

Precision Targeting for Local and Franchise Businesses

Our Local Area Marketing solution applies precise, location-based digital targeting grounded in real-world visitation patterns, helping you turn meaningful insights into action.

Reach the right people, in the right place.

How Local Area Marketing Works

A simple four-step process that connects digital advertising to real-world results



Step 1

Define your Territory



Step 2

Target Real Behaviour



Step 3

Track & Measure



Step 4

Optimize & Scale

Proven Use Cases for Every Business Need



Grand Opening Campaigns

Build awareness in your immediate catchment area. Target homes, workplaces, and commuters to generate excitement and footfall from day one.



New Product Launches

Showcase new products, services, or exclusive deals to qualified audiences based on their real-world behavior and preferences.



Competitor Conquest

Win over customers who frequent rival locations with compelling offers and strategic messaging in competitor catchment areas.

Ready to activate your data-driven Local Area Marketing?

Contact us at lam@gapmaps.com or visit gapmaps.com/local-area-marketing