Geofence Design Map Template.

Step 1: Identify Key Locations

Use the table below to list the locations where you want to set up geofences:

Location Name	Purpose of Geofence	Nearby Landmarks or Competitors	Notes
Example: Main Store	Increase foot traffic	Nearby park, competitor A	Busy on weekends
Example: Event Venue	Promote an upcoming event	Popular mall nearby	Target evening crowds

Step 2: Define the Geofence Area

Sketch or describe the area to be geofenced:

Location Name	Geofence Type	Radius or Boundary Description	Notes
Example: Main Store	Circular	1-mile radius around store	Focus on high-traffic times
Example: Event Venue	Custom Shape	Cover mall entrance and parking areas	Include nearby transit stops

Step 3: Target Audience Details

Identify your ideal audience for each geofenced area:

Location Name	Audience Type	Ad Message Example	Time of Engagement
Example: Main Store	Coffee enthusiasts, locals	"Buy 1 Get 1 Free Latte – Today Only!"	7:00 AM - 11:00 AM
Example: Event Venue	Shoppers, families	"Join Us for a Live Music Event Tonight!"	5:00 PM - 8:00 PM

Step 4: Choose Your Platform

List potential platforms for managing the geofence:

Location Name	Platform Name	Reason for Choosing	Notes
Example: Main Store	GroundTruth	Precise foot traffic tracking	Focus on local customers
Example: Event Venue	Simpli.fi	Custom geofence design capabilities	Includes real-time analytics

Step 5: Monitor and Refine

Use the table to track campaign performance and refine your geofencing strategy:

Location Name	Click-Through Rate (CTR)	Foot Traffic Increase (%)	Adjustments Needed
Example: Main Store	4.5%	+20%	Adjust timing of ads
Example: Event Venue	3.2%	+15%	Broaden geofence area