



TRADIE TRACKER



REAL TRADIES. REAL WORKSITES. REAL IMPACT.

A unique, multi-layered media solution that captures tradies on-site and retargets them digitally — delivering millions of clean, verified impressions with minimal wastage.

powered by

ZRO FOX
Data with Purpose

HOW TRADIE TRACKER WORKS



1. CAPTURE ON-SITE

Target Tradies media panels inside active construction sites reach real tradies at work with 100% focus and zero wastage.



2. IDENTIFY DATA LAYER

Mobile devices observed on-site are securely captured and built into a privacy-compliant audience segment of verified tradies.



3. ACTIVATE DIGITAL RETARGETING

XROfox re-engages the same tradies across mobile, apps, web and at home through device ID targeting and household-level extension.



WHY THIS WORKS



TRUE AUDIENCE ACCURACY

Built from real-world worksite presence, not interests or assumptions.



DRAMATICALLY REDUCED WASTAGE

Closed tradie-only environment extended into verified digital targeting.



FULL-DAY COVERAGE

Reaches tradies before, during and after work across multiple touchpoints.



FREQUENCY & REINFORCEMENT

Multiple on-site exposures plus off-site digital retargeting builds strong recall.

THE RESULT FOR MEDIA BUYERS



REAL TRADIES

At work, on active construction sites



LOW WASTAGE

No spill, no inferred audiences



MULTI-CHANNEL PRESENCE

On-site, mobile, desktop & at home



HIGHER IMPACT & BETTER ROI

Stronger engagement, greater campaign results

THE AUDIENCE:

HIGH VALUE TRADIES

\$390B+
CONSTRUCTION INDUSTRY

1.1M+
TRADIES AUSTRALIA WIDE

HIGH DISPOSABLE INCOME

A lucrative, hard-to-reach audience — now accurately captured and engaged.

TARGET TRADIES 2.0

BOTTOM LINE: REAL TRADIES. REAL WORKSITES. REAL TARGETING. MINIMAL WASTAGE. MAXIMUM IMPACT.