



Case Study

Organization
Taqtile

Location
Seattle, Washington

Industry
Mobile Apps for Consumer Experience

Amping Up Marketing Campaigns with Location-Aware Technology

Esri partner Taqtile created AMP Energy Powerdash, a free car racing app for iOS and Android devices that serves to cross-promote a NASCAR racing legend, a major convenience store chain, and a popular energy drink. When PowerDash players visited participating stores around the United States and scanned their energy drink barcode, they could unlock special tips and tricks to help win the game and a variety of prizes. This innovative marketing program drove more than a digital car on a virtual race track—distribution and end-cap displays of the energy drink went up 70 percent at participating stores during the promotion.

Solution

When PowerDash players passed participating stores, push notifications were sent to their iOS devices, letting them know that their favorite energy drink is available at those locations. Scanning the energy drink barcode gave the players “Super Powerups” that helped boost their score even more. Competitors could check a leaderboard on Facebook to see where they ranked and whether they had earned enough points for the week to be included in the top-10 scores.

Technology

The Esri® Geotrigger™ Service helps companies unlock mobile advertising, in this case, whenever a player passes a participating store. Taqtile chose to build its location-aware apps on the Esri location platform. It found the Geotrigger Service to be well designed, easy to use, and equipped with a great pricing structure. One important feature was the Geotrigger “adaptive tracking mode” technology (Patent Pending) that allows the GPS to continue running in the background of the device without dramatically decreasing the battery life.

To learn more and sign-up for free developer account, visit developers.arcgis.com.

“Esri was extremely responsive and good with our developers when we had questions. While we found a few things very attractive, including the fact that it was reasonably priced and easy to use, behind it all, it was a very well-designed product.”

John Tomizuka
Chief Architect
Taqtile



Understanding our world.