GeoComply Edge 📍

Supercharge your marketing analytics with GeoComply Edge

Make your Offline Ad Spend really count via:

✓ Connecting player lifetime value to individual ad spots on TV & Radio.

✓ Realtime reporting on which ads are over or under performing to allow for rapid re-balancing of Ad Spend to maximize spending without compromising growth.

✓ Evaluating Stadium sponsorship campaign effectiveness as well as outdoor media performance.

✓ Tapping into reports with no integrations required.

✓ Immediate access to data with no new systems to bolt on.

✓ No additional fees.

> " You know 50% of TV and radio ads work; with GeoComply Edge now you can find which ones they are.
>
> GeoComply Edge is the missing piece of your offline attribution model puzzle, plugging directly into your existing systems and engines.

How does it work?

Combine your very own data with GeoComply Edge geolocation data to identify how each of your advertisements impacts new players/users at specific locations based on the criteria you want - and measure their impact.
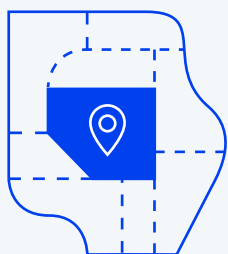

1. Provide API access for GeoComply to stream your players' (new and existing) location data with your DMA Logs and/or Stadium/offline Ad spend.
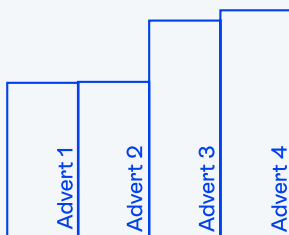
2. Track activation and effectiveness of each ad from user transaction data and view on a convenient dashboard.

3. Glean real-time analytics on market share and connect LTV from players to ads from new users and transaction data before, during, and after each ad.
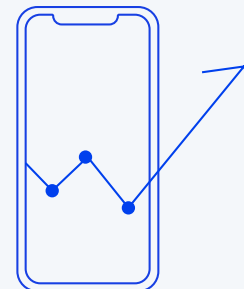
4. Skyrocket conversions, and cut unproductive spend by optimizing campaigns and models based on the GeoComply Edge Data. Insights.

Data you can rely on

As GeoComply services each one of your players when they log on, confirming their location within a DMA, ZipCode, Stadium or Cable Zone, we are in a unique position to provide you with a full set of highly accurate geolocation data that can be overlaid with your advertising data to calculate the immediate effectiveness and LTV of your users.

Connect conversions and maximize your advertising spend with GeoComply Edge's in-depth attribution and player analytics reports.

Better data. Better results. More Revenue.

Connect your data in real-time and gain insights into which channels, creatives, and locations should be deprioritized and optimized adjust your strategy in real-time to maximize spend.

Uncover Trends. Boost Performance. Gain Competitive Edge.

Deeply understand the "why" behind your user sign-ups and transactions– gauge the impact of ads on the new users it directly acquired and then track that spend against the LTV of those specific players.

Pinpoint Accuracy. Data trusted by the worlds leading operators.

Overlay the most trusted and accurate geolocation data in the gaming industry with your own advertising data, providing you the privacy and compliance you require and the quality you can rely on.

Unlock the power of GeoComply Edge. Increase your offline marketing efforts, with data already at the tips of your fingers.

Staying on top of ad effectiveness can be challenging. Here's how GeoComply Edge can maximize your advertising spend.

- Connect the dots and correlate exact GeoComply UserID sign-ups to marketing campaigns to see LTV of players and their associated ads.

- Understand the effectiveness of in-stadium sponsorships across multiple DMAs and times.

- Take attribution modeling into your own hands and bypass delays of ROMI reporting.

- Drive more revenue by understanding real-time market share transaction data.

- Enhance loyalty by optimizing your ads with the most effective creative that speaks directly to your players.

- Save times and money by decreasing expensive ineffective offline advertising spend by getting the data you need.

GeoComply

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