.com and include the company, campaign, event dates, a short description of the issue, and screenshots where useful. For delivery or tracking problems, include the affected date range and the exact metric or URL. You may also use the chat function inside the product.

Ad creative and landing pages

51. Which display sizes should we prepare?

The below 5 sizes are required at a minimum to run display campaigns. Supplying additional supported sizes can open more available inventory. More than 30 sizes are accepted, with no extra media charge

Size in pixels	Common use
300 × 250	Rectangle
728 × 90	Leaderboard
160 × 600	Skyscraper
300 × 50	Mobile banner
320 × 50	Mobile banner

52. Do the exported pixel dimensions need to match exactly?

Yes. Export at the actual required pixel dimensions, not at 2× or 3× resolution. A file labeled 300 × 250 that is actually 600 × 500 can create an upload or serving problem. White-background ads also require a contrasting border of at least one pixel.

53. What file types and file-size limits apply?

You may use static image files and animated GIFs with a recommended 200 KB limit. The max file size is 200 MB.

54. Can we use animation or video?

Yes. Animated display ads and video are both accepted. Adding movement to display ads often improved the click-through rate (CTR), as the contrast draws the attention of the viewer.

55. What should we prepare for video and CTV?

Online video and CTV require formats no larger than 200 MB, with preferred dimensions of 1920 × 1080 and 1080 × 1920; Duration can be 15-, 30-, and 60-second assets.

56. Does Shared Audiences design our ads?

Shared Audiences does not design ads, however, our AI Ad Studio tool can be used to create and resize display ads.

57. Can we run multiple messages or A/B tests?

Yes. You may run multiple concepts, formats, and destinations for testing purposes. Clearly label each variant and agree on the allocation and success metric. If you require a controlled split test separate campaigns for each variant will be needed.

58. Should event and post-event ads use different messages?

Often yes. During-event creative can identify your booth and give attendees a concrete reason to visit. Post-event creative should remain relevant after the show, with a clear next action. Label assets by phase, concept, and size, and provide the matching URL for each set. You may, however, run the same creative during and after the event.

59. What kind of landing page works best?

Use a mobile-friendly page that matches the ad's promise and makes the desired action easy to complete. For lead generation, keep the call to action and form easy to find. Send traffic to a destination you control or can measure; a general event-organizer page may not give you visibility into the resulting leads.

60. Can we use UTM parameters or shortened links?

UTM parameters can be added to the destination URL. Provide the complete final URL and your preferred tracking convention for each phase or variant. Shortened redirect links are not accepted.

61. Can our ads appear in specific apps or publications?

Ads run through available advertising inventory. If a named placement is essential, you may request it be prioritized, however, we can not guarantee the placement for real-time geofence campaigns.

62. Can we block unwanted websites or apps?

Shared Audiences already implements a rigorous blocking framework to ensure brand safety, but you may share additional domains or apps you want excluded.

Conversion tracking and reporting

63. What can we measure?

Campaign reporting can include impressions, clicks, click-through rate, foot traffic visits, website visits, reach, frequency, and configured online conversions. Online conversions and location-based conversion zones require additional setup. Decide before launch whether success means booth visits, completed signups, demo requests, purchases, or another defined action.

64. What is the difference between impressions, reach, clicks, and CTR?

An impression is an ad delivery that has been viewed. Reach describes the unique audience reported for the selected view. Clicks count interactions with the ad, and CTR is clicks divided by impressions, expressed as a percentage. Frequency relates impressions to audience reach.

65. Are online conversion tags or pixels included?

Yes, Shared Audiences will provide a tag for tracking online conversions. A tag is a code snippet that redirects the browser to our servers to add the device identifier to an audience. A user's activity on a website causes the tag code to fire and initiate the data capture. When fired, the tag sends the user's device identifier to the audience, which accepts or rejects the user depending on parameters of its own. A tag's location on a website determines what type of action fires the tag. This action can be as simple as visiting a website or as specific as clicking a particular button or loading a certain page.

66. What is a view-through conversion?

View-through tracking can associate a later website visit or configured action with an earlier ad exposure even when the person did not click the ad. It is different from a click-through conversion.

67. How should we define a purchase, signup, or lead?

Track the completed action you actually care about. A checkout-start page is not the same as a completed purchase, and a visit to a registration form is not a completed signup. If the confirmation URL is dynamic or the flow changes, have your website team confirm a reliable event or rule.

68. What is a conversion zone?

A conversion zone is a separately defined physical area used to measure detected visits associated with ad exposure, such as a booth or afterparty location. Draw the exact conversion zone separately from the geofence event target. It serves a different purpose from the fence used to build the advertising audience. [S1, S3, S8]

69. Does the booth visit number equal our total booth traffic?

No. Treat it as the campaign's detected and attributed location activity under the configured measurement rules, not a complete count of everyone who visited the booth. Booth placement, boundaries, available signals, timing, and reporting configuration can affect interpretation.

70. Where do we see results and how often are they updated?

Use the campaign's Analyze or reporting view and select the correct campaign, dates, and phase. Reporting can lag delivery by several hours. Ask support to investigate a persistently blank or stale report.

71. Can we export reports?

Yes, all data in the reports can be exported.

72. Why do platform reports and our analytics disagree?

First compare the definitions: impressions, clicks, sessions, view-through visits, and completed conversions are different measures. Then align the date range, campaign phase, URLs, and conversion rules. Check tag installation, duplicate firing, and any website changes.

73. What results should we expect?

Results depend on the audience, location, offer, creative, landing page, budget, and measurement setup. Historical campaign results and click-rate examples can help set context, but they are not a guarantee of future attendance, leads, purchases, or ROI. Establish the success metric and baseline before launch, then evaluate the campaign against that goal.

Troubleshooting

74. I did not receive the account verification email. What should I do?

Check spam and confirm that you registered with the intended email address. If the message is still missing or the link does not work, contact support with the company and registration email so the team can help resolve account access. [S3]

75. Why are there fewer impressions than we purchased?

Check the full date range and add during-event and post-event delivery before judging the total. The campaign may still be running, reporting may lag, or the reachable audience and inventory may be limiting delivery. Ask support to compare the remaining impressions with the end date and recommend a pacing or scope adjustment.

76. Our creative looks cropped or fails to upload. What should we check?

Verify the actual pixel dimensions, file type, and file size, then compare the preview with the original. Send support the original file and a screenshot so the team can distinguish an asset problem from a preview problem.

77. Our conversion count dropped after a website change. What should we do?

Tell the team what changed, including the signup or checkout flow, confirmation URLs, and tag deployment. A website change can invalidate a previously working conversion rule. Validate one complete test journey and confirm that the intended event appears in reporting before relying on the new counts.

78. Conversions look too high. Could the pixel be firing twice?

Yes, duplicate installation is possible. Check whether the same event is being sent directly from the website and through a tag manager. Have the implementation team validate the intended setup and confirm that one completed action produces the correct number of events.

79. Clicks are coming in but the leads are poor. What should we review?

Review the selected fences and hours, the actual placements, the ad's, and the landing-page experience. Share unwanted domains for blocklist review and check that the tracked conversion is a completed, meaningful action. Broader locations can capture unrelated visitors, while a hard-to-use mobile form can lose otherwise relevant traffic.

80. We want to cancel, pause, or move the budget. What information should we send?

Send the campaign name, reason, requested effective date, and preferred treatment of the remaining budget to support@sharedaudiences.com.