Location Intelligence
Retail Case
Knowing vs Asking
TRACK
Actual customer journey @ city and store level.

TRIGGER
Just-in-time surveys, real-world event-driven.
GPS
Mall/stand-alone store or other POI
Store walk/drive-pasts
Personal places: home, work, etc.
Daily commute & OOH exposure

Beacons
Validated indoor visits
In-store footfall
Linkage to transactional data
Identify visits to POIs

Respondent: artem.tinchurin@gmail.com
Type: Visit
Start: 04.02.2016 6:29:37
End: 04.02.2016 6:50:53
Duration: 21 min. 16 sec.
Accuracy: 0 met.

Identify personal and frequent places
Behavioral Profile

Commuting and transportation preferences
Lifestyle and travel
Offline shopping habits
...

How to make sense of it?
> 15 min
< 5 hours

200 meters
What did you visit?

- Hypermarket: 53%
- Other: 40%
- Nothing: 7%
240 participants
4 months

26,127 visits

952 category visits

695 qualified visits

Visit Duration

- 15-30 min: 25%
- 30-60 min: 30%
- 1-2 hr: 25%
- 2-3 hr: 9%
- 3-5 hr: 11%
Client stores
• 506 visits

Competitors
• 414 visits
Share of Visits (Observed)
Client store A
• 175 visits

Competitors
• 82 visits
Shopping Mission Details (Observed)
Shopping Mission Details (Declared)
Customer Satisfaction
(%, top-4, 10 pt. scale)
Verified visits:

- 7% are ‘GPS + beacon’
- 9% are ‘beacon only’
- 84% are ‘GPS only’
• MR benefits from location analytics.
• We deal with probabilities.
• Scale is key: 1) brand apps, 2) location panels.
• Beacons are cool, but only 1/5 have their Bluetooth ON.