Localpoint ®

THE

LOCATION-BASED

MARKETING PLAYBOOK

digby ®
be there.

1

INTRODUCTION

THE NEW REALITY:
today's consumer demands the very best from retailers.

What's more, they expect brands to be available when and where they need them, so it is no surprise that the fastest growing retail touch point for consumers is the mobile channel. 70% of shoppers used a mobile phone while in a retail store last holiday season, with 62% accessing a store's mobile site or application and 37% accessing a competitor's site or app.

HARNESSING
the power of location

Simply offering mobile commerce capabilities is not enough. Today's consumers expect retailers and brands to engage them with customized and relevant content.

Brands must adopt new mobile strategies to encourage customer loyalty and increase conversion. Fortunately, location-based marketing offers brands the ability to send consumers the right message to the right person at the right place and time.

By leveraging location and personalization, brands can finally...

📱 **Drive foot traffic through mobile messaging**

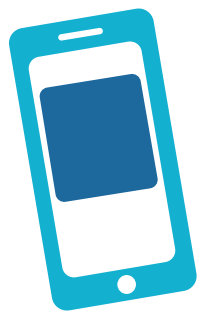📍 **Engage customers in the physical store**

📊 **Discover shopper behavior and store performance**

for location-based marketing

Mobile technology's collision with brick and mortar stores challenges retailers to keep up with consumers who are better connected, better informed and more nimble than ever before. With location-based marketing in your arsenal, retail and brand marketers can become proactive in their customers' buying process.

Whether you were an early adopter or you are just now learning the ins-and-outs of location-based marketing, getting started is easy with the Location-Based Marketing Playbook.

This playbook outlines the four key steps to achieving a successful location-based marketing strategy:

1. **Plan**
2. **Listen**
3. **Execute**
4. **Optimize**

2

PLAN

The 1st step

to implementing a location-based marketing strategy is to define your goals.

Since a strong mobile strategy hinges on omni-channel, it is likely your location goals will directly align with your marketing goals.

If your company is focused on loyalty, leveraging location-based marketing to automatically reward loyalty points is a good fit. If your company's focus is customer service, leverage location to automatically notify an associate of a VIP's arrival.

MARKETERS CAN LEVERAGE LOCATION TO:

- Drive more foot traffic to your stores
- Encourage sign-up for your loyalty program
- Increase awareness
- Drive sales through digital promotions
- Encourage repeat foot traffic
- Heighten personalized customer service
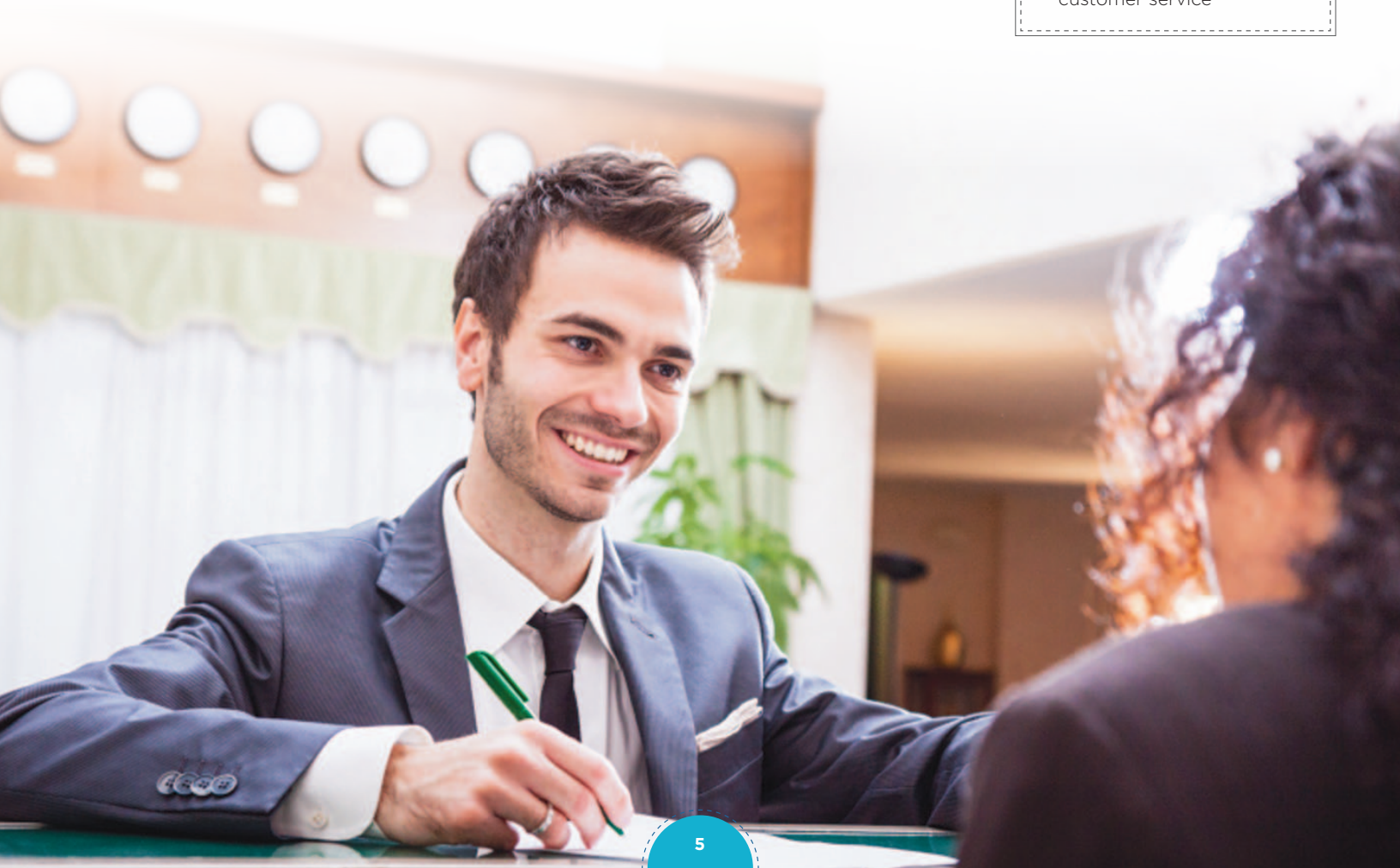
The 2nd step

to building a successful location-based marketing strategy is to establish a solid foundation with proper geofencing.

It is a best practice to identify and geofence all of your brand's retail locations and other areas of interest.

There are three questions that should be answered when evaluating this exercise:

1. **Where do I think my customers are?**
2. **Where do I want my customers to be?**
3. **When and where do I want to engage them?**

When answering these questions you will most likely identify the locations listed on the right.

YOUR LOCATIONS:

- My places of business
- Outreach locations (neighborhoods, zip codes, regions, etc.)
- Points of interest
- My competing locations
- Branded locations (parks, billboards, etc.)

We recommended you begin by implementing a listening period for a minimum of two weeks. Once you know where your loyal customers are located and what their patterns entail, you can create your first full-blown customer engagement strategy.

Where do I think my customers are?

To find out the location of your opted-in app holders and their behavior, start by setting up geofences around locations relevant to your brand, such as brick and mortar stores, neighborhoods or event venues.

As soon as these geofence locations have been established, you can begin collecting data. A proper analytics platform allows you to listen to device, event, time and location data and will enable you to chronicle events, statistics and trends for locations in the physical world based on key metrics.

These key metrics include:

VISIT	A geofence entry paired with an exit, indicating a device user arrived and left at appointed times
VISITOR	A customer who enters and exits a location with a unique device ID
NEW VISITOR	A visitor who has never visited any location in the currently selected location set
RETURNING VISITOR	A visitor who has previously visited a location
REPEAT VISITOR	A visitor who makes more than one visit to a location
FREQUENCY	The number of visits made by a particular visitor within a given time period
RECENCY	The time frame since the visitor last visited
DWELL TIME	The duration of a visit

Where do I want my customers to be?

Always include a brand specific tag for each location. This way you can differentiate your stores from competitive locations.

EXAMPLE: My Store #26 vs. Competitive Store #26.

At Digby, we refer to geofences you have created around your store locations as venue locations. Venue locations are small in size (200 meters or less) and can be used to message customers upon entry or exit and while in store. In order to easily identify a venue geofence in a location-based marketing console, it is best practice to tag these geofences with specific attributes.

With tagging, you can easily select and view the locations you want your campaigns to reach.

Tagging also enables you to filter your data results, allowing you to quickly and efficiently sift through the exact analytic and campaign data you are looking for.

When setting up attributes and tags, choose a segmentation naming convention that mirrors the format of your current CMS platform. Naming conventions could include store number, region of the country, regional store manager or specific store attributes like strip mall location or city store.

Keep in mind that locations outside of a physical store can also be geofenced.

If particular venues are a part of your current marketing strategies, they should be considered for Localpoint campaigns too.

Parks

Entertainment & sport venues

Universities

Partner stores

Now that you have identified tags for each location, you are ready to upload your location list into your console. Your console should make this process easy with a bulk upload tool.

After the list successfully uploads, best practice is to verify location accuracy for each location. For instance, the latitude/longitude coordinates you used might put the geofence in the cornfield next to your brand's location. If you notice this to be the case, you will need to manually move the geofence over the store.

We call this process Location Optimization because you are optimizing each location to ensure the pin (or center of the geofence) is properly positioned over the desired location.

When it comes to the advanced course of Location Optimization, we recommend retailers, especially mall brands, set up public facing Wi-Fi, as detection of these signals will improve accuracy.

Android devices can automatically detect Wi-Fi signals (SSID and BSSID) whereas iOS users need to manually connect to an SSID. To bypass this limitation for iOS devices, an alternative approach is to implement in-store marketing, which can be done by displaying a QR code for users to scan in order to manually "check-in".

Conversely, iOS devices automatically switch on their GPS signal to improve accuracy when needed, whereas Android users have to manually enable GPS.

≤ 200 meters
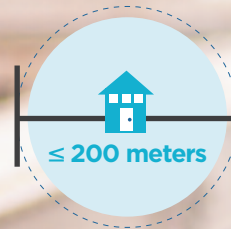
We recommend that you begin by setting up all retail location geofences, or venue locations. After you review analytics, you can optimize geofences to a larger or smaller size. If the location is in a rural setting and offers public Wi-Fi, it is especially helpful to add a MAC address (BSSID or Wi-Fi (SSID) to each location.

When and where do I want to engage them?

Once you have set up geofences around your stores and other venue locations, it is time to set up geofences around locations intended to drive store traffic. We refer to these types of locations as outreach locations.

As you begin, a series of outreach geofences should be installed within a 10-mile radius of each retail location. These geofences are designed to monitor consumers' shopping habits around and near store locations, and will eventually aid with driving consumer traffic to store locations once campaign messages are delivered.

The recommended number of outreach geofences installed near a retail location should vary based on the population density of cities, the proximity of the targeted location in relation to other retail locations and transportation hubs located near the target retail location.

BEST PRACTICES FOR GETTING STARTED:

✓ The recommended size for an outreach geofence is up to 5000 meters

✓ The outreach geofence naming convention should be consistent with your venue naming convention

✓ Check-in should be disabled on all outreach locations

✓ Each outreach geofence should be tied to only one retail location. By tying outreach marketing to store entry, marketers can track the success of their mobile campaigns.
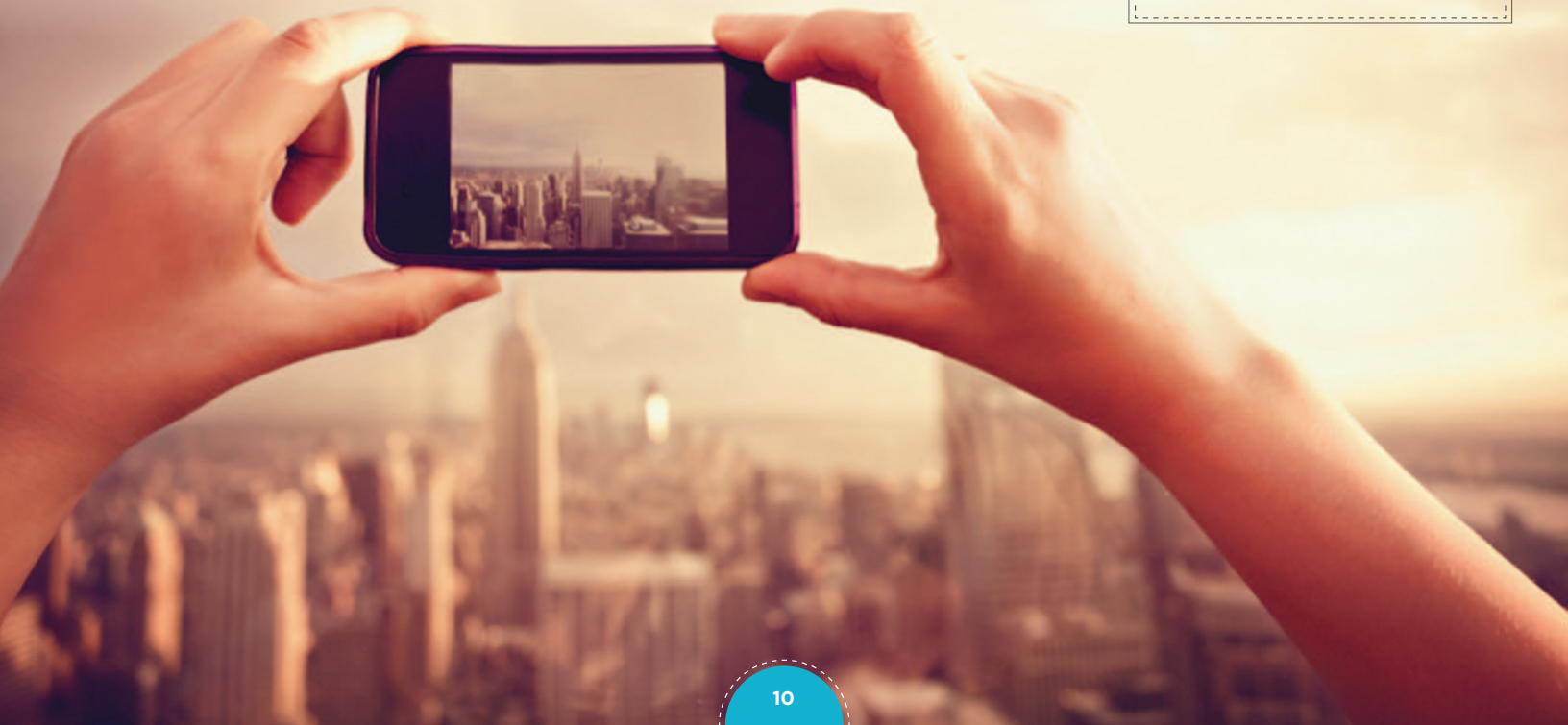
What's happening right now?

Now that you have collected analytic data, you can begin to analyze that data in order to determine customer behavior.

Location analytics data will look similar to the sample location data file.

This very basic data set, which provides insight into two device owners and two stores, is not large in terms of the size of the data but it is dramatic in terms of the impact it could have in the way a business approaches its physical locations. This tiny excerpt of data allows you to ask:

USER ID	LOCATION	ARRIVAL	VISIT	TAGS
1	Store #1867	03/15/13 02:33pm	47 mins	Large Store, Region 5, 24 hour
2	Store #1867	03/15/13 05:15pm	12 mins	Large Sotre, Region 5, 24 hour
3	Store #1788	03/16/13 02:30pm	9 mins	Large Store, Region 5, 24 hour

What does it mean that User #1 visited one store for a long period of time and then visited another store for a short period of time? Was something out of stock? Does this inconsistency happen frequently?

User #1 visited both stores around 2:30p.m. Is this a pattern? Why?

User #2 visited Store #1867 after 5 p.m. but did not stay as long as User #1 did earlier in the day. Does this tell us something about people who shop during the workday vs. after the workday?

How do I drive traffic?

Mobile campaigns directed to outreach locations will create the push strategy you need to pull your loyal app users into your stores.

Contextual campaigns based on your customers' locations, buying patterns and personal preferences are an effective way to drive traffic and increase conversion.

When linked with your cross channel marketing efforts like email or advertising, your digital marketing strategy is guaranteed to drive traffic.

TYPICAL OUTREACH USE CASES INCLUDE:

- Mall outreach messaging
- Event outreach messaging
- Public space outreach messaging
- Outreach for mobile commerce
- Outreach for brand awareness
- Outreach for location rewards

EXAMPLE:

A bookstore is hosting a book signing Saturday at 2 p.m.

In order to make sure nearby customers are aware of the event, the retailer set up outreach locations over eight neighboring zip codes and the strip mall in which the bookstore is located.

Why This Works:

The idea behind this strategy is to send messages to opted-in app holders who enter or are in outreach locations.

The message has been throttled so that all devices receive the message only once. This means that if an app holder enters a geofence, exits that geofence and then renters that same geofence, they will not get the message a second time.

Best Practice:

Marketers should craft messages so that they entice customers to visit a nearby store location.

Using the same example, let's review a possible message: "Local Author at River Oaks Barnes & Noble 2pm today!" When the user taps into this notification, the smartphone will open an attached HTML page with more event details.

To take this example one step further, a marketer could supplement the HTML page with a link allowing users to order a pre-sale copy of the book to be picked-up upon their arrival and check-in at the store.

How do I increase conversion and improve customer satisfaction?

Now that you've used an outreach strategy to drive traffic to a location, use a venue strategy to further market to consumers with triggered 1:1 engagement upon entry, exit and while the customer is shopping in the store.

In-store messages can be sent to shoppers upon entry, which is a prime opportunity to solicit check-ins that deliver promotions to be redeemed at checkout.

Once the shopper has entered the store, there are multiple opportunities for engagement as shoppers scan barcodes, research product information or request personal shopping assistance.

Upon exit, brands have the opportunity to promote exit surveys, push thank yous or encourage a repeat visit.

TYPICAL IN-STORE ENGAGEMENT INCLUDES:

- In-store shopping assistance
- In-store customer service request
- Awareness building around events, customer service or new products
- Up-sells or cross-sells
- Personal shopper notification
- BOPIS enablement
- Fulfillment notifications
- Product availability for wish list or shopping list
- Check-in prompts
- Entry offers
- Exit survey
- Bounce back coupons
- Exit thank you
- Remarketing

EXAMPLE:

In addition to creating an outreach strategy to drive traffic, our bookstore from before launched an in-store strategy to increase conversion.

The bookstore in the previous example set up a geofence around their River Oaks location in order to send a message to opted-in app holders upon store entry or exit. In this example, users received an entry offer "5% off your entire store purchase – today only!"

Why This Works:

After encouraging a store visit and driving traffic, the retailer is prepared to increase conversion. By offering 5% off, the bookstore can encourage shoppers to purchase inventory outside of the book signing, increasing cart size and customer satisfaction.

Best Practice:

Marketers should look for ways to increase engagement without being bothersome. A store exit is an opportune time to encourage an upcoming event similar to one the shopper just enjoyed.

For example, the bookstore could push, "Mark your calendars: author Seth Godin joins us on 10/25."

EXAMPLE:

Push messaging can also be used to directly improve customer satisfaction by improving customer service.

Let's consider Kerry, who walks into her local Nordstrom for the first time. Upon entry she is greeted with a message on her phone making her aware that "Alteration services are free on full-priced merchandise."

A message as simple as the one above can dramatically change a shopper's experience, especially during a first visit.

Now that the retailer has the shopper's attention, they could send Kerry a second message, "Personal shoppers are ready to help you find the perfect outfit – check-in if you would like help and we will come find you."

This technique allows the customer to continue to browse inventory while a personal shopper finds them, instead of relying on shoppers to find the help they need.

The 3rd step

in executing a location-based marketing plan is to develop a privacy policy that clearly defines your location strategy and implementation.

Crafting a non-invasive, privacy-friendly location policy is key to keeping customers from opting out of push messaging or location awareness.

Luckily, there is a simple formula to remember as you get started:

AFFINITY + TRANSPARENCY + RELEVANCY + VALUE = **PRIVACY FRIENDLY**

Affinity

Think of the mobile app as the next generation loyalty card. Loyal customers are the most likely to download your application and the most interested in receiving engagement from you.

Transparency

Being transparent is more than just developing terms and conditions. Transparency is achieved when your privacy policy is easy to understand and outlines an opt-in model of engagement.

Relevancy

Ensure customers opt-in by staying relevant. Only set up geofences around your locations, leveraging fences to dynamically improve customer satisfaction and increase store traffic.

Value

Customers are more willing to share personal data when they receive something of value in return. Entice shoppers with financial or loyalty incentives and an improved customer experience.

3

LISTEN

Store comparisons

Store comparisons provide marketers the ability to analyze their data in order to positively impact revenue.

Analytics are not limited to brick and mortar store locations. In fact, marketers can leverage location-based marketing to understand traffic in stadiums, residential neighborhoods or zip codes.

IMPROVE STORE OPERATIONS BASED ON LOCATION DATA:

- Track in-store customer engagement based on geofence entries and exits, time of day and day of week
- Schedule mobile promotions based on peak traffic times
- Understand which stores attract specific audience types
- Segment your messages based on audience types
- Know when to increase staff based on volume of loyal customers visiting your locations during peak hours

Store Comparisons In Action

Let's begin discussing store comparisons by taking a look at some data. Let's say that our brand has forty-three locations in twelve states. Most of our locations are in rural areas with varying levels of population density. We have 150,000 live applications in market. The data represents ten of our locations over ninety days.
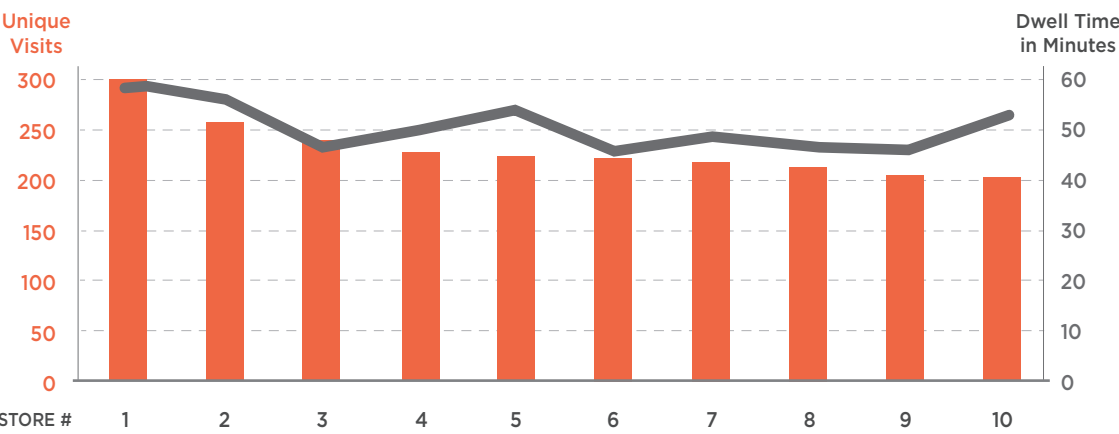
STORE #10	Observation	This store has the lowest number of visits over the given time period sampled.
	Suggestion	Generate an outreach campaign to nearby neighborhoods as a way to increase foot traffic.
STORE #6	Observation	This store has the lowest dwell time.
	Suggestion	Evaluate key areas of interest nearby, such as shopping centers, to determine why dwell time is lower than other locations with similar visit numbers.
STORE #1	Observation	Store #1 has the highest number of visits.
	Suggestion	Identify specific characteristics unique to this store that differ from the other locations.
STORE #1	Observation	This store also has the highest dwell time.
	Suggestion	Determine what key store and competitive market attributes may impact these results.

BEST PRACTICE

Determine time of entry, not depicted in the graph above, to understand when push notifications and in-store announcements will deliver the most effective engagement results.

Compare Your Stores with Other Locations Relevant to Your Brand

Competitive location comparisons provide rich insight into customer behavior as it relates to your places of business. By understanding when and how loyal customers shop, marketers can improve their strategy.

For example, an off-property store would be well served to gather competitive location analytics on a mall in order to understand pathing between similar locations, frequency of visits or store visit time of day.

Once you develop a system, competitive location comparisons will allow you to improve everything from store operations to email marketing.

COMPARISONS ALLOW YOU TO:

- Understand when your customers are visiting competitive locations
- Know how many of your customers pass competitive locations on the way to your store
- Measure consumer interaction with key venues and locations of interest
- Adjust store hours based on the number of loyal shoppers visiting competitive locations during your off-hours
- Develop timing for sending coupons and special offers based on insight into when customers are visiting competitive locations

Understanding Competitive Pathing

Once your stores and competitive locations of interest have been geofenced, you can begin to ask yourself the following questions about customer behavior:

Did your customer leave your store and go to a competitive location?

Was your customer at a competitive location prior to entering your store?

Is your store located outside of a mall and did the customer leave to visit a mall or vice versa?

How much time has passed since your customer entered your store and then entered a competitive location?

How many competitive locations did your customer visit before coming to your store?

How many times did the customer visit your store before going to a competitive location?

4

EXECUTE

Now that you have a deep understanding of your customers' traffic and shopping behaviors, it's time to execute your campaigns.

Location-based mobile marketing is executed most effectively when it is a true part of your omni-channel strategy.

Your first step is to determine the purpose of your campaign, which should align with your overarching marketing goals. Then you can determine their details.

Location-based mobile marketing is executed most effectively when it is a true part of your omni-channel strategy. As you begin, evaluate your content calendar for e-mail, SMS, television, radio or any other channels relevant to your brand. Then think about how you can best supplement or compliment those communications with your mobile strategy.

INCREASE CUSTOMER SATISFACTION WITH MESSAGES THAT:

- Prepare for a customer's arrival
- Enhance the in-store experience
- Assess and respond to customer satisfaction

DRIVE MARKETING RESULTS WITH CAMPAIGNS THAT:

- Drive customer foot traffic
- Influence customers' purchases while in-store
- Provide incentives for return visits
- Stimulate app engagement

Welcome to the Orchard St. Store!

20%
off today's visit!

8 377280 372647

FOR EXAMPLE, LET'S SAY:

your brand is releasing a new app and plans to generate awareness through email marketing.

This is a great opportunity to supplement your digital marketing with a mobile, location-based campaign. Send a store entry message to shoppers, letting them know that when they download the new app they will receive a 20% off offer.

Strategic intent should be the basis of your content. What are you trying to accomplish with the message? Once you know the strategic intent, you can plan the campaign type, the offer details, message hierarchy and analytics strategy.

Strong content in your notifications is guaranteed to generate conversions. Shoppers who receive weak content are prone to deleting a brand's app.

BEST PRACTICES FOR GETTING STARTED:

✔ Decide if you are going to include a rich promotion with the notification

✔ Localize the content

✔ Keep the content short

✔ Use clear, simple calls-to-action for marketing communications

✔ Focus on utility for service communications

EXECUTE

For a true omni-channel experience, you'll need to develop a variety of different campaigns. The following are campaign types we recommend beginning with.

Outreach Messaging:

Since these campaigns use larger geofences (one to five miles in radius) around locations intended to drive store visits, there are two strategies you can use for implementation. Outreach messaging can be time-based announcements to app holders within the geofence or campaigns can be delivered to users as they breach the geofence. If you'd like, you can couple outreach campaigns with store check-in campaigns.

Proximity/Shopping Center Messaging:

This type of messaging targets visitors who are already in shopping mode. These campaigns are typically delivered as the user breaches the geofence and they can be coupled with a check-in campaign.

Customer Check-In:

Check-ins are a great way to promote special offers, welcome messages or event notifications.

Target Location Messaging:

These campaigns are much more focused and they depend on their specific geographic area. Target campaigns allow marketers to send messages driving traffic to specific stores and evaluate campaign effectiveness through custom reporting.

Store Experience Survey:

Capture customers' opinions while their shopping experience is still fresh in their minds by sending surveys upon store exit

Customer Insights and Analysis:

These campaigns allow you to deepen the understanding and behavior of customers who are visiting store locations.

Develop a Marketing Plan

It is easiest to plan all of your messages at once for a 90-day period. Below is an example of a messaging calendar that clearly defines campaign type, offer details, message hierarchy and measurement.

Start	End	Campaign Offer	Type	Offer/Campaign Details	Message Heirarchy	Strategic Intent	Measurement
9/04/2013 8am	09/05/2013 11pm	Thursday Night Football	Outreach	Target cities of teams that are playing each Thursday night to get NFL gear	**1** Gear up for the big game Thursday night! **2** Shop NFL gear at (Brand) store nearest you	Drive in-store traffic and sales	**1** Opens **2** In-store foot traffic
09/10/2013	09/20/2013	Friends & Family	Broadcast	20% off everything in- store and online	**1** Shop now! **2** 20% off in-store & online thru the 20th	Drive sales	**1** Opens **2** Barcode/promo redemptions **3** In-store foot traffic
09/25/2013	10/09/2013	Credit Event	Venue	15-30% off your entire purchase with your (Brand) charge card	**1** Use your (Brand) charge to save 15-30% on your purchase **2** Now through the 9th	Encourage charge card holders to shop the event	**1** Opens **2** In-store traffic

There is no standard message frequency. However, you do not want to send so many messages to your app users that they end up deleting the app. A good practice is to send broadcast messages to app holders no more than twice a month.

We would recommend that you only deliver entry messages once, unless the content of that message has changed. For instance, Jim shops at his local grocer at least three times a week. The first message he received from the grocer was a welcome message letting him know that his visit to the store is valued: "Thank you for visiting your local Four Points Grocer." Jim will not receive this message again, since it was throttled to send to each device only one time.

The next time Jim received a message was during his third visit to the store during the same week. This is appropriate because Jim received an offer for "Buy One Get One Free: All Ben & Jerry's ice cream!" that he could redeem at checkout. This message was also throttled so that he did not receive it during his next visit.

It is also fine to send an in-store announcement in combination with any active entry message. For instance, Jim received a message shortly after he received the entry offer for free ice cream informing him of a free wine tasting happing in a few minutes: "Don't miss a free wine tasting next to our cheese section at 6:00pm."

5

OPTIMIZE

Review, compare, rebuild

After each campaign has concluded, it is best practice to review analytics in order to evaluate its effectiveness based on the success criteria you laid out during your planning phase.

Most location-based marketing platforms provide campaign reporting that includes message delivery, message open and corresponding store visits. As you evaluate campaigns, you should compare analytics based on campaign type and location type.

Once you have discovered patterns, you can begin to improve store operations and refine mobile campaigns.

For instance, you might find that your brand's users are more likely to open a message when they are in-store versus in an outreach fence. As a result, you could build a strategy to focus on in-store announcements during peak hours.

EVALUATE CAMPAIGN RESULTS

Below is sample of campaign data that depicts the percentage of users who read a message they received upon store entry.

Store City	Messages Sent	Store Entries	% Entry	Message Reads	% Read
Billings #32	127	4	3.1%	19	15.0%
Boise #19	508	10	2.0%	36	7.1%
Charleston #39	388	5	1.3%	25	6.4%
Glendale #15	1,378	11	0.8%	108	7.8%
Grand Junction #33	182	10	5.5%	13	7.1%
TOTALS	**18,201**	**257**	**1.4%**	**1,375**	**7.6%**

PERFECT MOBILE MARKETING

In addition to optimizing your campaigns based on the historical data you have collected, consider personalizing your messages further by creating customer profiles.

Profiles will allow you to build on your location-based and time-relevant campaigns by adding more information about the person behind the device.

Marketers can build profiles by asking, listening or integrating. By asking customers for certain characteristics through the app, listening to their behavior through analytics or linking a CRM system to your location-based marketing platform, you can build personas that empower you to personalize mobile marketing.

SUSAN

Example:
Create a marketing strategy for shoe loyalists and target these shoppers with offers tailored to their buying history.

Example:
Create an employee profile and send messages to employees who are currently in-store.

6

QUICK-START

Best Practices for Getting Started

✔ Craft a well-planned geofence strategy that includes venue and outreach locations

✔ Ensure geofences around venue locations are around 200 meters in size

✔ Ensure outreach geofences are around 5000 meters in size

✔ Never directly poach loyal shoppers from competitor locations

✔ If you are geofencing a location in a rural setting, it is especially helpful to add a MAC address (BSSID) or Wi-Fi (SSID) signal

✔ Devise a solid tagging schema for each location type

✔ Set goals for each campaign that you can measure against

✔ Establish a 90, 120 and 210 day messaging calendar

✔ Send broadcast messages to your app holders no more than twice a month

✔ Throttle entry and outreach messages so that each device receives the message only once

✔ Offer public facing Wi-Fi access points if you are an in-mall brand

✔ Create an updated privacy policy for your application, which covers your location-based marketing strategy in depth

✔ Respect user privacy: if any personally identifiable data is going to be used for targeting or segmentation, this should be communicated to your customer in accordance with your prevailing privacy policies

✔ Build deeper conversations through cross-channel interactions by linking social media to your mobile app

✔ Develop a mobile app retention plan and send inactive users a push notification to re-engage them

✔ Do not over-message

quick-start checklist

plan

Having a strategic plan is the most important step in setting up your campaigns:

- ☐ CREATE SPECIFIC AND MEASUREABLE CAMPAIGN GOALS, LIKE A 20% REDEMPTION RATE
- ☐ ESTABLISH CAMPAIGN TYPE, SUCH AS BROADCAST OR CUSTOM CHECK-IN
- ☐ DETERMINE YOUR LOCATIONS
- ☐ DEFINE TAGGING SCHEMA IN LOCATIONS LIST
- ☐ CRAFT CREATIVE FOR MESSAGING AND HTML ASSETS

console

Once you have completed your plan, you are ready to start using your location-based marketing console. Follow these steps to properly establish locations and messaging campaigns:

- ☐ UPLOAD THE LOCATIONS LIST INTO YOUR LOCATION-BASED MARKETING PLATFORM, MAKING SURE TO INCLUDE LOCATION TAGS
- ☐ OPTIMIZE GEOFENCE LOCATIONS TO ENSURE THEY ARE PROPERLY POSITIONED
- ☐ CREATE YOUR CAMPAIGN (I.E. CHECK IN, ANNOUNCEMENT, ENTRY OR EXIT CAMPAIGN)
- ☐ SCHEDULE TIMING OF THE CAMPAIGN AND SET THROTTLING IF NEEDED

Looking to learn more about location-based marketing?

Drive foot traffic   Engage store shoppers   Learn consumer behavior

About Digby

Mobile technology's collision with brick and mortar stores challenges retailers to keep up with consumers who are better connected, better informed and more nimble than ever before. Digby's Localpoint platform enables you to become proactive in the buying process by connecting digital engagement to the physical world. With Localpoint embedded in your branded mobile app, you can seamlessly guide a consumer's purchase path across channels: driving store traffic through location-relevant marketing, personally engaging your customers in the brick and mortar store and developing new insights into consumer visit patterns across your locations.

*Learn more about Digby and Localpoint at **www.digby.com.***

Sign up for a demo today!