Localpoint ®

THE MARKETER'S GUIDE TO:

LOCALPOINT
target locations

digby ®

THIS YEAR ALONE OVER

$170 billion

will be spent on consumer marketing in the United States.[1] Unfortunately, the majority of this money will been spent on campaigns that leave marketers little understanding of what happens between their campaign's release and their customer's purchase. The addition of Target Locations to Localpoint offers marketers a clear view of the impact their campaigns have on their customer's path to purchase.

Target Locations allows marketers to better understand their customer's behavior by tracking the ROI of mobile campaigns created in Localpoint. By linking the receipt of a campaign to the arrival in a retail store, marketers can complete the purchase funnel and finally optimize campaigns by quantifying funnel "spillage."

All of this is possible by associating every message sent to a device with a "Target Location." Target Locations link Outreach locations to Venue Locations, connecting mobile messages intended to drive store traffic to resulting store visits.

TARGET LOCATIONS

EMPOWERS
MARKETERS
TO GO
"BEYOND
THE OPEN."

A TANGIBLE WAY TO
measure success

Unlike other push notification solutions that only provide metrics for a campaign's total messages sent and opened, Target Locations empowers marketers to go "Beyond the Open." For the first time, marketer's can uncover tangible insights into retail foot traffic and consumer location analytics.

One way this is measured is through Target Visits, which occur when foot traffic arrives at a Target Location. Target Visits are calculated by using Localpoint's proprietary location detection algorithms to determine that a customer has entered a campaign's Target Location.

To help marketers understand the success of their campaign we also provide the Target Visit Rate. This number is calculated by dividing the number of Target Visits the campaign received by the number of messages read. Both the number of Target

Visits and the Target Visit rate are easily accessed through Localpoint's new campaign reporting console, providing marketers with an easy way to measure success.

SEND MESSAGES
TO LOCATIONS
RELEVANT TO
YOUR BRAND

SALE!
Today
Only!

VISIT
NOW!

MEASURING TARGET VISITS

Through Localpoint's campaign analytics console marketers can delve into Localpoint's unique Target Location conversion metrics. Among Localpoint's previously available campaign analytics, marketers can now find totals for Target Visits and Target Visit Rates, which show foot traffic conversion for all your campaigns.

UNCOVER
in-depth results

Localpoint's new reporting console provides easy access to campaign history and side-by-side campaign comparisons exposing new measureable details in campaign results.

Take Localpoint one step further by integrating your POS system, and marketers will have a complete view of the purchase funnel connecting the dots between campaign, foot traffic and sales.

45.2%
VISIT RATE

82.3%
OPEN RATE

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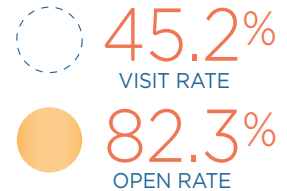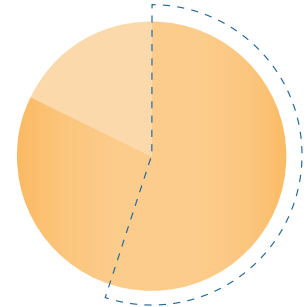
📍 Localpoint | 📢 Campaigns | 📊 Analytics | 📍 Map | 🔧 Setup | Account ▾ | Help

Manage Campaigns | Campaign Reports

Campaign Summary

Show All | Show Active

Devices	Campaigns	Messages	Promotions	Target Locations	Check-Ins
500,676	7	1,157,868 Delivered	809,553/69.9% Opened/Open Rate	167,457/33.1% Visited/Visited Rate	285,512

Campaign Type
All ▾

			Promotions		Target Visits		
☐ Campaign Name	Messages Delivered		Opens	Open Rate	Visited	Visited Rate	Check-Ins
☐ Exit Offer - Return for 20% off	120,000		98,746	82.3%	44,634	45.2%	—
☐ Back to School Central Texas Outreach	15,223		8,123	53.4%	2,573	31.7%	—
☐ Back to School Southern California Outreach	94,334		48,346	51.2%	12,439	25.7%	—
☐ Labor Day Outreach	500,676		328,334	65.6%	101,311	30.9%	—
☐ Store Opening Outreach	42,123		22,000	52.2%	6,500	29.5%	—
☐ Buy One Get One Free Check-In	285,512		226,004	79.2%	—	—	285,512
☐ Welcome Entry Campaign	100,000		78,000	78.0%	—	—	—

INTEGRATE TARGET LOCATIONS
with bridge

Assigning Target Locations to campaigns is made easy with the tools provided in the newly redesigned Localpoint console or through Localpoint's Bridge API. When setting up your campaign you can automatically or explicitly assign Target Locations for all recipients by selecting tags, which can be assigned through the console or the Bridge API and are used to identify different groups of geofences, like Target Locations. Once the Target Locations are assigned, you can then review your assignments in the console to make sure the proper connections were made. As with all Localpoint functionality, Target Locations can also be assigned through the Bridge API, allowing even more advanced automation by integrating Localpoint with other marketing systems.

BUILD DYNAMIC
mobile campaigns

As with any highly successful campaign, it is important to include a call to action and a linked location, which the marketer would like the customer to visit. By using dynamic variables in campaigns, Localpoint can easily take the name and full address of the Target Location store that is closest to a customer and insert the information where the marketer determines that it best fits without requiring unique creative for each store location.

Looking for the next issue in the series?

Target Locations   Bridge   Profiles

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!

¹ http://www.emarketer.com/Article/US-Total-Media-Ad-Spend-Inches-Up-Pushed-by-Digital/1010154

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