



GeoFencing with Mobile Roadie

User location is a powerful way to understand and cater to your audience in a contextually relevant manner. Mobile Roadie's geofencing technology allows you to reach customers *before the competition* by sending automated, contextual messages as users enter specified regions, allowing for frictionless and unique marketing opportunities.

GeoFencing Basics

- Enabling geofenced messages in your app will trigger a notification on your user's device when they first enter into an area of your choosing.
- Your message may have up to 128 characters and can optionally be linked to content within the app or a web URL.
- Up to 20 geofences may be set at once.
- Users will receive your message when they enter into a targeted area, whether the app is open or not.
- We can create and host branded coupon or special offer pages which open from the notification.
- Users won't worry about battery drain with our low-power, background location tracking.