

Power Your Retail Marketing with Location Insights

With the rise of mobile, marketers can leverage the power of location data like never before. Mobile usage extends to in-store shopping, with more than 70% of shoppers using mobile devices for price comparisons in-store, according to Internet Retailer. These mobile interactions give marketers the opportunity to harness location data, and understand where consumers are going in the real world - such as which retail stores they are visiting. We call this level of information location intelligence. PlaceIQ helps retailers leverage location intelligence to find the right audiences, deliver relevant messages, and measure results.



Case Study: Increase tourist awareness for global cosmetic retailer's products & drive foot traffic

Execution



NOW TOURISTS

Target visitors who are currently at hotels or cruise ports to drive visitation.



NOW SHOPPERS

Target consumers currently in key locations, like malls or nearby restaurants with a product message to increase awareness.



FASHIONISTAS

Reach users who prioritize fashion by visiting high end department stores or malls and have recently purchased women's fashion & apparel.

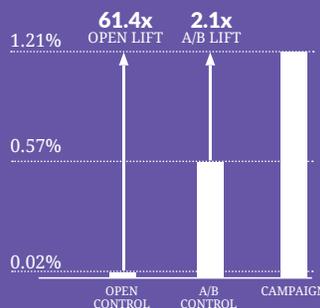


LUXURY BEAUTY PURCHASERS

Change creative to reflect seasonal deals or offerings for holidays like Labor Day, Fourth of July, and Memorial Day.

Results

Audiences exposed to the brand's ads were 2.1x (110%) more likely to visit the brand's locations compared to similar unexposed audiences (B group) and 61.4x more likely to visit compared to the average PlaceIQ consumer. The campaign yielded a PVR of 1.21%.



*PVR stands for Place Visit Rate. It is PlaceIQ's proprietary foot traffic attribution measurement tool.

Insights

SHOPPER DEMOGRAPHICS

Shoppers tended to be trendy, fashion conscious, single fashionistas looking for the latest in beauty products. They were likely to have high incomes of \$100k+.

SHOPPER BEHAVIOR

Shoppers tended to be either multi-cultural tourists reacting to the hotel and cruise port ads or fashion-forward, nearby shoppers. They were likely to visit other trendy locations like Apple and Whole Foods.

VIEWERSHIP PREFERENCES

Shoppers were likely to watch channels like HBO, Telemundo, and BET.

IDENTIFY THE RIGHT CONSUMER

Target consumers nearby who shop for beauty and fragrance products or reach tourists in the area

SEND THE RIGHT MESSAGE

Reach a consumer with a coupon or more information on the brand's beauty products

MEASURE VISITS

Identify which consumers were exposed to a mobile ad and how it impacted if they visited your location

CUSTOMER INTELLIGENCE

Analyze current shoppers or nearby shoppers to understand audience attributes and preferences to fuel future campaigns