



Running a Geo Fenced Campaign

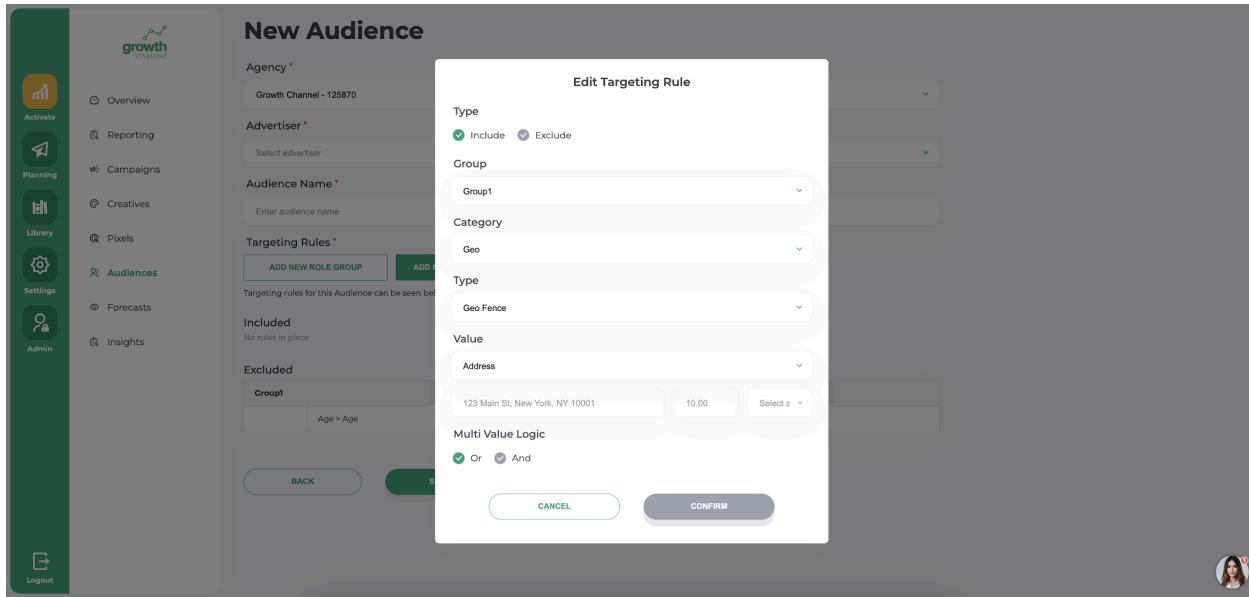
Navigate to Audiences, add a new targeting rule, select a group, and in the category dropdown, choose Geo.

Navigate to Growth Channel [Audiences](#) under the Activate menu, and click to add a new audience. A screen with preset templates will open. Select "Geofencing".

A screenshot of the Growth Channel interface. On the left is a vertical navigation bar with icons for Activate, Planning, Library, Settings, and Admin. The 'Audiences' icon is highlighted. The main area is titled 'New Audience' and contains a 3x2 grid of targeting options. The columns are labeled 'Upload a custom audience' and 'Select a pre-built audience'. The rows are labeled 'GeoFencing', 'ReMarketing', and 'Target sites'. Each option has a corresponding icon and a brief description. In the bottom right corner of the main area, there is a circular profile picture of a woman.

Create a new Audience in Growth Channel

Growth Channel will pre-populate Address for geofencing audience. You will need to enter address as it is listed in Google Maps and add a radius in either km or miles (decimals supported i.e. 0.01)



Growth Channel Geofencing by Address

In the Value dropdown, you can also switch to Keyword or Lat/Lon.

If you are adding geofencing strategy as another targeting layer to another audience:

Click to add a new targeting rule, select a group, and in the category dropdown, choose Geo and under Type - Geo Fence.

Once your audience is ready, click Submit.

You will select the audience in [step 1 of the campaign creation](#) for targeting.

<https://www.growthchannel.com/knowledge-center-secondary/running-a-geo-fenced-campaign>