



Location Done Right: From The Customer's Perspective

Ryan M Craver – June 9, 2015

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Location empowers the contextual layer and data set sitting square in the middle...



2

New Normal of Retail Enablers



CONNECTIVITY

By the year 2020, 80% of the adults on earth will have a smartphone



SCALABILITY

Infinite computing power and storage on an inexpensive, pay-as-you-go basis

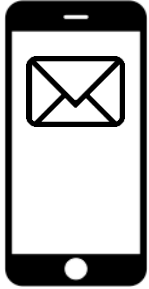


DISTRIBUTION

Limitless customer touch points and borderless commerce at your fingertips

The effect is an informed customer with an overwhelming amount of choice and heightened level of service

Customer journey of today...is always connected



RISE

Brand interaction through email, social or casual browsing via mobile



COMMUTE

Brand interaction through geolocation push notifications via mobile



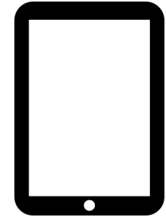
WORK

Casual work browsing via corporate desktop or laptop



VISIT

Webrooming or casual browsing through a brick & mortar visit



LOUNGE

Late night browsing and shopping via tablet

Customer lifecycles can span multiple channels, technologies and interaction points

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It's our job to provide relevant experiences that aren't an annoyance...



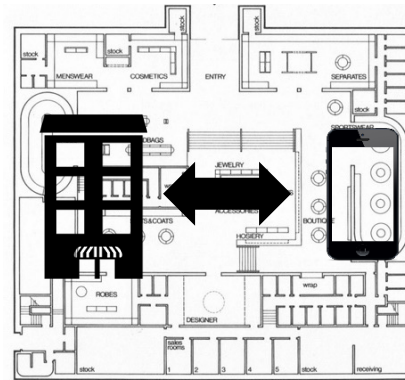
SEARCH

Promote offering or inventory through mobile search ads based on proximity



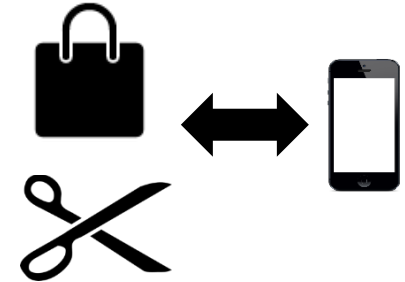
GEO PUSH

Geo-locate customers based on proximity to store



BEACONS

Engage customers through beacons based on progression through store

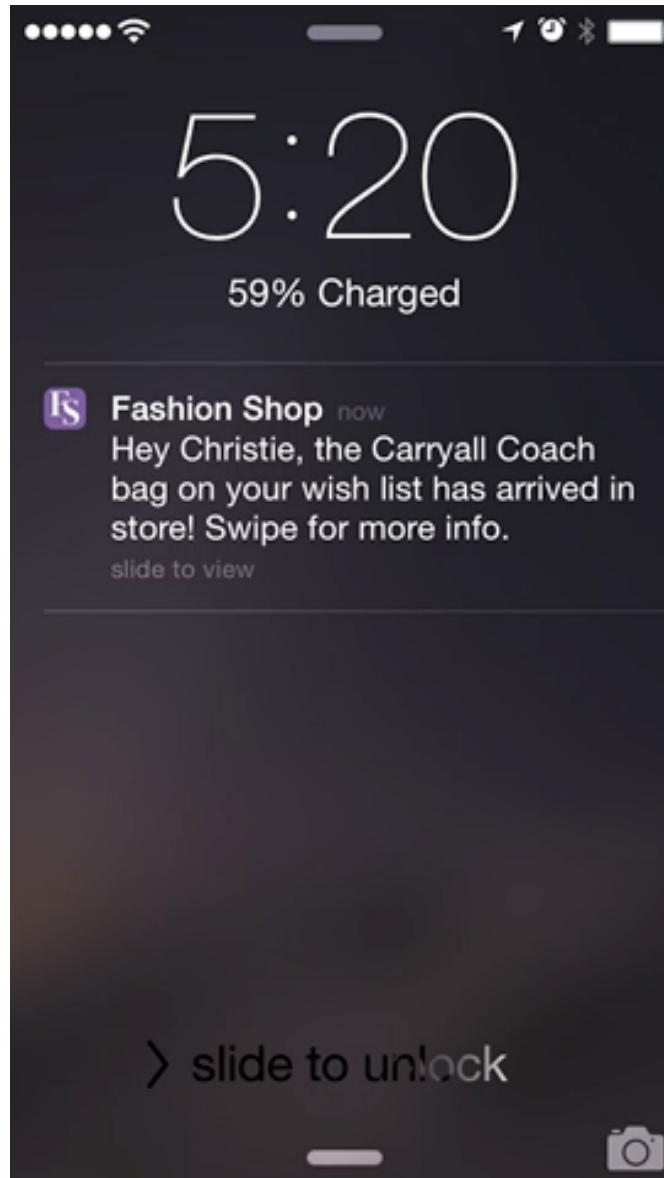


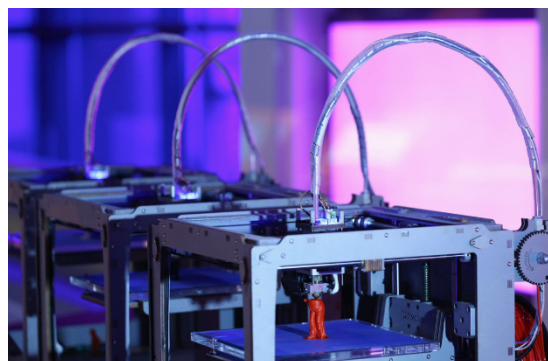
PERSONALIZE

Engage customers through personalized offers using browsing/clipping/purchase behavior

Mobile, Beacons/IoT and WiFi is providing the bridge for offline brick & mortar to online analytics

Location is already driving worthwhile customer experiences...





Thank you for your time