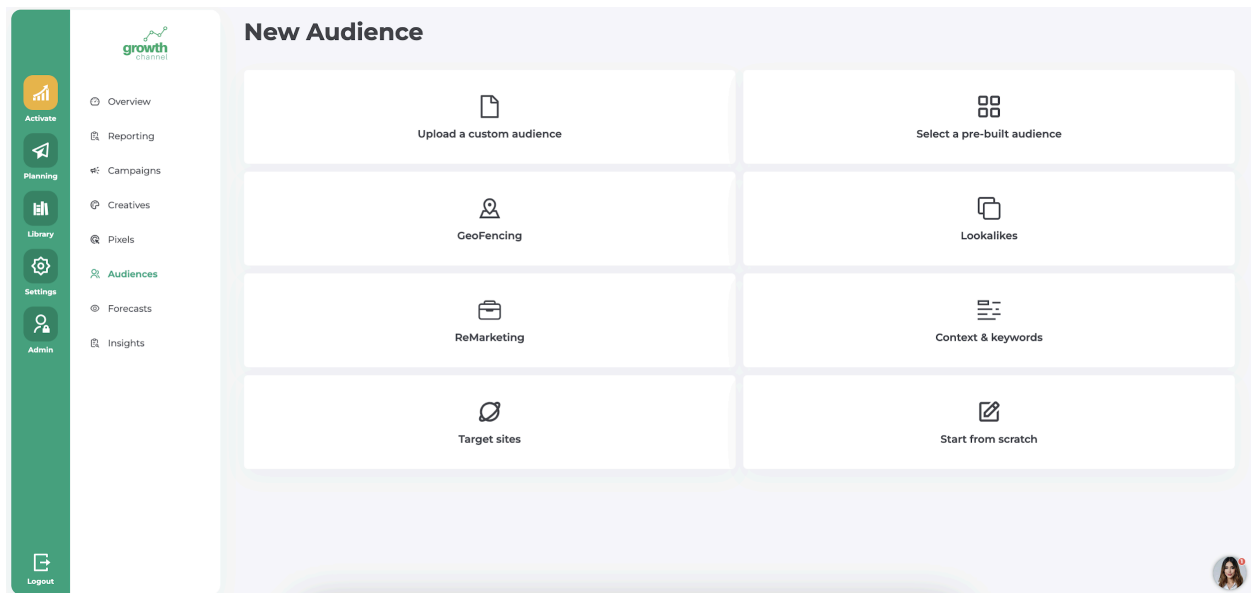




# Running a Geo Fenced Campaign

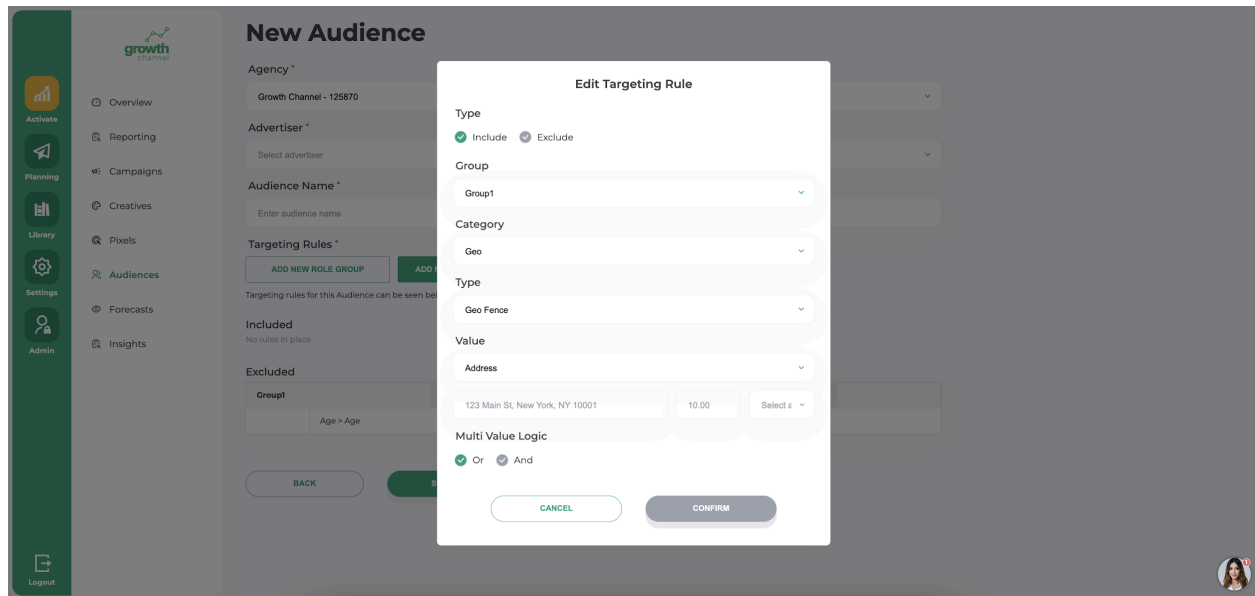
**Navigate to Audiences, add a new targeting rule, select a group, and in the category dropdown, choose Geo.**

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".



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>