

# Target Visitors Who Are Within a Few Miles of a Tradeshow



With Evergage, even before visitors spend time engaging with your website, a lot of data is collected about them – their location, status, number of visits, and more. Using this information, we can improve each visitor’s experience by presenting content – in real time – that they will be more likely to respond to and engage with.

<b>Category</b>	Demand Generation	<b>Vertical</b>	Technology, SaaS
<b>Topic</b>	Drive trade show attendance by messaging website visitors who are close to the location	<b>ID #</b>	201

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## Example

A visitor comes to your site to learn more about your company. He happens to be located within 25 miles of a trade show you are attending so he sees a message promoting the show, listing your booth number, and inviting him to set up a time to meet with you. He is planning to attend the event so he clicks to learn more.

## Segment

There are no segments for this message as it is generated from the location detection feature.

## Measure

As this message is mainly to educate visitors and drive them to an offline event, it is a good idea to include a CTA such as “Book a Meeting” or “I can’t make it, but keep me updated” which deliver the visitor to an email registration form. In these cases we would create a segment of people who have completed the email form and use this as your “global goal.”

## Setup

### Process

There are two ways to use Evergage to create this play on your own site:

### Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

1. You can create multiple, rule-based experiences based on different trade show locations for upcoming events. In the campaign, under either campaign settings or message settings, select 'location > near > users near location'
2. You can use a segment for this by creating a segment of people for a specific company or industry, and then at a campaign level or message level (rule based), 'Who sees this > Segments > users in segment'

- [Add Rules for Campaigns, Experiences, and Messages](#)
- [Segment Rules](#)
- [Use Segments for Campaign Targeting](#)

Additionally, the following plays also provide related information:

- [Target Users Based on Location](#)
- [Target Users Based on a Segment](#)