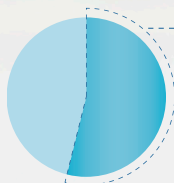# Localpoint®

THE MARKETER'S GUIDE TO:

LOCALPOINT
profiles

digby®

behind the device

The ubiquity of mobile devices offers marketers the opportunity to communicate with any person, at any place, at any time. However, device owners hold their applications to a higher standard when it comes to relevancy, and an irrelevant message can result in the app losing its permissions or even being uninstalled. This is unsurprising given the fact that 54% would consider ending their loyalty program if they were not given tailor-made, relevant content and offers.

Profiles, a feature launched this September, is designed to help our customers build on their location-based and time-relevant Localpoint campaigns by adding information about the person behind the device.

54%

WOULD CONSIDER ENDING THEIR LOYALTY PROGRAM IF THEY WERE NOT GIVEN TAILOR-MADE, RELEVANT CONTENT AND OFFERS

how profiles works

Steps in Localpoint:

Example:

1 CREATE ATTRIBUTES.

Set up any attribute you'd like Localpoint to know about the device user.

Create Attributes called "LoyaltyStatus" or "FavoriteProductCategory"

2 SET ATTRIBUTES IN THE APP.

Tell Localpoint which device owners have which attributes.

Ask Susan, an app user, to login to her loyalty account and select her favorite categories in your mobile app. Set her attributes with Localpoint.

3 BUILD A PROFILE.

Build a Profile to target your messaging based on attribute rules.

Create a "Shoe Loyalist" profile where people in that group have a LoyaltyStatus of "Platinum" and a FavoriteProductCategory of "Shoes"

4 LINK A PROFILE TO A CAMPAIGN.

When creating a Campaign, pick a Profile that should receive your message.

Create a marketing strategy with special campaign content that is tailored to Shoe Loyalists. Combine this profile with location and time sensitivity for optimal message relevancy, ensuring the right message is sent to the right person at the right time and place

SUSAN

M/F
3 VISITS 1 MONTH
$$$

OTHER EXAMPLES:

Create a marketing strategy with special campaign purchase frequency. Then, target groups with more or less aggressive promotional strategies.

Create an Employee Profile and send messages only to employees who are currently working in a store.

personas become profiles

With Profiles, marketers can reach their most valuable customers with highly targeted content and campaigns.

What attributes define your traditional loyal customer? What attributes define the customers that represent your

business's growth? Develop a specific strategy and deliver unique content for both.

dynamically updated

If Susan from the above example were to drop from Platinum to Gold in her LoyaltyStatus, Localpoint would automatically remove her from the Shoe Loyalist Profile. Profiles continuously update themselves, ensuring message stays on target.

ask, listen, or integrate

THERE ARE THREE BROAD WAYS TO POPULATE ATTRIBUTES AND THE PROFILES BUILT WITH THEM.

An attribute could be something that a marketer's customers tell them, like their interests.

It could be something observed, like using a specific app feature.

Or it could be information like purchase behavior or CRM information that exists in another system.

HOW TO
start

For Localpoint customers who are currently using Broadcast push announcements or even location-based outreach, the best starting point for Profiles is to think about the most valuable single pieces of information you could know about a customer when it comes to marketing to them.

Can you ask for those characteristics, create an app feature where usage can give you those characteristics indirectly, or get the characteristics from a different system?

Value plus accessibility is the formula for good attributes that will drive profiles and the specific messaging approach for that audience.

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!

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