Ad8 DIGITAL

GEOFENCE PUSH

Chrome push, at the right place.

Location-based push notifications for Android users near the places that matter to your brand.

AD8 DIGITAL

Seen. Clicked. Counted.

Ad8 Digital is an Istanbul-based advertising agency. We plan, buy and optimise media across our own formats and a network of global partners, and we report every result.

Seen

Your brand in front of the right people, at scale.

Clicked

Targeting by audience, place, device and moment.

Counted

Every result measured and reported in plain numbers.

THE IDEA

Reach people where the decision happens.

WHAT IT IS

Location, permission and timing in one format

Location targeting

Draw areas around the places that matter and reach users there now or in the past.

Chrome web push

Notifications go through Chrome on Android and land in the phone’s notification bar.

Permission-based

Sent only to users who opted in to Chrome notifications with our location partners.

Travel-behaviour audiences

Segments built from how people move between places, like airport to hotel.

WHY ANDROID AND CHROME

The format follows the market

~77%

of mobile devices in Türkiye run Android

~71%

of mobile browsing in Türkiye is Chrome for Android

Source: StatCounter, Türkiye, mid–late 2026.

WHERE IT WORKS

Places that make a good fence

Your stores

Bring nearby users in for an offer or a launch.

Events and venues

Talk to people at or around the event.

Competitor areas

Reach shoppers near a competitor with a better reason to switch.

Travel hubs

Airports, stations and hotels for travel-related offers.

Shopping districts

High-footfall streets and malls.

Past visitors

People who were at a place in the last weeks.

PRICING

Simple buying models

CPM

Pay per thousand deliveries

CPC

Pay per click on the notification

Fewer accidental clicks: a notification is opened on purpose.

HOW WE WORK

From brief to first report

1

Brief and goal

We agree on the goal and the one KPI that measures it.

1–2 days

2

Media plan

Products, audiences, budget split, pricing model and forecast, in writing.

2–3 days

3

Set-up and launch

Tracking, creatives in every size and a measurement test before launch.

3–5 days

4

Optimise and report

Weekly tuning, weekly summary and a monthly report.

Ongoing

TRANSPARENCY

Built to be checked

Separate cost lines

Media spend and service fee are separate in every proposal and invoice.

Your numbers

Results are matched with your own analytics and tracking tools.

Clean traffic

Fraud and invalid traffic are filtered and blacklisted.

Clear reporting

A weekly summary and a monthly report with next steps.

NEXT STEP

Let’s draw your first fence.

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