

# District M is once again expanding its range of display formats with the launch of the Tap-to-Locate creative.

MONTREAL, August 15<sup>th</sup> 2020 / - Despite security measures in place nationwide to encourage a gradual return to normalcy, it is harder than ever for retailers to drive in-store traffic. Canadian-based District M has taken on the challenge of finding an effective way to support retailers in their campaigns aiming to generate more traffic to their store branch locations.

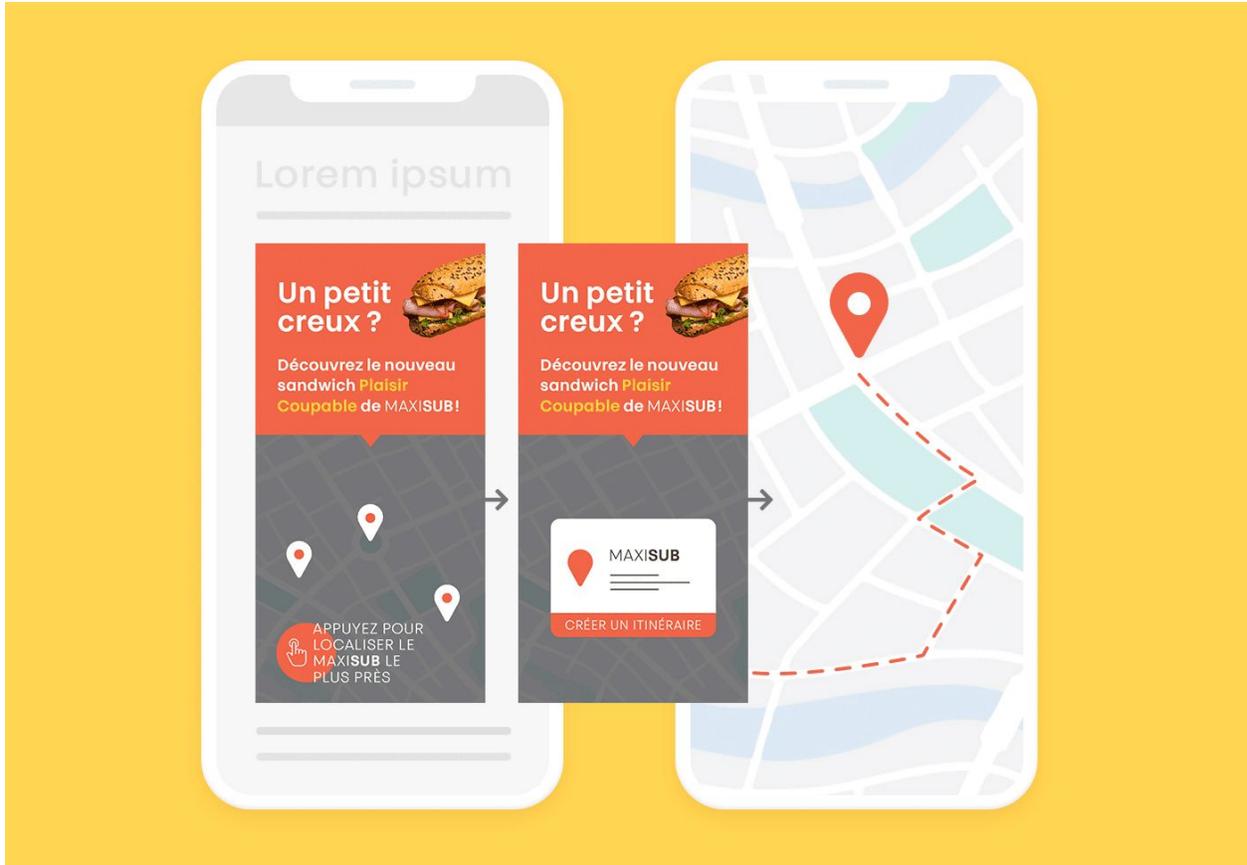
“Although online commerce has boomed in recent months, generating store visits is still a priority for a large number of retailers. Tap-to-Locate is a great creative feature for advertisers who want to promote the location of their points of sale, and increase their in-store traffic,” said Benoit Skinazi, Co-Founder and SVP Sales at District M.

Programmatic advertising provides various options to make sure you reach a qualified audience. With Tap-to-Locate, District M goes even further, combining creativity and targeting for even better results.

## How does the Tap-to-Locate creative work?

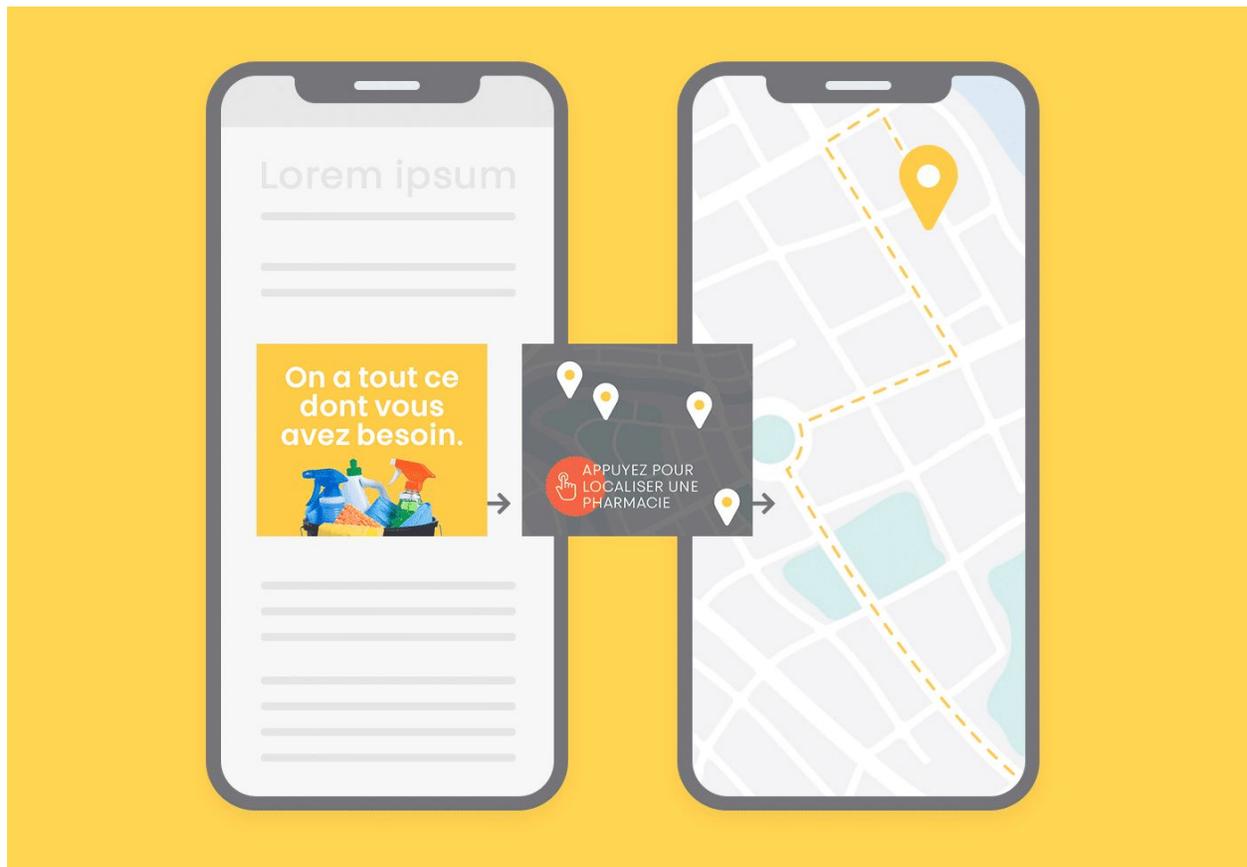
The Tap-to-Locate creative allows the mobile user to locate the nearest store location directly within the banner. In just one click, the user can display the route to get to the advertiser's closest point of sale.

The advertiser also benefits from advanced campaign reporting allowing them to see the results generated for each store branch, in addition to the usual statistics (impressions, clicks, conversions, visibility of ads, etc.).



## Tap-to-Locate: an ingenious way to support local sales

The Tap-to-Locate creative first behaves like a standard programmatic banner. It appears on a user's mobile device while browsing the web. However, the moment you click on the banner, that's when the magic happens. A map appears, showing all of the advertiser's available services and store locations within the area. It is then possible to select the nearest destination to reveal a direct route. Tap-to-Locate is a perfect option for smartphone specific executions and for increasing brand awareness across multiple screens. For District M, this is just one more step in fostering support for the local economy.



## Official launch of the Tap-to-Locate creative

The company's recently released format comes just in time to provide advertisers with one more tool to navigate through the Covid-19 crisis. Whether it's a dealership, a restaurant chain, a retailer ... any store location can now benefit from a customizable geolocated ad.

### About District M

District M has created, here in Canada, a transparent and flexible programmatic ecosystem for advertisers and publishers. The company has risen to the top 10 ad exchanges in the world. Since its inception in Montreal in 2013, District M has grown exponentially, evident in the growth of its revenues, its workforce, as well as its expansion in opening offices in Toronto and

New York. Since 2016, after two rounds of funding, District M has raised \$20 million from two major investors - the Fonds de solidarité (FSTQ) and Investissement Quebec (IQ). In addition to its many investments to grow the company, District M has accumulated various prizes and recognitions and ranks favorably in prestigious awards such as the *EY Entrepreneur of the Year Award*, *Technology Fast 50 Canada and Fast 500 North America from Deloitte*, the *Top 500 Growing Companies of the Globe and Mail*, and *Canada's Top 100 Employers of MediaCorp Canada*.

To learn more about District M visit <https://www.districtm.net/>.

To download the logos and consult our style guide [click here](#).

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