



Localpoint®

How to Own the Customer Experience

Engage with Shoppers through Your
Branded App

digby®

The need for retailers to develop a rich, unique mobile shopping experience through a branded mobile optimized website and rich app enabling consumers to easily and conveniently search, browse and buy anytime and anywhere was the first step in a mobile strategy.

The next major strategic initiative is enabling location-based technology in a retailer's own branded rich mobile app so they can develop a deeper relationship with their customers by engaging with them in a relevant, more personal way.

Rich apps with location-aware technology give retailers the opportunity to immerse the consumer in their own branded experience and the power to know where their consumers are in relation to physical locations, when they enter the retail store, how long they are there and what they do while inside.

By understanding consumers' in-store shopping behavior, retailers can more effectively and successfully interact with shoppers, driving sales, customer loyalty and deep analytics about consumer buying behavior. For 2012, multi-channel retailers should implement location-based marketing and analytics in their mobile strategy through their own branded rich mobile app to better understand and engage with their consumers. To fully engage with customers in the store through their own branded rich apps, retailers should:

Create Geofences Around Physical Store Locations and Other Points of Interest

A geofence is virtual boundary that can be placed around specific locations allowing brands to easily and effectively identify and communicate with consumers nearby and within those geofenced locations that have the brand's rich app downloaded on their smartphones.

Geofences can vary in size and shape so brands can geofence relevant locations of interest including a store, park, airport, sports stadium or even larger geographic areas like a neighborhood, city or zip code.

Engage with the Consumer When They Breach a Geofence to Drive Them to the Store

Once the consumer is inside of the geofenced area, around the corner from the retail store for example, brands should entice them in by sending them a promotional offer or alert them to something happening right then in the store through a push notification in the app.

Encourage Consumers to Check-In When They Enter a Store

When a shopper walks into a retail store with the retailer's branded rich app installed on their smartphone, they can "check-in" to the store through the app.

Retailers should place a sign in the entrance of their retail stores reminding shoppers to download the app and check-in to receive special offers and messages.

Once checked-in, the retailer can present the consumer with a list of store offers, store announcements or simply a welcome message. Offers should then be able to be stored in an offer wallet inside the app for easy access when checking out or during another store visit.

Enable Barcode Scanning in the Rich App

Barcode scanning within the retailer's rich app empowers shoppers to gain access to detailed information about specific products to make more educated purchase decisions.

As customers walk through the store, they can scan product UPC codes to access the retailer's product catalog and view product descriptions, ratings and reviews, add to wish list and registry and even see a 30 second video demonstration. When a scan occurs, the retailer can send a promotional offer or recommend other products that could be considered for purchase to help cross selling.

Place QR Codes to Highlight Featured Promotions in the Store and Have a QR Code Reader in the App

QR code scanning gives shoppers the ability to scan QR codes within the retailer's branded rich app and have them link to any number of offers or responses.

Scanning QR codes not only generates insights into product preferences, but also creates an opportunity to serve or highlight relevant and time-sensitive promotions.

Send Customers Store Announcements While They are There

While inside the store, the retailer should send the shopper messages through the app about in-store events, time sensitive deals, product launches or anything the retailer believes relevant and valuable to the consumer.

Engage with Consumers as They Leave the Store

Once the consumer exits the store, the retailer should send the shopper a store exit message. Retailer's exit message can include an invitation to a store survey, a loyalty promotion or even a simple "thank you" for visiting the store.

The Transformative Power of Location Awareness

Mobile provides brands with a revolutionary tool: location awareness. Location awareness is completely transforming the relationship between brands and consumers.

For the first time ever, brands have the power to engage directly with their customers based on where they are — when at home, when mobile and especially in the store — and it's all available through their own branded rich app.

By developing a rich mobile app with location-aware technology, marketing, analytics and commerce, brands can effectively drive consumers to the store and engage with them while there to serve them better and to gain a deeper understanding of their buying preferences and habits, uncover conversion rates for products purchased.

About Digby

Digby leverages mobile and location technologies to help brands achieve their strategic omni-channel goals – to drive store traffic through location-marketing, engage with consumers in the brick and mortar store and provide web-style analytics to the physical store – all through their own branded mobile experience. Through the Localpoint Mobile Platform, Digby delivers hosted software, rich mobile application SDKs and full-service, turnkey mobile solutions designed for smartphones and mobile websites, allowing brands to attract, influence and own the relationship with their customers. Digby, powering millions of apps in thousands of locations around the world, has been enabling top brands since 2006 including HP, Cabela's, RadioShack, Orvis and many more. Learn more about Digby at www.digby.com.

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