



Opportunities for Retailers from the rise of Social Local and Mobile (SoLoMo)

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Overview

- Social Local Mobile – SoLoMo - overview
- Merging datasets to support SoLoMo applications
 - Data to understand the consumer
 - Data to understand location
- What are the opportunities and what are PBS clients doing

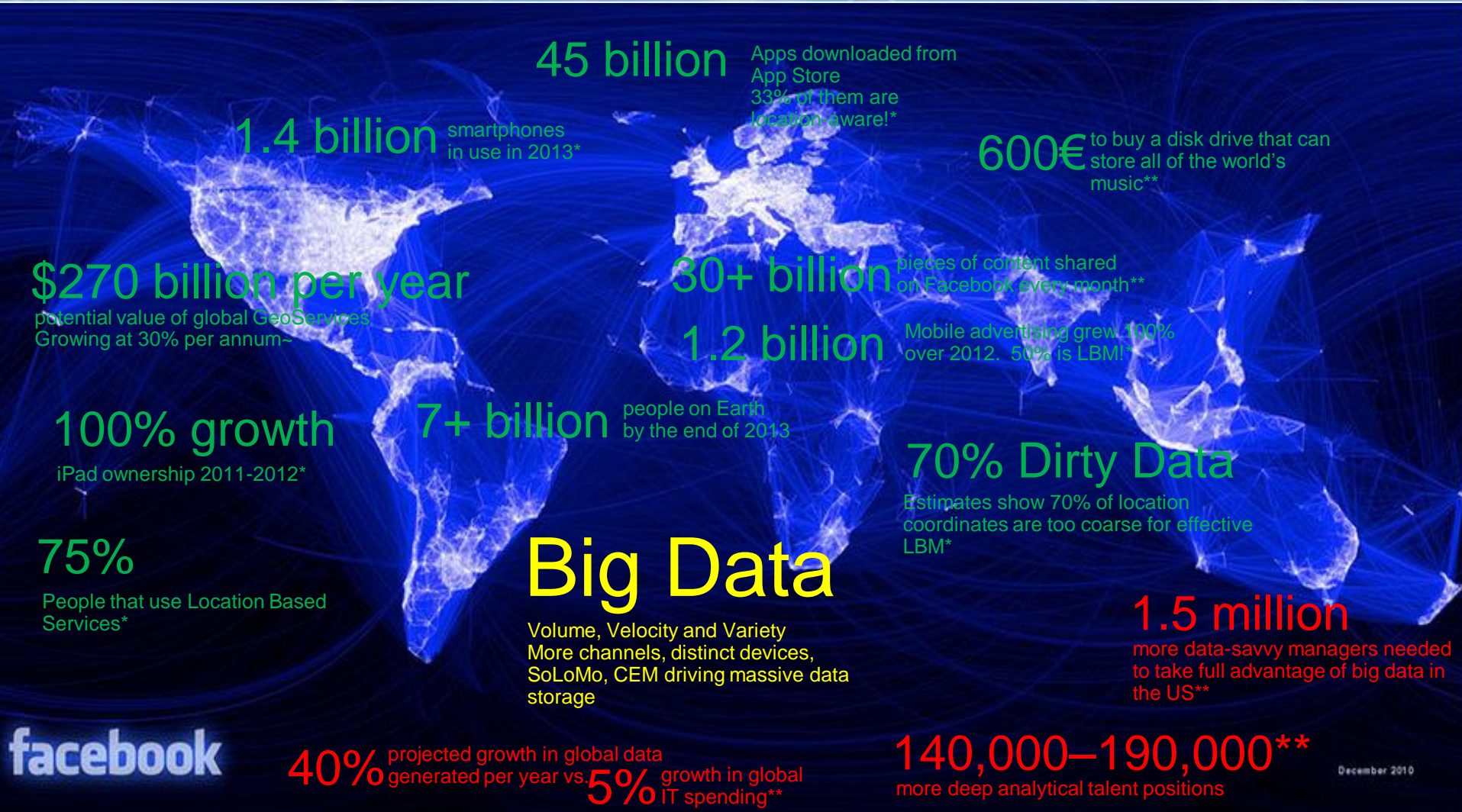
What is Social Local Mobile

- SoLoMo is short for Social, Local, Mobile
- Leading to desire to have more precise location based and behaviour based targeting activities
- Consumers now expect brands to deliver personalised experiences.
- Rise of greater volumes of data generated to inform these processes
- Social media is driving innovation for everyone
- Mobile is here to stay

Mast Triangulation **Wi-Fi** **GPS**
IP Address **Check-ins** **QR Codes**



To put that in context



* Trends & strategies for hyperlocal targeting on the mobile platform – StreetFight Insights, 2013

** Big Data -- McKinsey, 2011

~ What is the economic impact of Geo services? -- Oxera, 2013

Location gets more detailed

Marketing/servicing area -> Near by a Store -> In/out store

City/ZIP



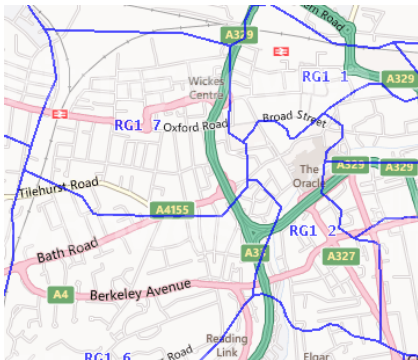
Neighborhoods



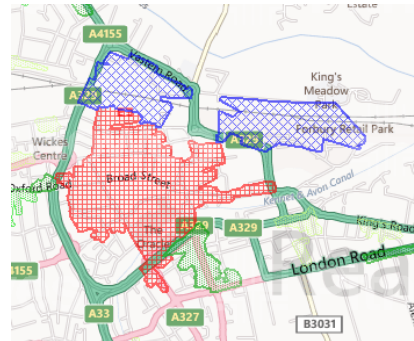
Mall



Store



Local Offers



Proximity offers

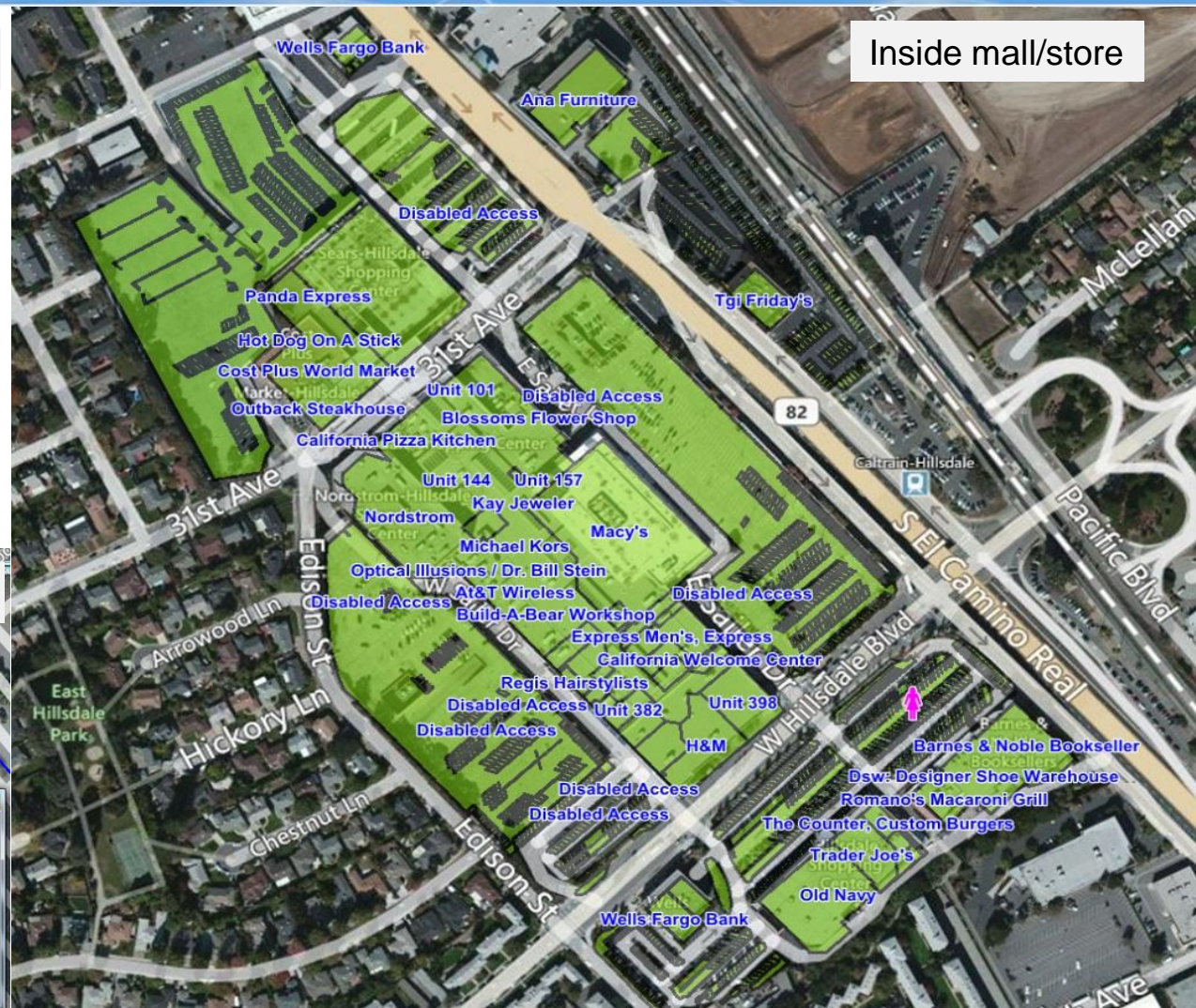
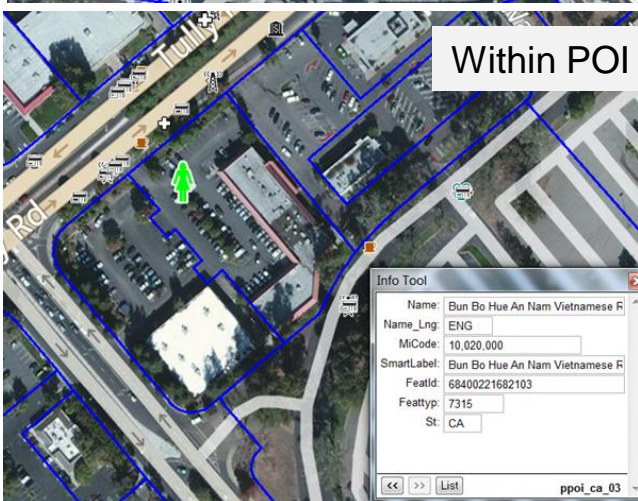
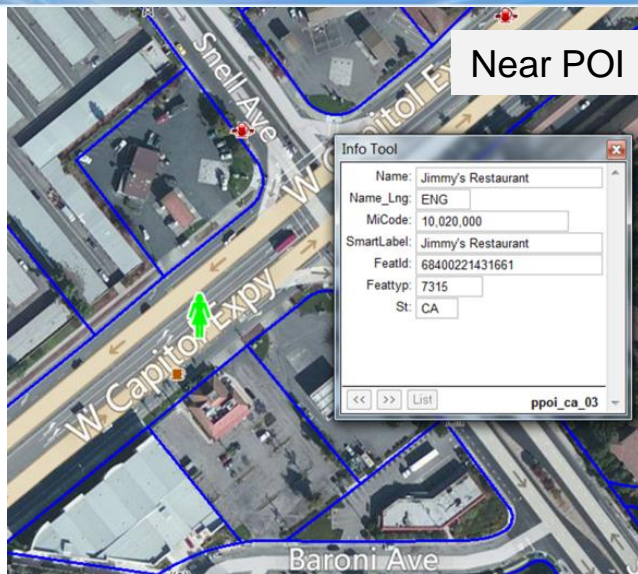


Proximity offers

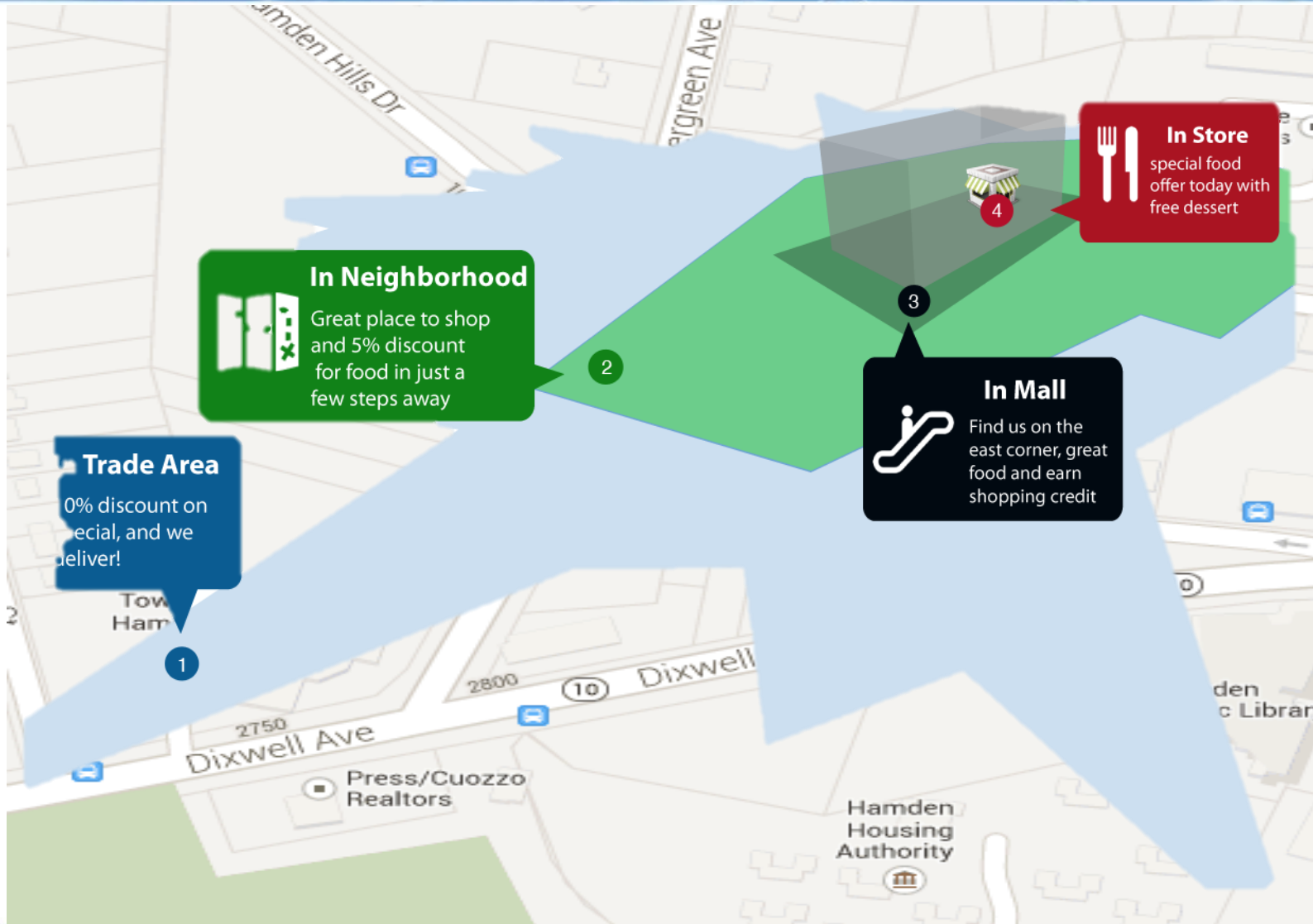


In store promotions
/ auto checkin

Businesses that users are at or nearby



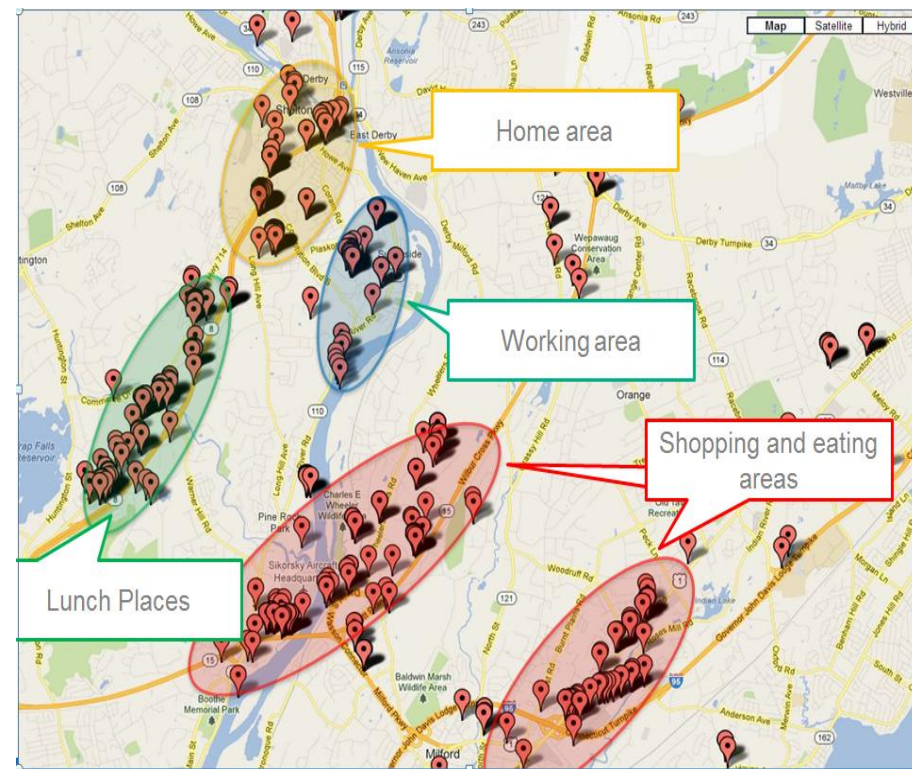
Result - Multi-level Smart Geo-Fencing



Merging Datasets

- Potential data
 - Where people are travelling to and from
 - When are they going
 - What are they doing
 - implied consumer behaviour and lifestyles
- Derived from
 - GPS and Wifi data

6 months of check-ins = 15.4 Million from 400K unique users



Merging Datasets

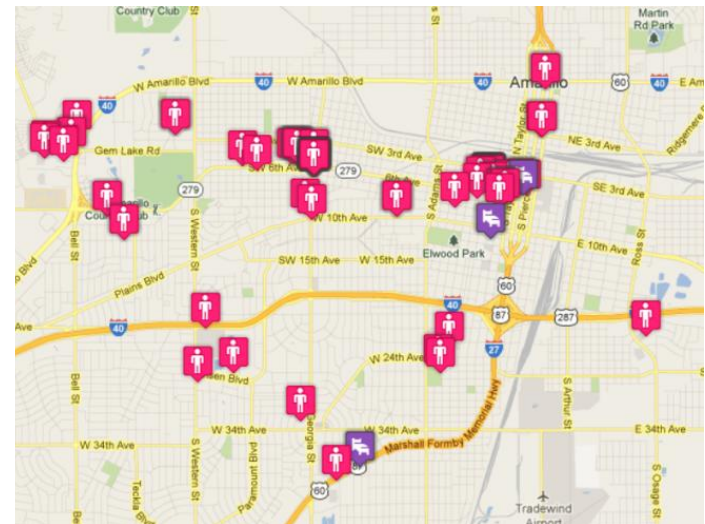
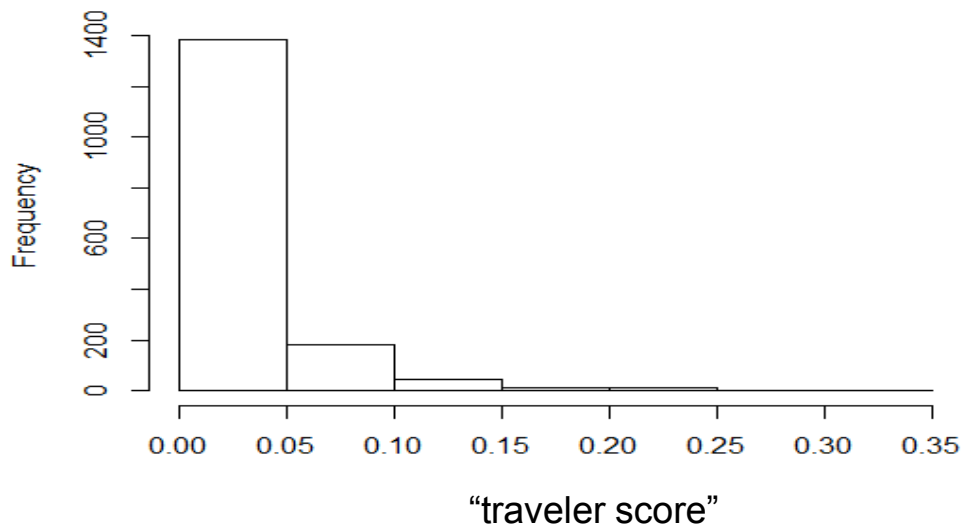
- Demographics
- Geodemographics
- Points of Interests
- Business Locations
- Neighbourhood Boundaries
- Parcel boundaries
- Indoor mapping



Location-Based Profiling (LBP): Results

In a test we were able to identify 8.8% of mobile users as “travelers”, thus the travel agency can target them differently in related mobile applications or web sites.

“Traveler score” distribution



- Innovation of Geodemographics and Demographics with time dependent behavioural data
- Location Based Profiling and Marketing:
 - Merge geodemographics and Demographics with location and destination
 - Derive new location based classifications
- Popular Location Profiles
- Enhanced catchment definition and analysis

What are our clients doing?

- Location based marketing
 - Social media and mobile marketing
 - Geofencing
- Enhancing customer experience
- Driving new capabilities
- Interacting with customers in new ways
- Enhancing their Retail Analysis
- Improving traditional outdoor marketing and advertising

Review

- SoLoMo is generating large volumes of data and greater location detail
- Opportunities available to create exciting new insights into consumer and retail behaviour
- Growing ability to personalise location based marketing



THANK YOU

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