

Dig Deeper: Additional Resources

Section 4

Interactive Links

The links in this section provide resources that go beyond a relevant news article or blog post. They feature informative and interactive web maps, story maps built using ArcGIS Online, and even labs or other exercises. We hope that you take a moment to explore each of them to learn more about this section.

An interactive web map illustrating retail marketing with the Tapestry Segmentation dataset:

[Retail Scenario - Marketing](#)

A cool map about a Starbucks marketing campaign:

[Cool Maps: Starbucks](#)

A story map about indoor advertising in a shopping mall:

[Indoor Mapping - Premium Advertisement Location](#)

Demographics, finding your customers, and store performance:

[Birds of a Feather Shop Together](#)

Other Links

We encourage you to visit these additional interesting and relevant resources to learn current information about this section's topics.

[SoLoMo! The new experiential mindset](#)

[West Marine: Video on finding lifestyle-specific customers](#)

[Mobile apps and loyalty programs](#)