



Localpoint®

THE MARKETER'S GUIDE TO:

LOCALPOINT **bridge**

digby®



AS A SOFTWARE AS A SERVICE,
LOCALPOINT COMES WITH

everything a marketer needs

to get started with their first location-based marketing campaigns. But that is not the extent of Localpoint's impact. With Bridge, marketers can seamlessly integrate Localpoint with other key systems like marketing automation, offer management, CRM, POS, loyalty programs or ecommerce. Bridge is used to trigger personalization, real-time 1:1 consumer messaging and unique customer service opportunities based on knowledge of the customer and their presence at a store or other location.

The technical toolkit that allows this to happen is a set of APIs called Bridge. Bridge allows marketers to do everything they can do in Localpoint's web-based console, without even touching the console.

SO WHAT DOES THIS MEAN IN **business terms?**

HERE ARE SOME EXAMPLES:



For offer management.

Pull offers from offer management system into Localpoint campaigns automatically.



For analytics.

Use purchase history data from a point-of-sale system to power segmented messaging and analytics in Profiles



For marketing.

Coordinate mobile app messaging channel with other marketing channels by feeding location-based events to a marketing automation system. Then, allow external events to trigger messages in Localpoint.



For loyalty.

Transform a mobile app into a mobile loyalty card by making Localpoint aware of loyalty status, points balance and other key variables through loyalty system integration.

KNOWING **your customer**

Mobile messages have the unique ability to reach a loyal customer at any time and any place, and a mobile app can learn a lot about a customer on its own. But this powerful channel becomes amplified an order of magnitude when

additional information about that customer from a CRM, loyalty or POS system can flow into Localpoint, introducing new profiles and as a result boundless new possibilities for targeted messaging.

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THE LOCALPOINT CONSOLE, BUILT ON LOCALPOINT BRIDGE

Localpoint's web-based console uses the Bridge API to access all of Localpoint's services in the same way our customers use it for integration tasks. This ensures that the API functions to the highest level of reliability, performance, and scalability.

KEEPING **things** coordinated

Consumers are already saturated by marketing from brands, and get frustrated with marketing that is repetitive or irrelevant.

Marketing automation systems allow marketers to make sure that communication across different channels like email, SMS and push notifications is coordinated so that messages aren't overly repetitive and customers are messaged at just the right frequency.

Using Localpoint Bridge to link your app-based notifications to the rest of your direct channels relieves the need to coordinate the channels manually and enables more advanced multi-channel communication strategies.



MAKING **mobile rewarding**

The customer that downloads a brand's mobile application already has an established level of loyalty with that brand. It follows naturally that the app should become an extension, and for mobile-centric customer even the centerpiece, of the loyalty program. By integrating Localpoint into your loyalty system, you can keep customers informed and reward them for not only digital activities but also physical world activities.



HOW TO **start**

The Localpoint Bridge API is available to all Localpoint customers, and Bridge documentation, integration support and integration services can be enlisted through Localpoint's Client Success Manager.

Becoming a more powerful part of your enterprise IT ecosystem is Digby's goal, and Localpoint's Bridge API provides the connections to power the next generation of marketing applications.



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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