
PlaceIQ
THE EVOLUTION &
FUTURE OF LOCATION
INTELLIGENCE
October 1st, 2018 Duncan McCall Co-Founder & CEO

AGENDA

- The evolution of location based data in marketing
- How should we think about ‘visitation’?
- What can you learn from foot traffic?
- Going beyond digital media
- Offline / Online?
- Wrap up

PlaceIQ

LOCATION DATA: THEN AND NOW

PlaceIQ

THE EVOLUTION OF LOCATION



PROXIMITY MARKETING

AUDIENCE BUILDING

MEASURING IMPACT

ADVANCED ANALYTICS

PlaceIQ

THE EVOLUTION OF LOCATION



PROXIMITY MARKETING

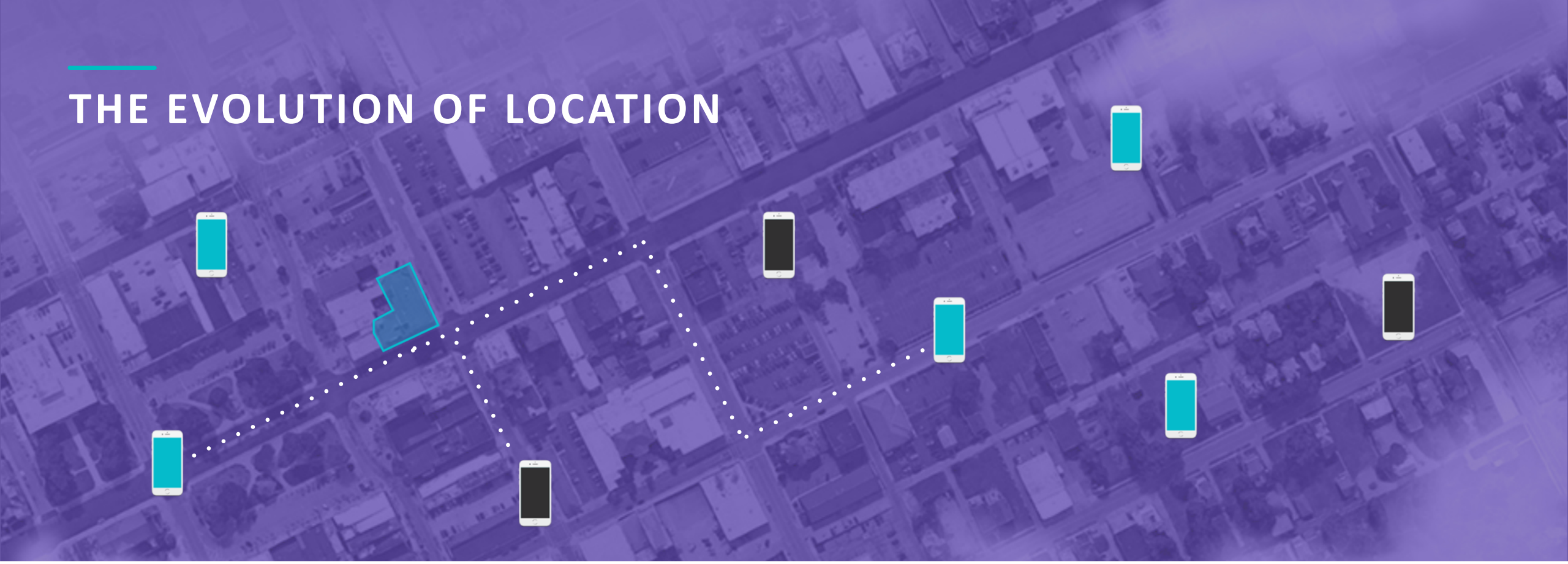
AUDIENCE BUILDING

MEASURING IMPACT

ADVANCED ANALYTICS

PlaceIQ

THE EVOLUTION OF LOCATION



PROXIMITY MARKETING

AUDIENCE BUILDING

MEASURING IMPACT

ADVANCED ANALYTICS

PlaceIQ

THE EVOLUTION OF LOCATION

What does daily foot traffic to my location look like?

Who are my competitors in a specific market?

Where else are my customers going?



PROXIMITY MARKETING

AUDIENCE BUILDING

MEASURING IMPACT

ADVANCED ANALYTICS

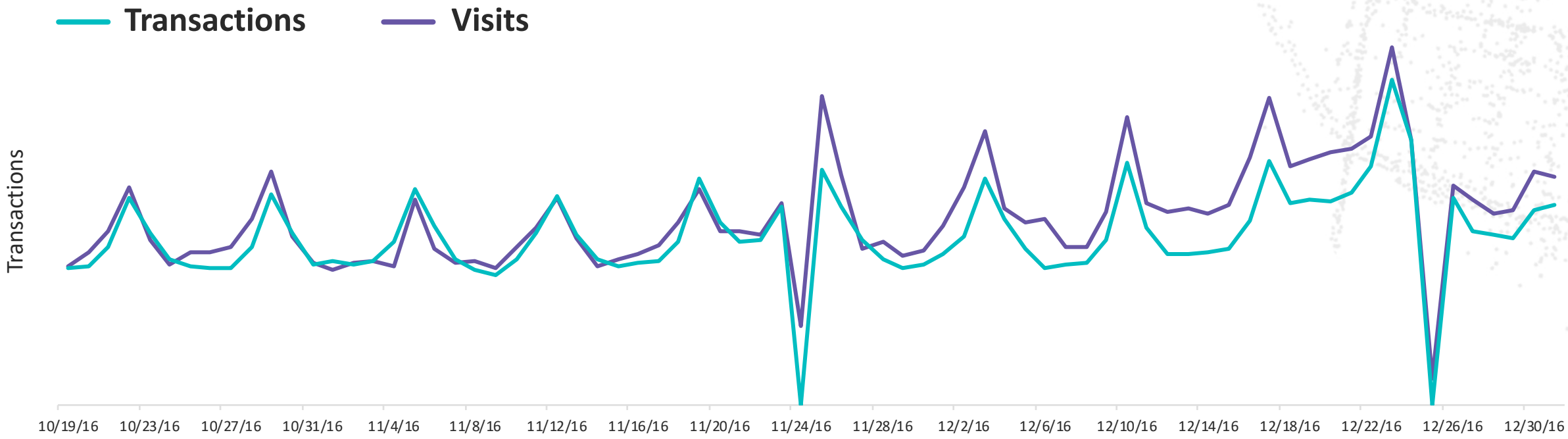
PlaceIQ

HOW SHOULD WE THINK ABOUT ‘VISITATION’?

PlaceIQ

VALIDATION: MAPPING TO PET STORE TRANSACTION COUNTS

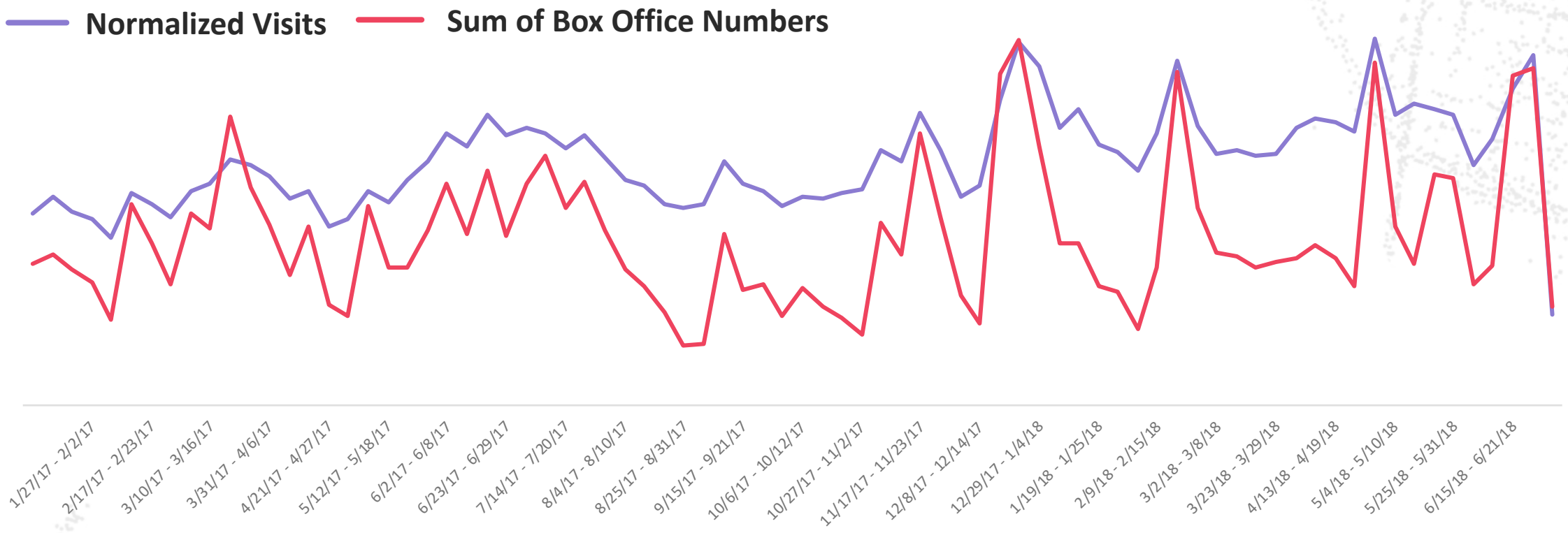
PlaceIQ captured daily visits to a pet retail chain and correlated it with their first-party daily purchase data.



PlaceIQ

VALIDATION: MAPPING TO BOX OFFICE REVENUE

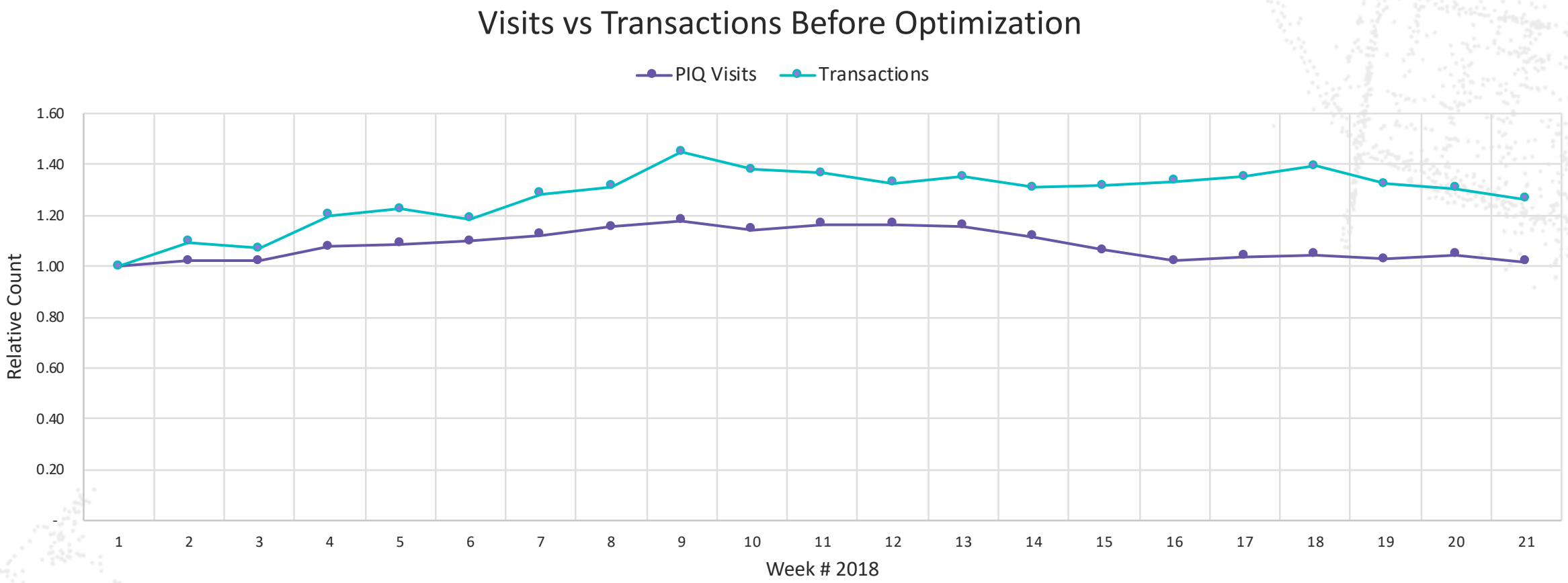
PlaceIQ captured daily visits to movie theaters and correlated it with weekly box office figures.



PlaceIQ

INITIAL STATE: TRANSACTIONS VS VISITS

Normalized PlaceIQ visits, without additional parameters, do not capture the trends seen in transactions at a brand's locations. **Initial correlation:** 0.44

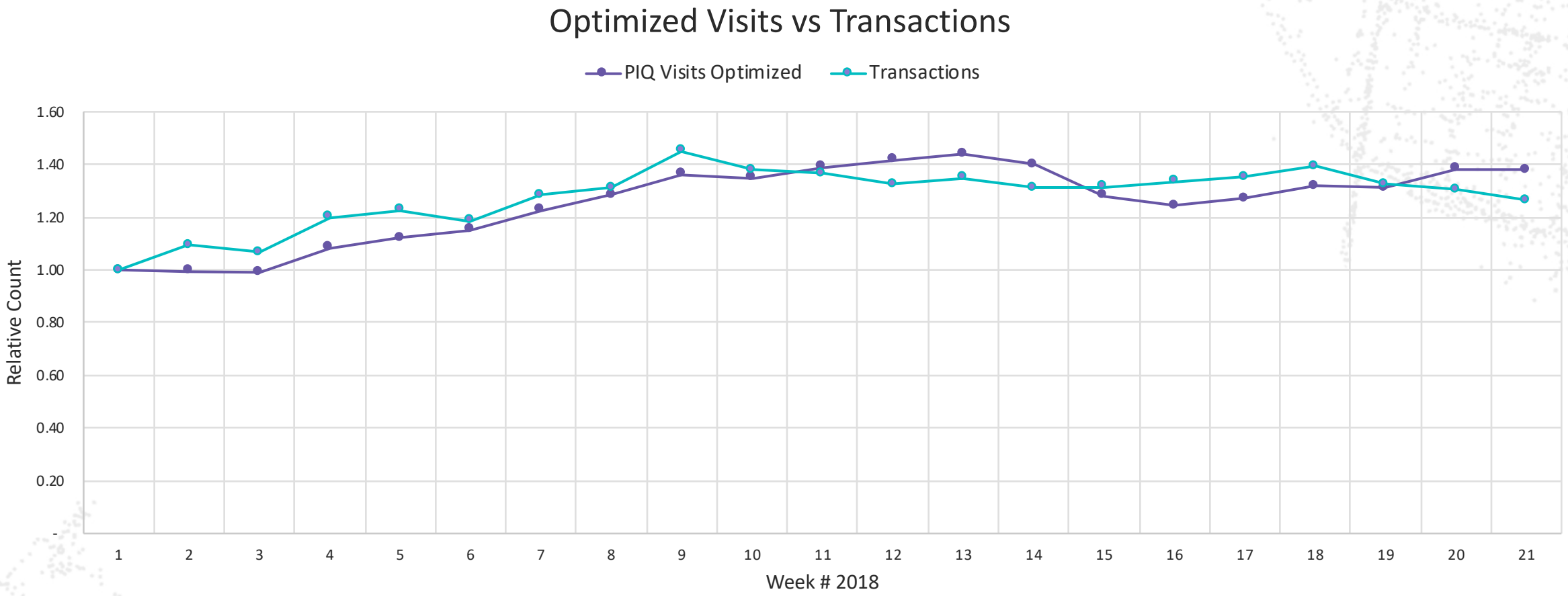


PlaceIQ

AFTER OPTIMIZATION: TRANSACTIONS VS VISITS

Tuning how we count visits significantly improves the match between visits and transactions.

Optimized correlation: 0.93



PlaceIQ

NOT ALL VISITS ARE EQUAL: DIFFERENT BEHAVIORS

Optimization for different business and consumer contexts is an area rich for visit quality improvement and marketing messaging. “Why use the same rules to identify Walmart and 7-11?”



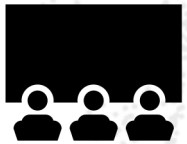
PET STORE

- Medium sized
- Usually in strip malls
- Regular, quick trips



FAST FOOD RESTAURANT

- Small sized
- Variety of contexts
- Dine in and drive-through



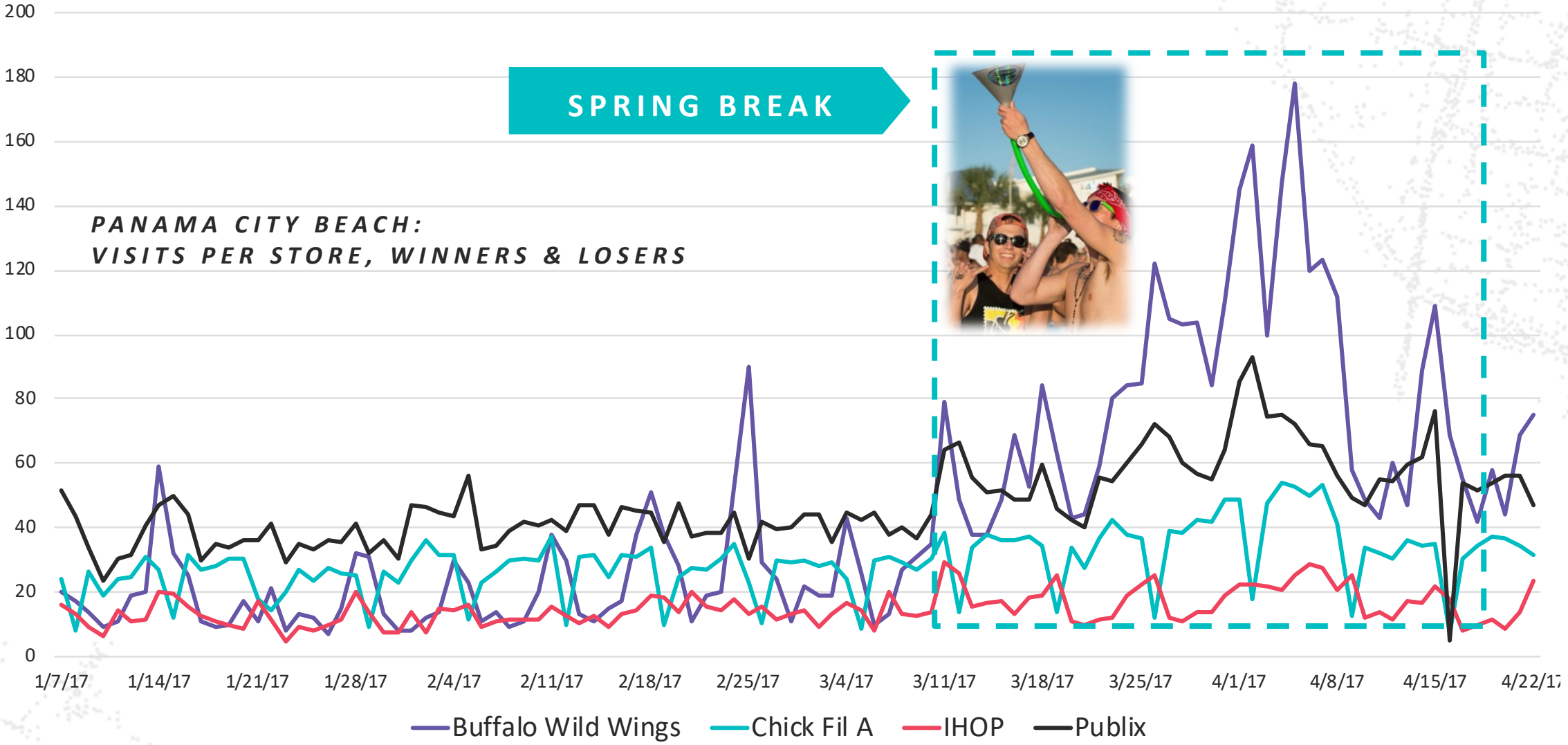
CINEMA

- Medium sized
- Often in malls
- ~2 hour visits

WHAT CAN YOU LEARN FROM FOOT TRAFFIC?

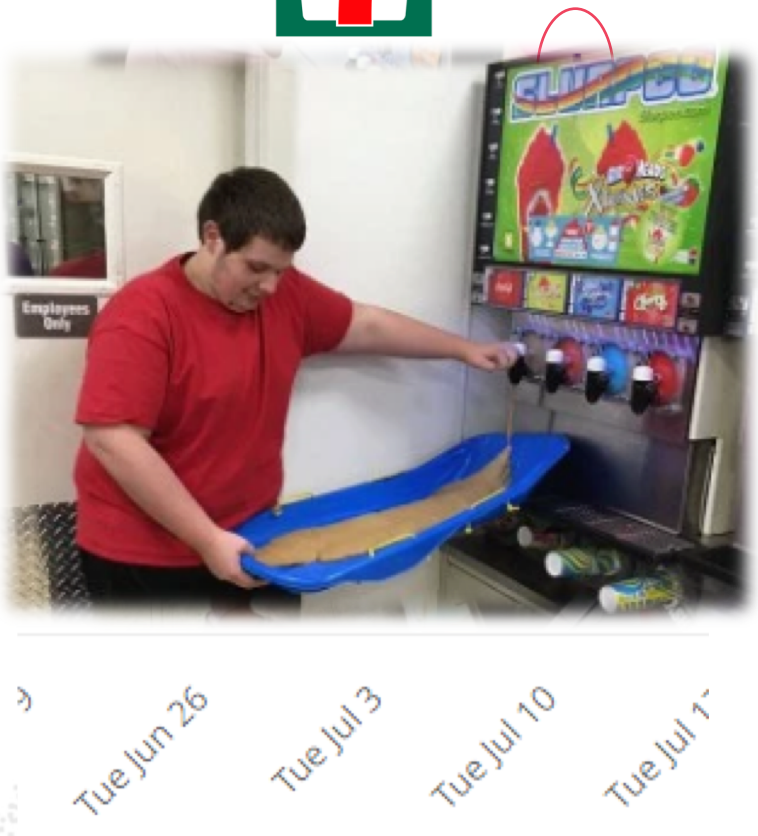
PlaceIQ

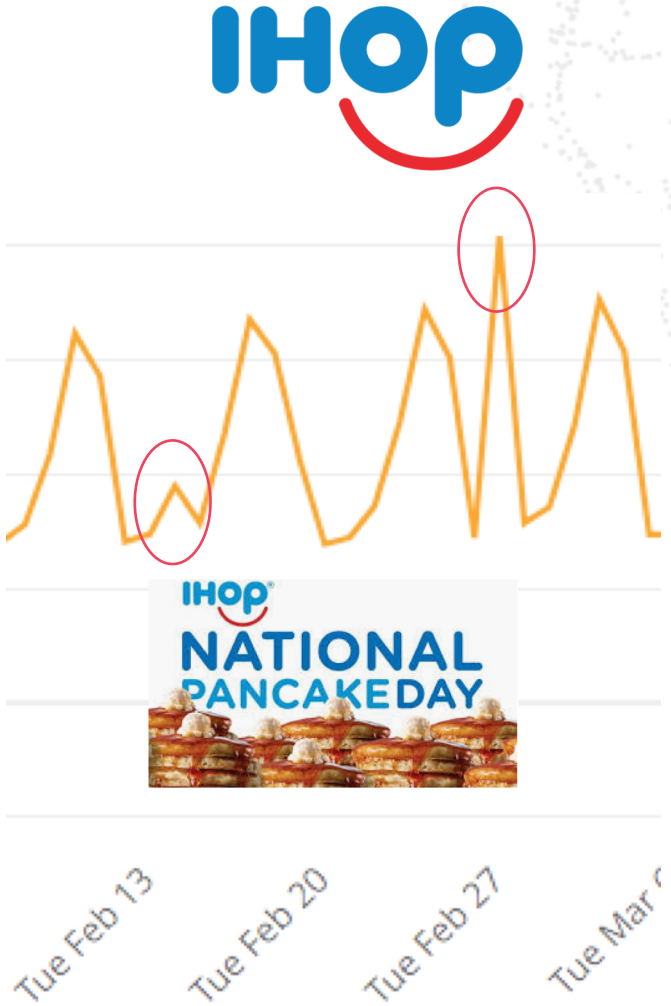
GAIN A BETTER UNDERSTANDING OF SPRING BREAK!



PlaceIQ

UNDERSTAND THE IMPACT OF (SOMETIMES FAKE) HOLIDAYS

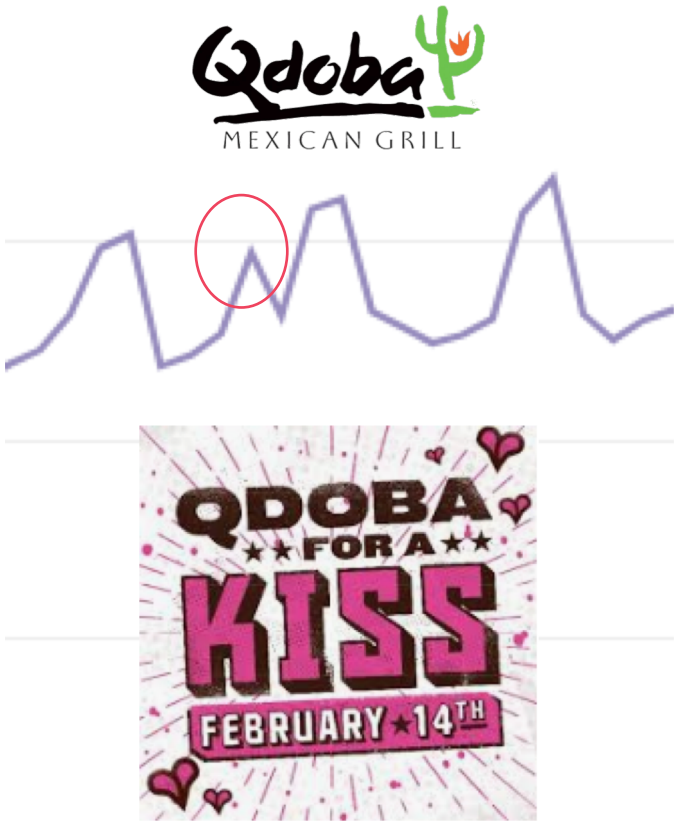


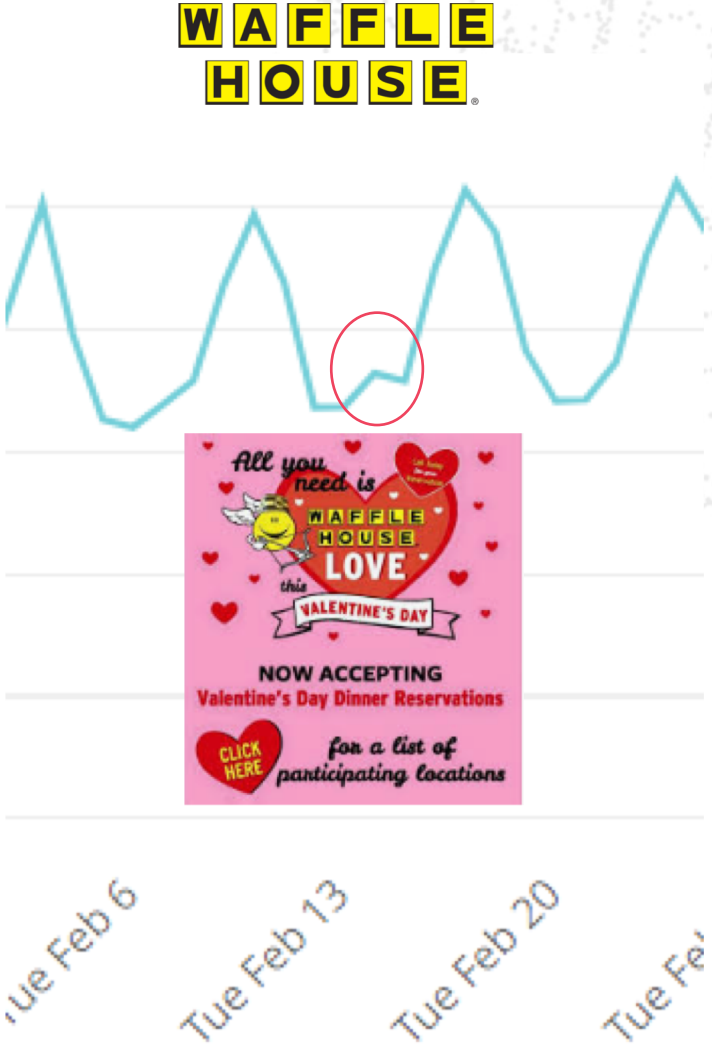


PlaceIQ

VALENTINES DAY AND FAST FOOD!?







VALENTINES DAY AND FAST FOOD!?

DUNKIN'



Tue Feb 13

Tue Feb 20

Tue Feb 7

Krispy Kreme DOUGHNUTS



eb 6

Tue Feb 13

Tue Feb 20

Tu

McDonald's

Tue Feb 13

Tue Feb 20

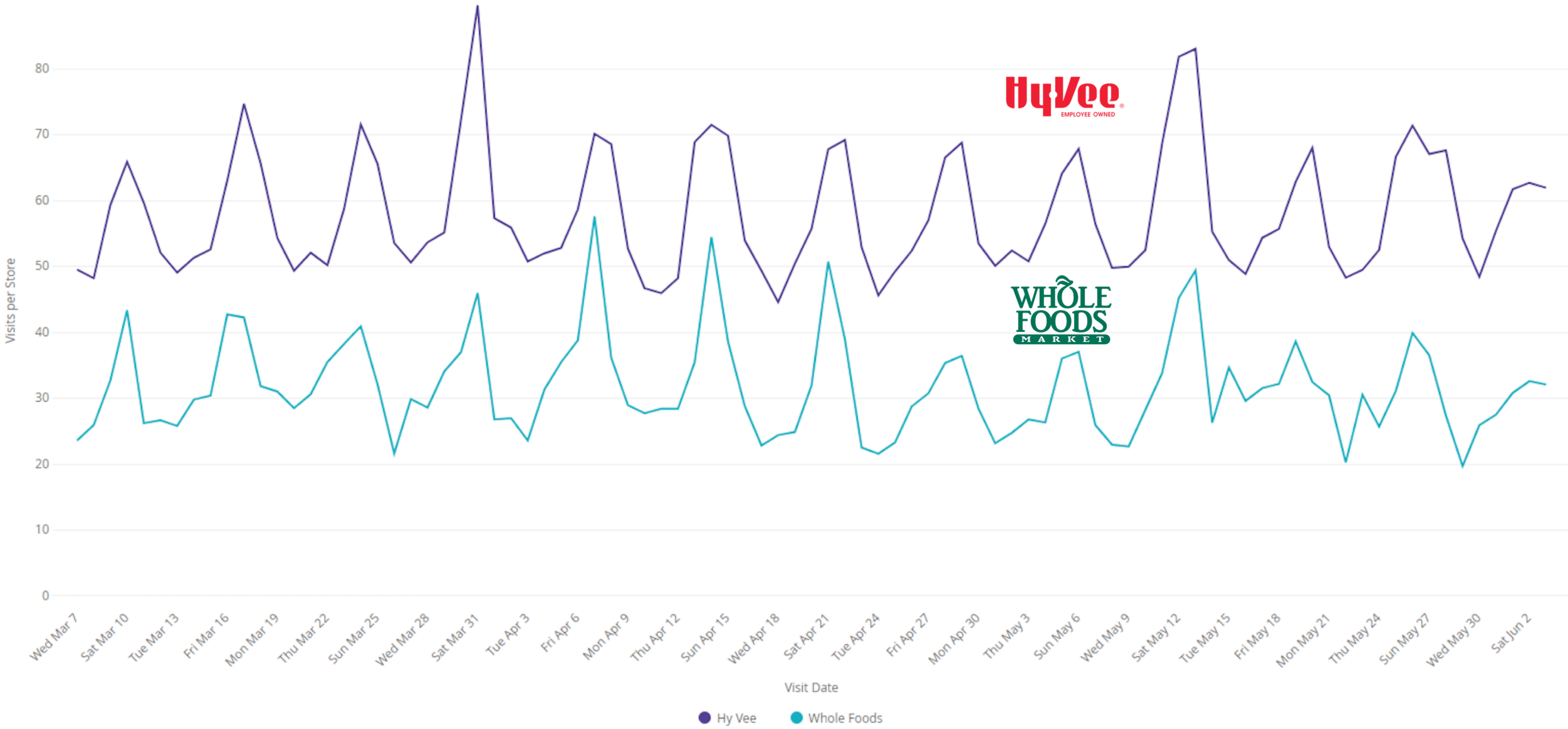
T

PlaceIQ

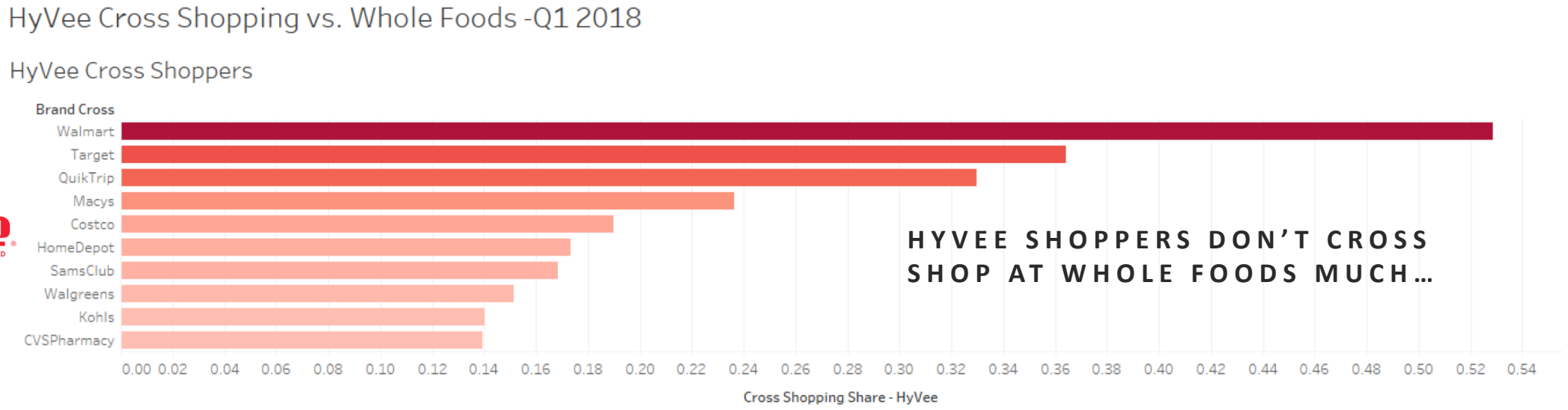
BUT WE CAN OBVIOUSLY DO MUCH MORE PRACTICAL THINGS AS WELL…

PlaceIQ

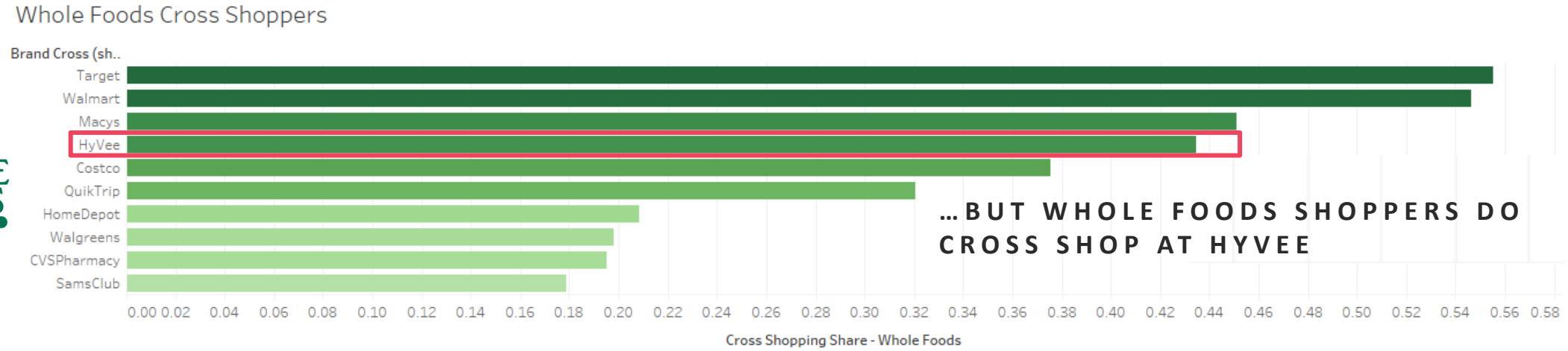
UNDERSTANDING THE THREAT OR OPPORTUNITY OF WHOLE FOODS



UNDERSTANDING THE THREAT OR OPPORTUNITY OF WHOLE FOODS



HYVEE SHOPPERS DON'T CROSS SHOP AT WHOLE FOODS MUCH…



…BUT WHOLE FOODS SHOPPERS DO CROSS SHOP AT HYVEE

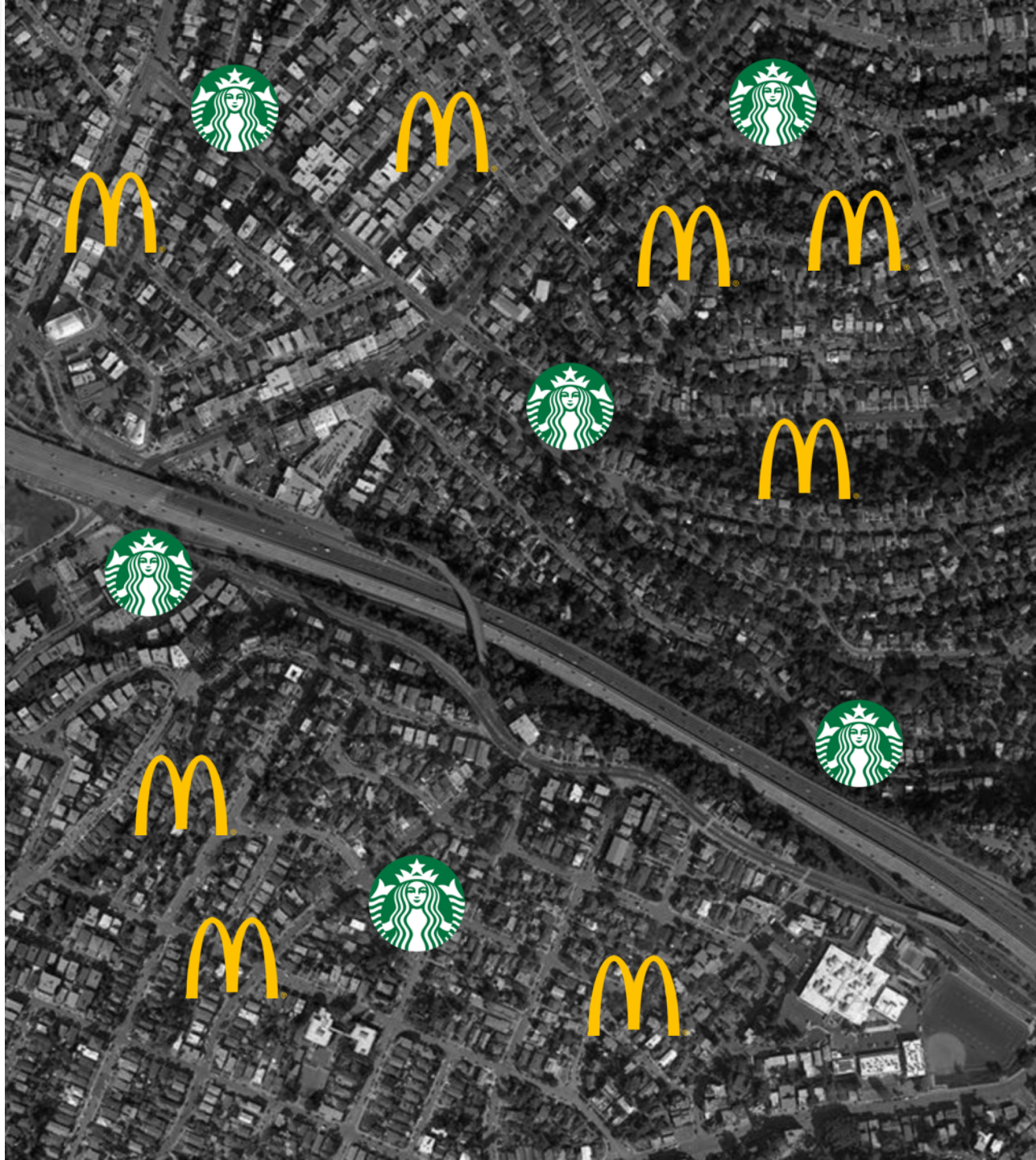
SMART-MARKETS

PlaceIQ

PROBLEM:

YOUR LOCATIONS DON'T PERFECTLY ADDRESS A MARKET

Unless you're McDonald's or Starbucks, your stores aren't easy to get to for everyone. A percentage of people in a market pass by your locations during their daily routine – near home, near work, or near their commute.

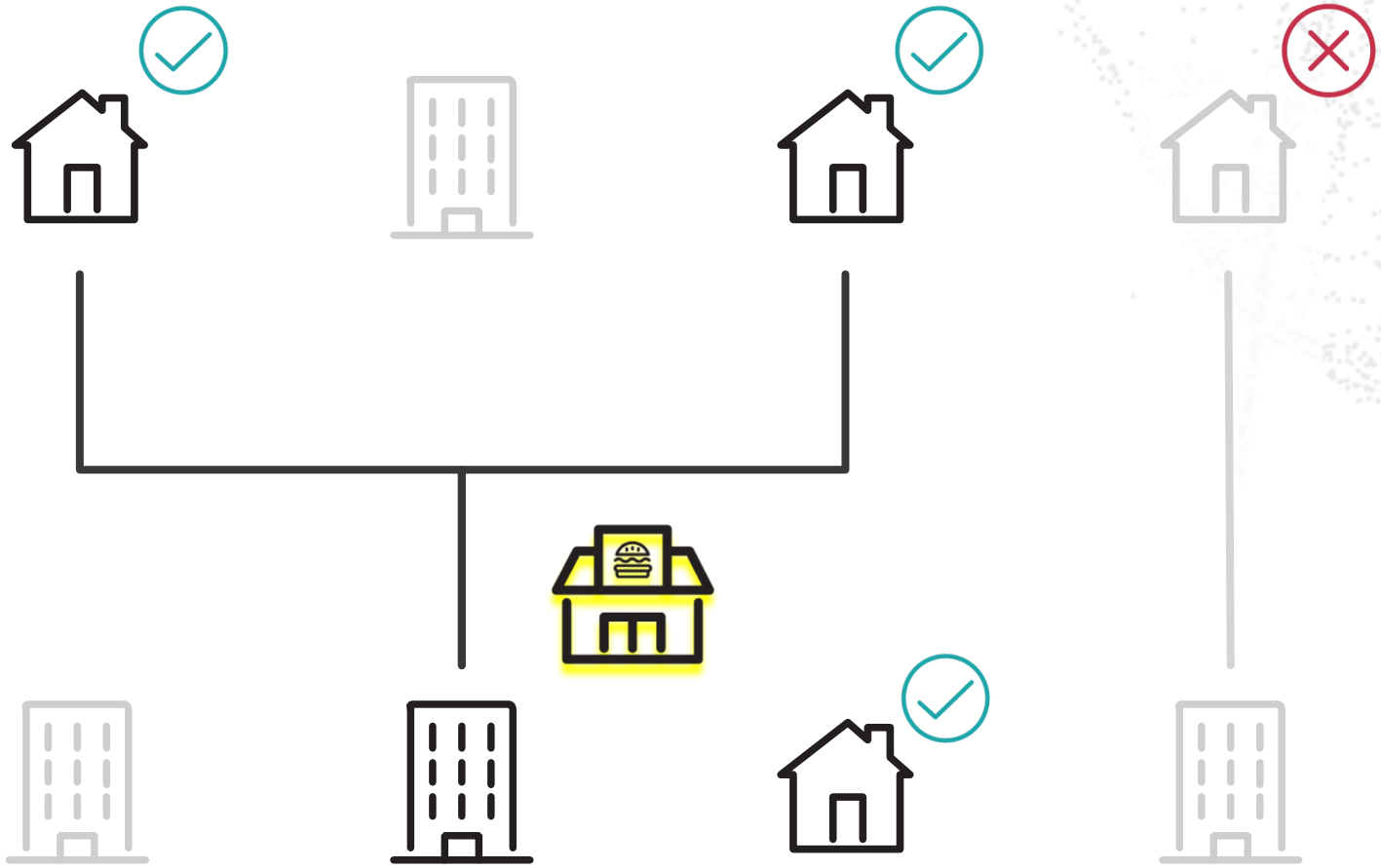


MARKET AREA TARGETING
WASTES INVENTORY

PlaceIQ

HOW MUCH MARKET DO YOU ACCESS?

IN ONE PART
OF TOWN,
YOUR BRAND
ACCESSES 75% OF THE MARKET



PlaceIQ

HOW MUCH MARKET DO YOU ACCESS?

IN ANOTHER PART OF TOWN, YOUR BRAND ONLY

ACCESSES 50% OF THE MARKET



PlaceIQ

WHY PAY TO TARGET A PERSON WHO CAN NEVER VISIT MY STORE?



WRONG MARKET



LIVE TOO FAR

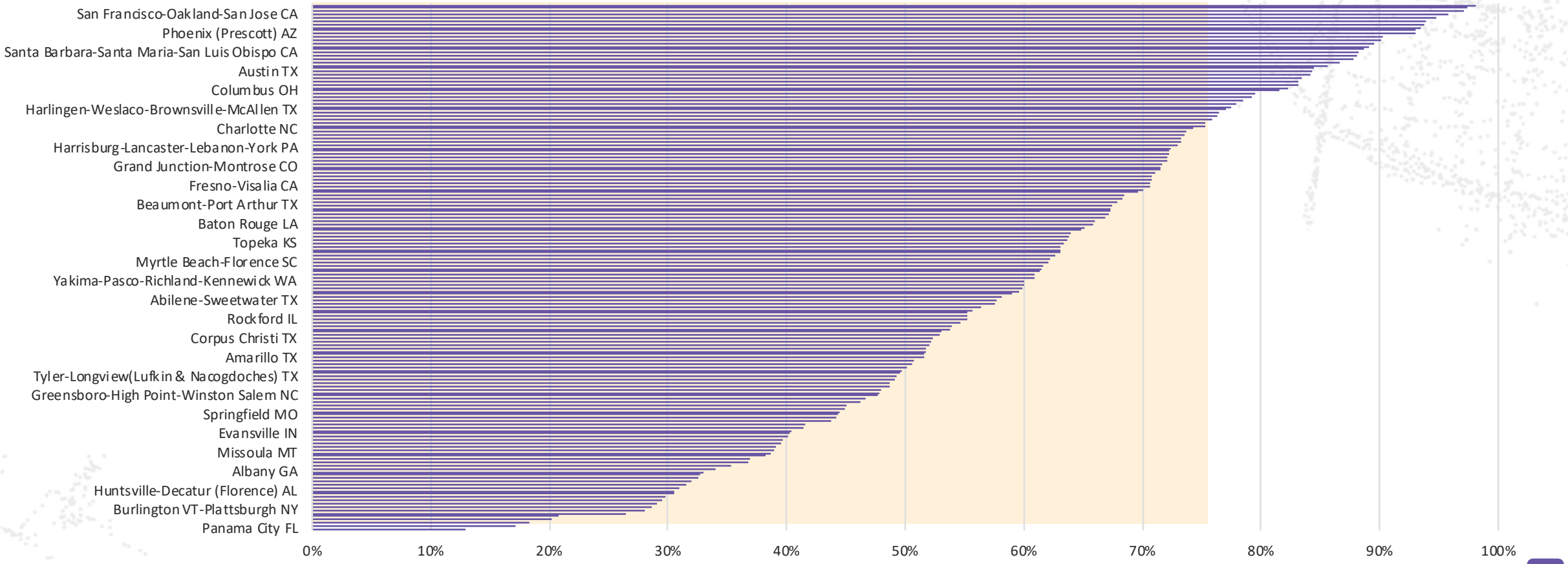


NEVER PASS BY

MARKET ACCESS WASTE: CHIPOTLE

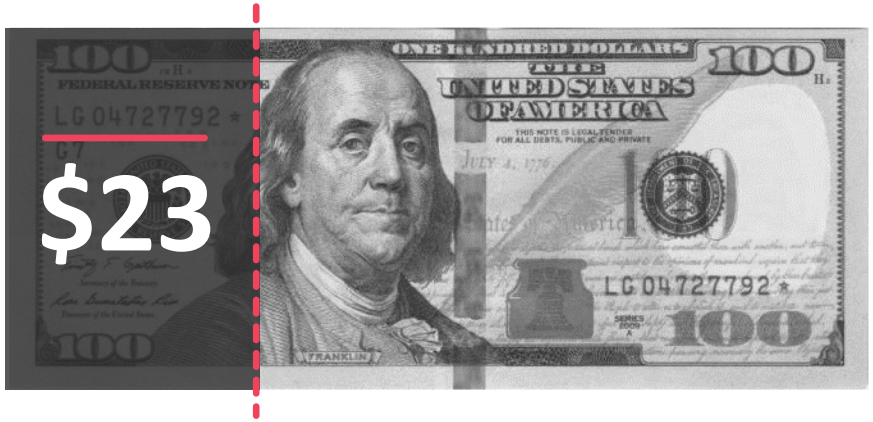
Chipotle wastes ~27% of their impressions if they target entire market areas where they have presence.

Out of 167 markets, 49 markets are below 50% market access; 126 are below 75%.



HOW DO YOU STACK UP?

DUNKIN' DONUTS



Kroger



COSTCO WHOLESALE



TRADER JOE'S



PlaceIQ

A NEW APPROACH



CONSUMER DAILY ROUTINES

+

DUNKIN' DONUTS

WHOLE FOODS MARKET

TARGET

YOUR LOCAL STORE LOCATIONS

PlaceIQ

SMART MARKET AREA AUDIENCES

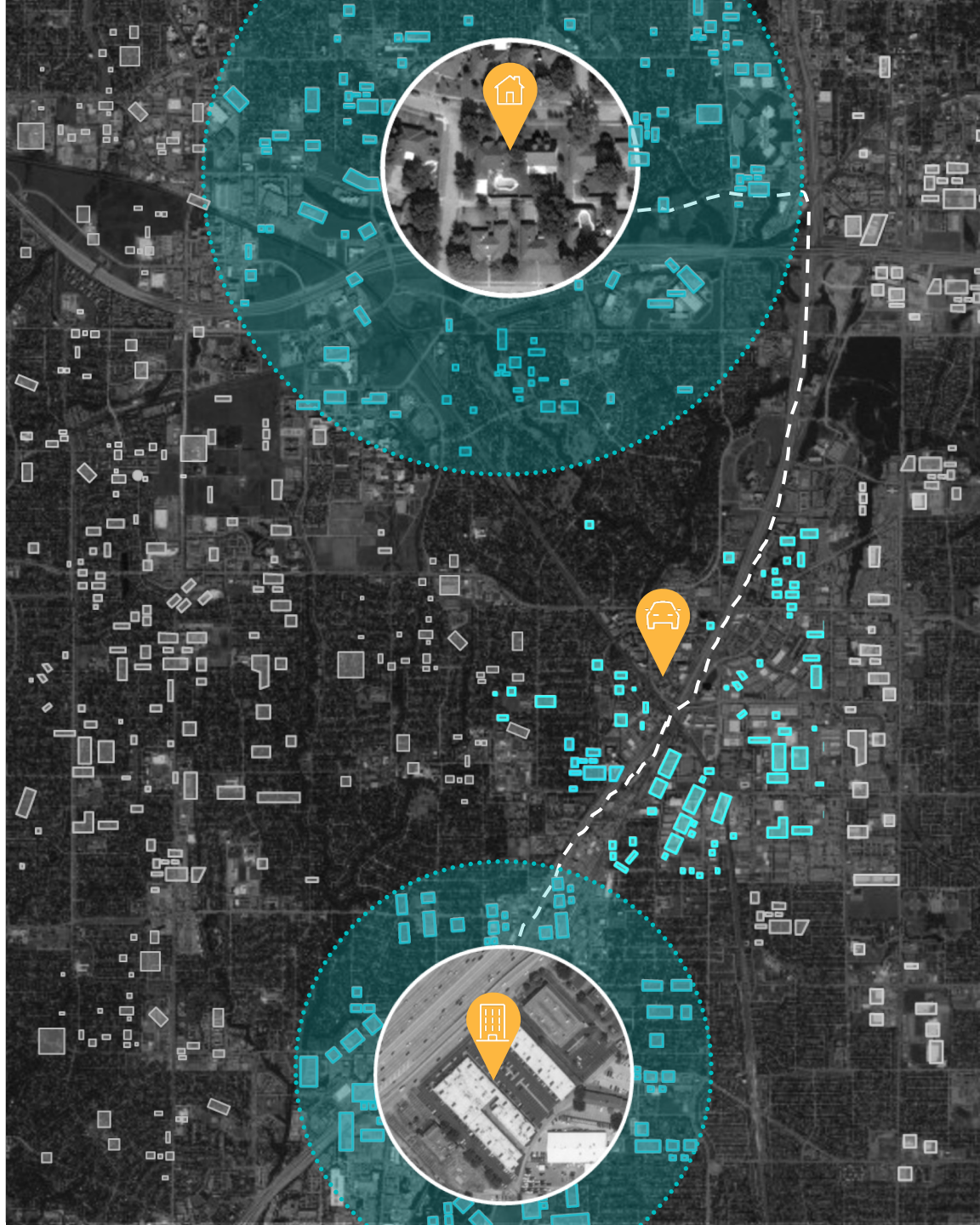
Audiences built by understanding daily routines, store locations, and their interactions in a market.

SMA AUDIENCES INCLUDE DEVICES THAT…

LIVE BY
live near a brand's physical location

WORK BY
work near a brand's physical location

DRIVE BY
commute past a brand's physical location regularly



LOCATION DATA:
GOING BEYOND DIGITAL MEDIA

PlaceIQ

CASE STUDY: ONE BEVERAGE BRAND CONNECTS EVENT SPONSORSHIP TO IN-STORE PURCHASES

UNDERSTAND STADIUM VISITORS



TRANSLATE VISITS TO PURCHASERS

PlaceIQ → LiveRamp an acxiom company → IRi

ANALYZE IN-STORE PURCHASES



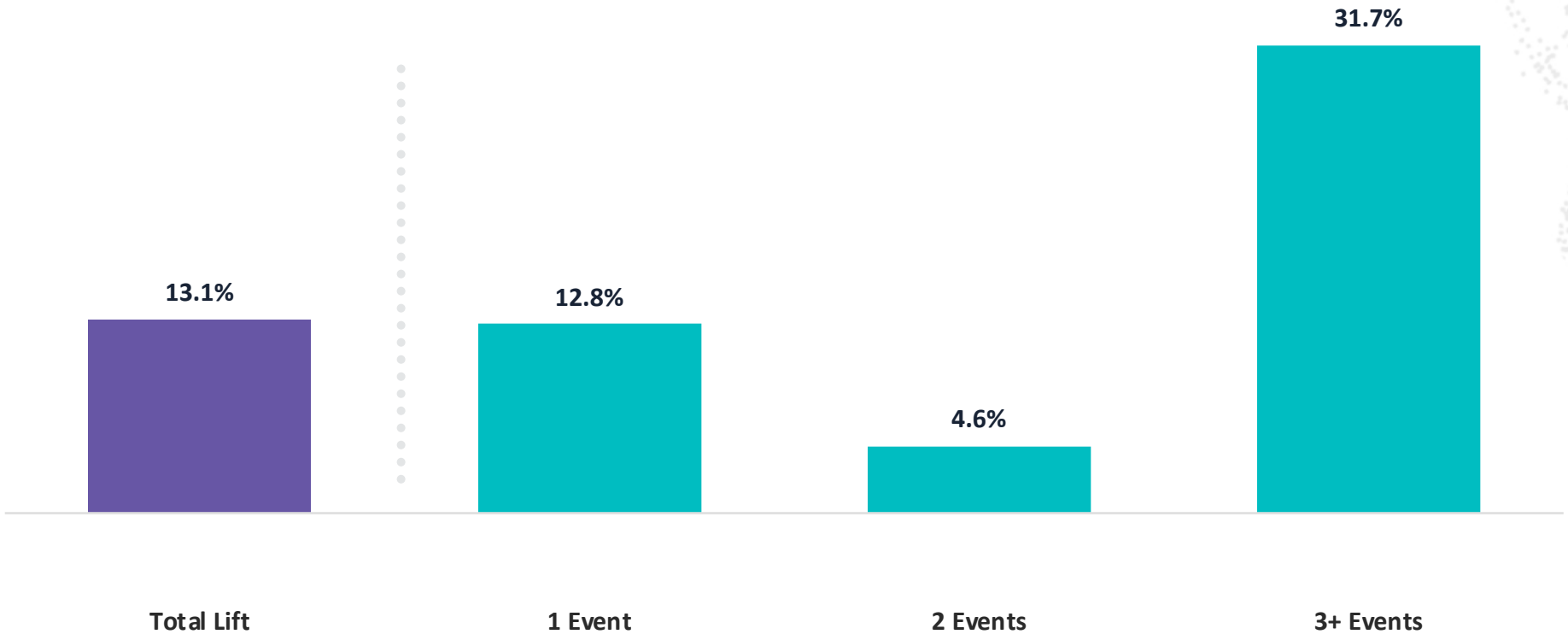
RESULTS

- In one season, the brand earned more than **$3M in off-premise sales** from exposed visitors.
- **Event** visitors spent **twice** as much on the beverage brand versus a control group.

PlaceIQ

REPEATED EXPOSURE TO EVENTS GREATLY INCREASES SALES LIFT

% $ Lift by Number of Event Visits / Client Brand



PlaceIQ

LARGEST OPPORTUNITY: TARGET CONSUMERS AROUND QSRS, CASUAL DINING AND HOTELS



LOCATION DATA:

IT'S ONLY FOR OFFLINE TO OFFLINE RIGHT?

PlaceIQ

OFFLINE TO OFFLINE & OFFLINE TO ONLINE TARGETING & ATTRIBUTION

	BEHAVIOR	TARGET	CONVERSION
Online *to* **Online**	 **ONLINE INTERACTION** Ex: Website Visit / Product in Cart	 **RETARGETED** Ex: Ad Served Online	 **ONLINE PURCHASE** Ex: Website Purchase
Offline *to* **Offline**	 **OFFLINE BEHAVIORS** Ex: Drive By Commuter, Store Visit	 **LOCATION TARGETING** Ex: Ad Served to Competitive Shopper	 **OFFLINE PURCHASE** Ex: Store Visit / Offline Purchase*
Offline *to* **Online**	 **OFFLINE BEHAVIORS** Ex: Drive By Commuter, Store Visit	 **TARGETED** Ex: Mobile Ad	 **ONLINE PURCHASE** Ex: Mobile Web or App Purchase*

*PlaceIQ is able to verify merchant purchase through credit card data as well as connect to 1st party data

PlaceIQ

CASE STUDY: URBAN OUTFITTERS LEVERAGES REAL-WORLD BEHAVIOR TO TARGET USERS

"Our goal is to provide better experiences for our audience in this competitive landscape. Out data enriched by PlaceIQ in Appboy's mobile messaging and testing platform has helped with this goal."

- ANDREW RAUCH, SENIOR DIRECTOR, GLOBAL DIGITAL MARKETING, URBAN OUTFITTERS

OBJECTIVE

Gain deeper insights into customer interests and behaviors both online and off, and use those learnings to inform upcoming campaigns.

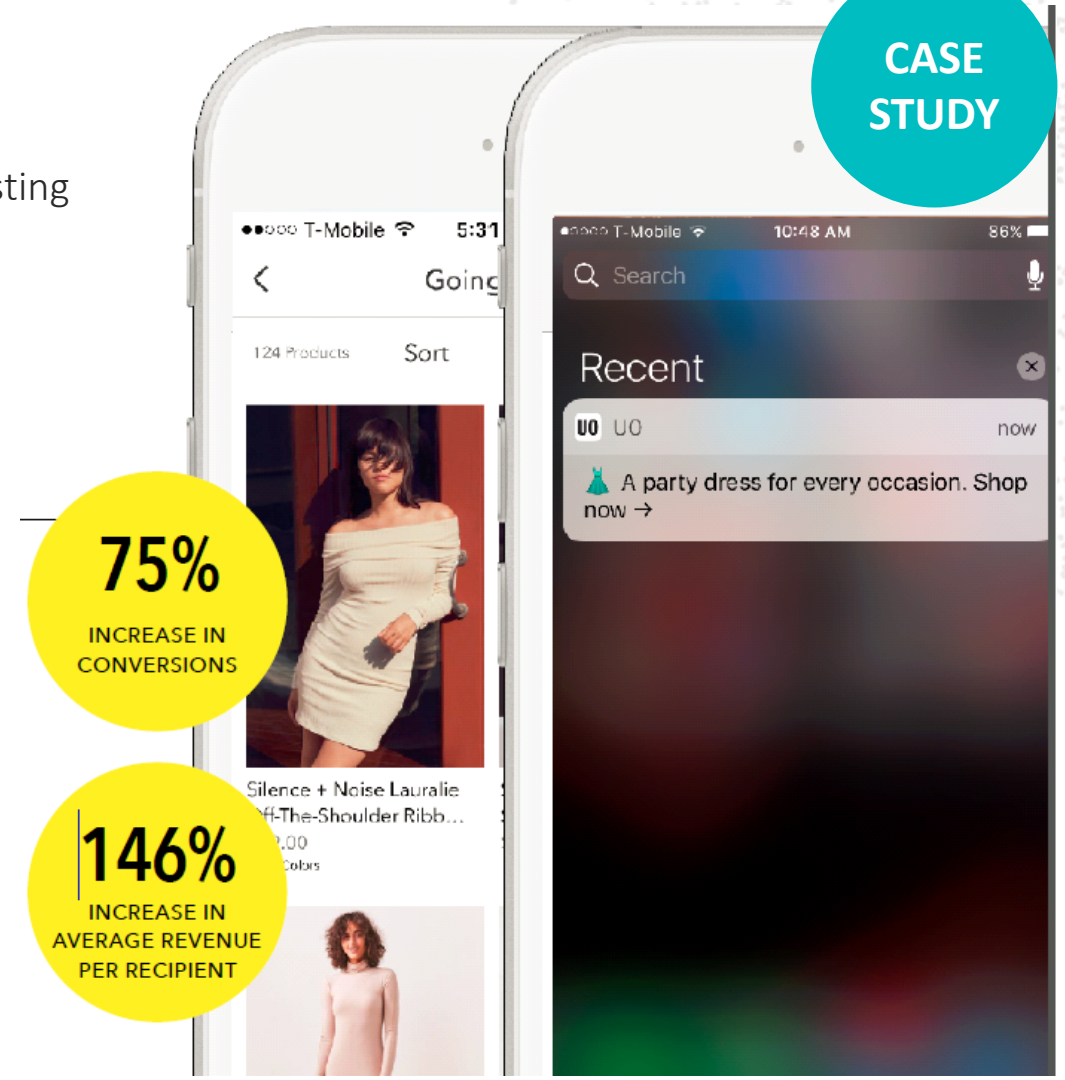
STRATEGY

Use audience building supported by Appboy's integration with PlaceIQ location data.

METHOD

Create, send and test messages designed to better appeal to each user, including notifications, email, news feed cards, and in-app messages.

CASE STUDY



75% INCREASE IN CONVERSIONS

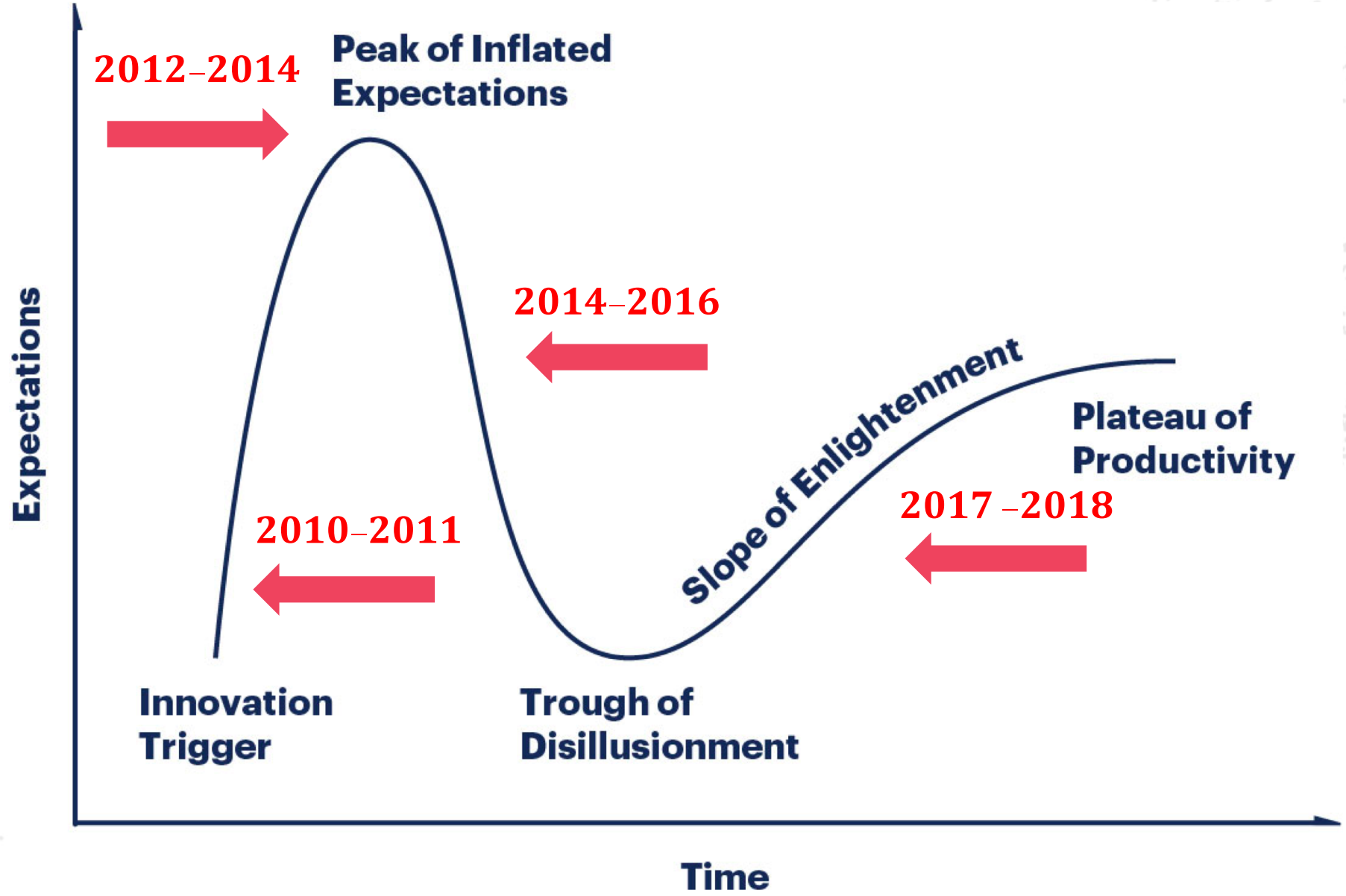
146% INCREASE IN AVERAGE REVENUE PER RECIPIENT

PlaceIQ

WHERE ARE WE ON
ON THIS JOURNEY?

PlaceIQ

THE GARTNER HYPE CYCLE



PlaceIQ

Thank you.

Duncan McCall

CEO & Co-Founder

Duncan@PlaceIQ.com 415-205-6594

PlaceIQ