

# Transforming Customer Engagement With Location-Based Technologies

Strategic Opportunities  
with Customer Location Data

featuring direct insights from retail industry leaders



A 2017 Future Stores Report presented in conjunction with Blis

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“We are not selling boxes, we are creating experiences.”

- Shari Rossow, Best Buy

# Executive Summary

## *Understanding Your Data-Driven Future*

Today, retailers are trying to figure out how to make the store more relevant. Even as retail activity has shifted to online channels, retailers are pivoting their in-store strategies, blurring the lines between digital and physical environments to create a seamless experience for customers. Beginning with offerings like ‘buy online, pick up in-store,’ digital has now become an environment for customer engagement that drives in-store sales; and as retailers begin leveraging smart technologies like machine learning, Artificial Intelligence (AI), and Internet of Things (IoT), retailers will not only target and personalize for their consumers, they will “know” them well enough to take advantage of every natural step towards a purchase.

In this report, we will learn from retail experts both at the cutting edge of retail technologies and at the early stages of exploration, centered around best practices and applications of customer location data and location-based technologies. Six Directors and Vice Presidents from the leading brands **Verizon, Best Buy, Coca-Cola North America, Chili's, and DSW**—and one retail technology and innovation expert from **Microsoft Corp**—share their journeys and perspectives on the intersection of digital and physical worlds.



“We will see the customer journey transform; and we’re not just going to see it as in-store and online, because every point in between is going to be a possibility for conversion.”

- ShiSh Shridhar, Microsoft

# Expert Contributors

As leaders within their respective organizations, our contributors represent a dynamic cross-section of top performers in retail. Their insights form the primary basis of this report.



## ShiSh Shridhar

Director, Business Development, Data, Analytics & IoT  
**Microsoft Corp, Retail Sector**



## David Garcia

Director of Experience Innovation  
**Verizon Communications Inc.**



## Shari Rossow

VP Retail Operations  
**Best Buy Co.**



## John Carroll

VP General Manager, E-Commerce  
**Coca-Cola North America**



## Wade Allen

VP Digital Guest Experience & Analytics  
**Chili's (Brinker International)**



## Beth Rick

Sr. Director, Transformation  
**DSW Inc.**



"There's a flow often referred to as 'phygital' where one can seamlessly go between the physical and digital world as well as have a digital experience in the physical store."

- ShiSh Shridhar, Microsoft

## What are retailers doing to engage with consumers more effectively in the digital space?

Retailers are shifting towards a digital, interactive model as opposed to a traditional push marketing strategy dependent on static print, televised, and digital advertising. Consumers are becoming more comfortable with helping shape the media with which they interact when it comes to making purchasing decisions, and more readily offer their data in exchange for better offers and experiences.

Retailers deliver those experiences using retargeting, whereby consumers are targeted based on their previous online or offline behavior. Retailers can change how they engage with consumers based on content consumers regularly engage with, their historical location data, or even the specific times of day in which they are most agreeable to receive a retailer's messaging. Retailers can retarget consumers across devices using this data, and even drive consumers to certain locations by working with a tech partner using cost-effective, performance-based payment agreements.



**David Garcia**, Director of Experience Innovation, **Verizon Communications Inc**

"What we find is that people are becoming more comfortable with self-serve and retargeting. In the past you would log into verizon.com, go to another website and see a Verizon ad on the New York Times. As those ads become and feel native, such as in your Instagram feed or Facebook, then the content is actually good and relevant. You see people becoming more comfortable with that type of retargeting rather than banner ads and click ads."

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**John Carroll**, VP General Manager, E-Commerce, **Coca-Cola North America**

"It's important that the linkage between what we're trying to communicate with our brand to what the consumer is doing contextually is clear. It's also important that we have the opportunity to really drive an experience online, whether through video, creative banner ads, or creative copy. We want to have a brand-building experience online and to drive purchase closer to the shopper."

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**Shari Rossow**, VP Retail Operations, **Best Buy Co.**

"We're trying to make it easier for customers to start and stop anywhere. It's now a basic expectation for how we all shop."

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**Wade Allen**, VP Digital Guest Experience & Analytics, **Chili's (Brinker International)**

"Considering the way consumers use their mobile phones and the need for immediacy in our society, you can't help but question whether or not we should shift more money out of television advertising and into the digital world. I don't know what the right percentage is, but my belief is we can't follow the 80/20 or 90/10 model anymore. Instead, we need to get closer to a 60/40 or 65/35 model with the smaller amount being digital."

## What is the business value of leveraging location data, and what are the potential risks?

For most retailers, location data is a well of valuable information that remains untouched. Location data, when leveraged properly, opens opportunities to engage consumers with greater relevance, to increase loyalty with better personalization, and to drive increases in conversions. But there are risks—alienating consumers, for example—of which retailers must be aware to ensure they are working with technology providers in the most constructive way to meet their customers' needs and business objectives.



**Wade Allen**, VP Digital Guest Experience & Analytics, **Chili's (Brinker International)**

"The tactical use for location data today is to help a customer find something nearby, such as a retail store or restaurant. This can be done by pinging them via their mobile device when they are in a certain geographical vicinity of a desired location. We're aware of the power of location data; and to some extent we're in the infancy stage of leveraging that data. However, we have yet to fully implement location data because we are sensitive to the spam element of it and have the well-being of the consumer in mind."



**Beth Rick**, Sr. Director, Transformation, **DSW Inc.**

"We have a lot of technology that is sunsetting. We want to retire this technology and move to new cloud-based platforms and platforms where we can gather location data. That's something that we're actively working on with every initiative that we have. It's a full-scale change because not only do we need the means to collect the data from every customer from the start; we have to find applications for it right away. The data is always changing."



**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT, **Microsoft Corp, Retail Sector**

"The challenge is how to easily combine that data. That's where the complexity lies for many, but that's also where the newer technologies can help, especially looking at what we offer at Microsoft, in that ability to combine. There are a lot of open-sourced technologies as well that allow you to combine all of this unstructured data to build those machine-learning models that can pinpoint where a person is; and, based on the current time, temperature, purchase history, and affinity for these types of products, can find what the highest probability for them to buy would be when they receive those specific offers. That combination of data is really what delivers that ROI."

## Next Generation Location Technologies

Many retailers understand Location 101 (i.e. geofencing) and now they are moving beyond the real-time capabilities of location technology towards more advanced applications. For example, applying historical consumer location data and Artificial Intelligence (AI)-powered solutions to media campaigns in order to create more targeted experiences with their consumers ultimately increasing ROI.

Brands can now drive in-store foot traffic by targeting only those with strong purchase intent at exactly the right time and place. Brands can now tell their tech partners how many visitors they need in what locations and buy them on a cost-per-visit model; only being charged once a store visit occurs.

For example, a fast-food chain can identify its ideal audience by looking at individuals who visit this chain a few times a month. Then, they can deliver ads to these individuals at the time and place they are most receptive based on past behavior patterns to drive them in store. Such advanced techniques increase foot traffic as well as in-store sales and are at the forefront of this new technological movement.

## How will location-based technologies become part of a greater digital strategy?

As its business value becomes increasingly evident, location-based marketing is on the cusp of widespread adoption. Our experts predict it will become part of a greater marketing strategy that incorporates a wide range of emerging technologies, including AI, IoT, and others to achieve holistic and real-time engagement with consumers and predict future behavior.



**Beth Rick**, Sr. Director, Transformation, **DSW Inc.**

"If you had every single piece of customer data, you could organically become a part of their lives wherever they are. You would be in the fabric of everything, because you would know where they're located, what information they're looking at, how they're using it, what they're interested in, what their behaviors are; and at that point in time, we would just try to make shoes part of their life... They would just think about shoes and DSW is the place they would go."

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**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT,  
**Microsoft Corp, Retail Sector**

"That physical experience is one aspect of it: digital and physical should complement each other. The other aspect is that there will be a lot more channels embedded into how we buy. There are a lot of capabilities available today through things such as cognitive services and artificial intelligence that are going to be used. For instance, the phone camera becomes a channel. We will be capable of pointing a phone camera at a product such as a pair of shoes someone is wearing, and the phone can identify what those shoes are, show prices at different retailers, and then we can buy with a single click."

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**David Garcia**, Director of Experience Innovation, **Verizon Communications Inc.**

"What I'm really excited about is the convergence of these technologies—location services, voice services, AI, or your smart home solution. We are in a place right now where there is fragmentation as we land on a standard. I think once there is an established standard, some convergence around interoperability, and that the customers have an understanding of how these things work, you'll see things that you couldn't have imagined. Right now it's a 4 on a scale from 1 to 10. I think it's going to be very exciting."

## How are retailers acquiring location data, and how are those methods going to evolve?

Retailers have not realized a single, best-practice method for acquiring location data to meet all of their individual needs. Most retailers turn to third-parties such as mobile service providers, data brokers, social media, and others to overcome their data limitations. However, retailers are exploring alternatives to existing third parties.



**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT,  
Microsoft Corp, Retail Sector

"For the most part, retailers are relying on third-party data. Most retailers are not gathering location data independently, but many retailers are in the experimentation stage with in-store traffic data. There are a lot of conflating technologies as capabilities are evolving. We've seen retailers experiment with different technologies such as LED lighting, beacons, audio technologies, and Bluetooth technologies."

Many retailers are buying data from cellphone providers to get location information so they can detect where exactly they're seeing traffic within the mall and within the store, then use that information in effective ways. Additionally, some credit card companies are providing insights into where they see traffic or if that traffic is going to a competitor's store. All of this is by maintaining privacy—the PII (personally identifiable information) data is not shared, but primarily the identity or the ID of the card. That ID correlates to a lot of things that provide insights.

For instance, if that particular ID bought their groceries in a certain location within the last 30 days, that pattern indicates that they live in that area. At this point retailers can see where customers are coming from, they can do specific targets, based on that information, and they know what the purchase patterns are for the people in one area versus another. They're doing a lot of correlations using that location data.

The easiest way for retailers to access data without mining every possible source is through data brokers. Data brokers aggregate from multiple sources including cellphone providers and social media data amongst other forms of data. Once retailers get that data, the next challenge is pulling in locational data, weather data, and demographic data, then combining all of that data to create a model that provides the most relevant, personal, and timely offer based on that mix of information."



**Beth Rick**, Sr. Director, Transformation, **DSW Inc.**

"There is not one silver bullet that can do everything, and so you need a variety of tools to support both marketing and digital needs. I don't think the third-party data resources will ever go away; you just might leverage them differently."

### Assuring Data Quality

If their location data is not of the highest quality, retailers will waste dollars and lose the marketing game. Retailers who want to be sure they are getting the best quality data must ask their providers the following:

- Where do you source your data?
- Do you use bid stream data? Is it strictly GPS, or do you use centroid data as well?
- How do you validate that the data is GPS data?
- What's your methodology for filtering bad data?

Providers should correctly answer all of these questions, and have evidence to support their claims.

## How does location data relate to physical stores, and how can retailers use location data to drive in-store foot traffic?

For retailers, the inclusion of location data as part of their digital strategies has further blurred the lines between digital and physical worlds. Location data supplies retailers with new methods for targeting and personalization, now with the purpose of driving customers to their physical stores.



**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT,  
Microsoft Corp, Retail Sector

“Driving retail foot traffic is a big part of using location data. Content would be determined based on what offer would be relevant. It begins with creating predictive models that are based on location, time of day, and past purchases to show what product would be most relevant for that consumer, and pushing out that offer. Second would be considering the best channel on which to push the offer. That is based on learning models which determine the pattern of the consumer and really zeroing down on what channel a person responds to. They actually build predictive models to find the best channel for each customer and then use that predictive model to define what the most relevant offer is for that individual. The bottom line is really to create micro-segmentations of the customers and then target those micro-segmentations to improve the accuracy of the offer.”



**John Carroll**, VP General Manager, E-Commerce, Coca-Cola North America

“We have a wealth of data from the customer, and we have worked with our traditional brick-and-mortar retailers to think from a category perspective and to make recommendations that are category-driven. We get less data online at category level and not all of the online ecommerce retailers share that data with us. We’re going to need to think differently about how we look at data, how we evaluate data, and how we bring back insight-based recommendations with media or ecommerce.”



**Beth Rick**, Sr. Director, Transformation, DSW Inc.

“We will use location data to see if a customer is in close proximity to our stores and try to serve them better when they walk in the door. Another interesting service would be using it to understand where the customer is and how we could communicate to them in that moment. For example, if the customer is in the airport traveling to Florida and is searching for something, we could capture that data knowing they are about to go on vacation and let them know where there’s a DSW close to where they just landed. We could tie it together and let them know there’s a great pair of sandals at that store that is already on their wish list.”



**Wade Allen**, VP Digital Guest Experience & Analytics, Chili's (Brinker International)

“What I’m really excited about is we just rolled out what we call “digital curbside” to about 750 restaurants and to the remainder of our corporate restaurants that are in a position to have them. The transaction takes place online, it’s completed, the guest notifies us when they pull into our parking lot, or we geofence our parking lots and when they roll in—we know they’re there. That sends a message to our kitchen display system to notify the team member that the guest is in the parking lot and their dinner is due out and at a given time. The team member then can walk it right out to the car and the guest drives away.”

# Success Story

## SONY XPERIA Sony: Xperia Z3

Sony worked with Blis to increase the consideration and preference for Sony mobiles, in particular the Sony Xperia Z



### Strategy.

#### Products: Path / Connect

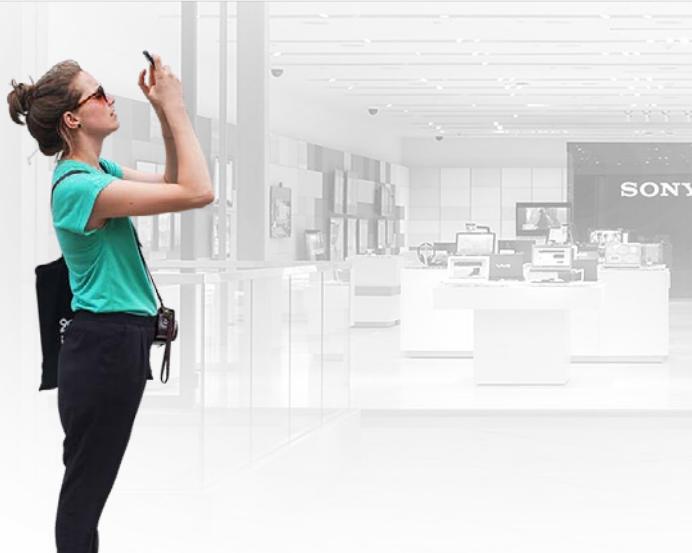
Identify and target audiences seen in proximity to phone shops stocking Sony devices. Use retargeting to reach audiences once at home connected to Wi-Fi

### Targeting.

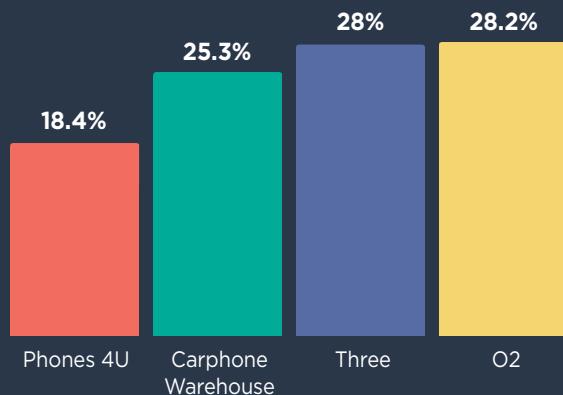
**Locations:** Proximity to Sony Sites, Phone Shops.

**Retargeting:** Reach audiences once seen in target locations.

**Cross Device:** Target multiple users in the same residential Wi-Fi.



### Volumes Split by Store



### Results.

**Best Performing Location:** O2 Stores, 13.75% Footfall Rate

**Highest Volume:** Three Stores

**Average Engagement:** 84% higher than industry average

4x

Devices Matched  
Per Household

28.8x

Frequency Uplift

9.9x

Footfall Rate

# How are retailers using “micro-location data,” or targeting customers as they are approaching or navigating through retail stores?

Retailers like Home Depot, Best Buy, and Chili's are interested in utilizing micro-location data to deliver relevant messaging to customers depending on where they are located near or within their stores themselves—or even within those of their competitors. Micro-location technology will enable retailers to help customers find products more quickly, offer timely promotions, even locate items that customers have left in their online shopping carts if the items are available in the store.

Location data can be used to pinpoint consumers to the city they live in, even their routes to work. Now, beacons and sensors are providing accurate and detailed pictures of how consumers are moving into, out of, and inside of stores, amplifying the accuracy of location data with micro-location technologies. Beacon and similar sensor technologies have been found to improve data accuracy, attribution, and provide more opportunities for retailers' creative and hyper-targeting engagement that takes location-driven marketing to a new level of sophistication.

## What does ‘micro-location’ mean?

Micro-location is the process of electronically determining the location of something with a level of precision that locates it within a building or a room. - *Glosbe English-English Dictionary*



**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT,  
**Microsoft Corp, Retail Sector**

“I’m seeing an increased inclination for many retailers to find location data within stores and malls. In a mall environment, a retailer might take a cookie-based approach and know that a person stopped by a competitor’s store, paused at something, and then when they pass by, this vertical retailer will push out an offer that will drive in-store traffic. Geofencing and being able to get information about where a person goes based on the data they acquire is another scenario that a lot of retailers are looking at. [Geofencing] enables them to drive in-store traffic when someone is in proximity to a store by pushing out specific offers based on various contexts. These contexts can be based on time of day, the weather, or even what products a person just looked at.”



**Shari Rossow**, VP Retail Operations, **Best Buy Co.**

“I expect that a customer should be able to walk into any one of our stores with the Best Buy app open and access specific information about the store they are in.”



**Wade Allen**, VP Digital Guest Experience & Analytics, **Chili's (Brinker International)**

“We are interested in leveraging the micro-level location data when a guest walks into one of our restaurants and moves around once inside. Ideally, we would like to send guests push notifications based on their location inside the restaurant. For example, our guests sitting in the bar area might be interested to know when our last call is. Therefore, we could potentially send them a push notification letting them know they have 15 minutes before last call. But we’re evaluating how we could leverage micro-level location data with the sensitivity that our guests don’t want to be a blinking billboard or a spam trap.”

“Overall, it requires communicating the appropriate message to our guests at the right time. It’s also about analyzing new concepts and new data based on how our guests move around once inside our restaurants. Do they transition from the bar and move to the dining room when seating opens up? If so, how does that work? All this information is important and valuable to us when thinking about the future and how to leverage location data.”

## How can retailers use location data for segmentation and personalization?

Understanding how geographic data relates to consumers' purchase history, preferences, and behaviors adds a new dimension to how retailers might segment audiences or target consumers with personalized messaging. Retailers widely acknowledge the business potential of applying these new technologies as they look to find the best applications for their business.



**Beth Rick**, Sr. Director, Transformation, **DSW Inc.**

"In my opinion, segmentation and personalization go hand-in-hand. I would focus more on customer loyalty and conversions if I can capture where the customer is located, then send a meaningful message where they are and about whatever content is interesting to them. Our impact conversion would then help our bottom line."



**David Garcia**, Director of Experience Innovation, **Verizon Communications Inc.**

"Personalization and the platforms used for personalization are changing omnichannel. A customer can get contextual recommendations for a purchase whether they're online or in a store. Leading into personalization in location-based and geo-location services are absolutely changing omnichannel. You can retarget people based on either dot-com or in-store browsing history, and that is changing the way we think about omnichannel offers."



**John Carroll**, VP General Manager, E-Commerce, **Coca-Cola North America**

"The business value we get from geography and mobility data is within the digital path to purchase. It's personalized for the customer based on the data they're providing. We're getting a better understanding of how consumers think about the shopping trip today in terms of what's motivating them, how they're preparing for it, what they're doing when they're shopping, and their behavior after purchase. It's more about understanding the consumer better and providing them more value. We can do this through a personalized offer or making their lives easier while they're shopping. It's more about response."



**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT, **Microsoft Corp, Retail Sector**

"Offers that are very personal and relevant and are pushed out just in time at the right place have the highest ROI. Retailers have built predictive models that define what the conversion rate of affinity-to-buy is at different times of day based on the location. For example, they can make an offer for an iced coffee at 3 o'clock in the afternoon based on the behavioral pattern of the customer as they know this customer will buy an iced coffee if the temperature is 80 degrees or more. The percentage of affinity gets higher when they find that the customer is located within 50 feet of the coffee shop and the offer goes out at that time. That locational data plays a very important part based on where the person is located right now, how close they are to a shop, what time of day it is, what the temperature is, and really combining that to determine the conversion percentage for that customer and then delivering an offer that's very personal and relevant."

# Success Story



## Jaguar: XE

Jaguar worked with Blis to promote the new Jaguar XE by reaching affluent individuals.



### Strategy.

#### Products: Path /Audience

Identify and target Jaguar audiences through the use of historic location data and retargeting users at a time when they are most likely to engage e.g when on a residential WiFi address.

### Targeting.

**Locations:** Jaguar Dealerships, Affluent Locations, Competitor Dealerships

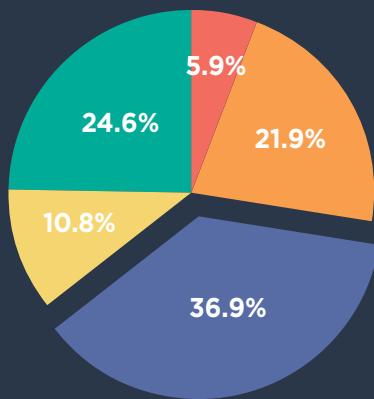
**OOH:** Jaguar OOH Locations

**Jaguar Consumers:** Jaguar owners over the previous 2 years (DVLA Data)



### Volumes by Targeting Group

- Jaguar Dealerships
- Competitor Dealerships
- Jaguar OOH Locations
- Affluent Locations
- Static DVLA Data



### Results.

Total Number of Impressions: 1,892,850

Best Performing Locations: OOH locations & Jaguar dealerships

Best Performing Creative: 480 x 320 interstitial

55%

Higher CTR than industry average

7.8%

Post click engagement

SUNDAY

Best performing day

## How are retailers using behavioral, contextual, and even cultural data alongside location information to better target and message consumers?

Just as location data adds new opportunities for personalization and segmentation, location data can be aligned with customer behavioral, contextual, and cultural data in nuanced ways to provide business value that most retailers are still only imagining.



**ShiSh Shridhar**, Director, Business Development, Data, Analytics & IoT,  
**Microsoft Corp, Retail Sector**

“Behavioral data enables retailers to create. Their ability to create micro-segmentations is one aspect where the external locational data enables them to define what affinities and services a person likes.”



**David Garcia**, Director of Experience Innovation, **Verizon Communications Inc.**

“Imagine that you get speed boosts for those contextual moments when they count. I think that's where we see location services going. If we see a customer on a road trip playing Spotify the whole time, how can we make that experience better? I think about it in terms of location because our product is inherently mobile and on-the-go. How do you make that better by knowing the customer's location? That's one thing we think about a lot.”



**Beth Rick**, Sr. Director, Transformation, **DSW Inc.**

“We've noticed that men might order the same pair of shoes every two years when they wear out; so how do we use that information for good? You have to use location data to also know where that person is, because maybe they've moved across the country and it might be hard for them to get that shoe. We can then offer to reorder that pair of shoes for them, for example.”



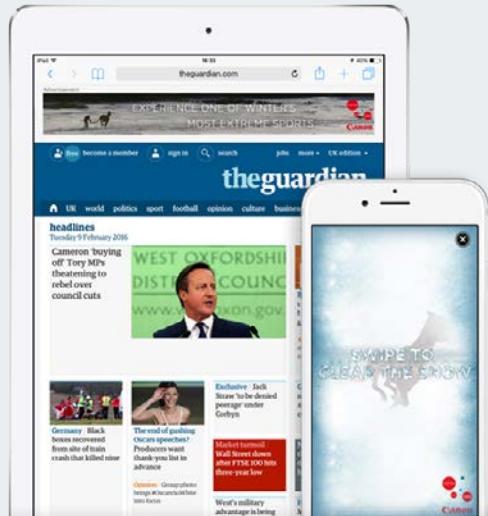
**Wade Allen**, VP Digital Guest Experience & Analytics, **Chili's (Brinker International)**

“We look for relevant topics in society that we could potentially piggy back on to have a relevant conversation with our guests in an identified area. For example, if a hurricane passed through a specific area, we could let our guests know that we're open and ready to help and serve them. We are working hard to wrap our arms around such incidents as it relates to geo-location data.”

# Success Story

## Canon Canon: Come and See

The “Come and See” campaign was created to inspire and entice new audiences into photography and the incredible capabilities of Canon products. The campaign presented a unique Canon story, using engaging mobile formats to drive people to the full experience on the [Canon Hub](#).



### Strategy.

#### Products: Audience / Path / Video

Target millennials interested in photography but more accustomed to capturing moments on their smartphone, by looking at a set of chosen locations they often visit. Use video and interactive creative to capture the attention of Canon's target audience and direct them to the Canon Hub

### Targeting.

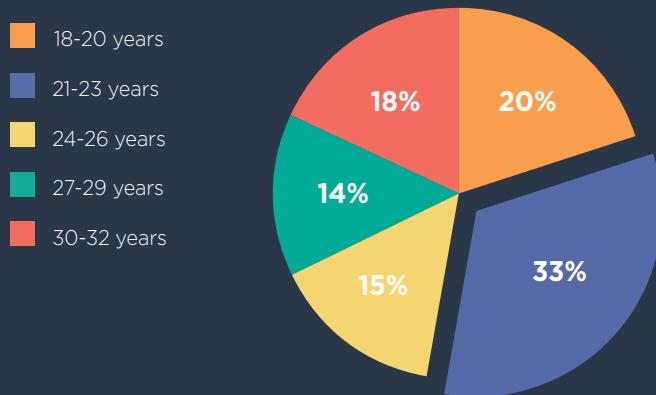
**Demographic:** 18-34 year olds

**Locations:** Galleries & Photography Exhibitions, Trendy Areas & Venues, Sports events, Hotels, Hostels & Airports.

**Creative:** Interstitial, 3D MPU, Pre-roll and Leaderboard Units



### Volume Split by Age Range



### Results.

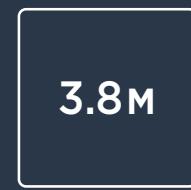
**Best Performing Location:** Trendy Area 2.81% CTR

**Display CTR:** 2.6%

**Best Performing Demographic:** Females, aged 18-21



Best Performing Content Category



3.8M

Total Number of Video Views



69%

Total Number of Video Views

# Key Recommendations

## Assess the value of location data technologies and services as they apply to your unique business needs.

Location data provides a myriad of opportunities for retailers, whether it's offering personalized discounts as customers pass nearby stores or notifying customers of deals as they walk through the aisles. Retailers should consider what their specific business needs are when evaluating new location-based technologies and work to establish goals with their tech partners to get the most value from their investment. When evaluating a tech provider it is key to make sure the ways in which they are filtering their location data are transparent, as faulty location data will cause a tremendous amount of wasted ad spend.

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## Identify your existing capabilities in terms of collecting data, and seek out reliable sources to supplement them.

As with location-based technologies, retailers should select only third-party sources of data that apply directly to their business and only those that supplement existing sources of data. Identify your existing capabilities—location data and behavioral data, for example—before investing in a third-party resource.

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## Create a roadmap for how you will leverage different intersections of data—location with behavioral, contextual with cultural, and so on.

Location data may add value to marketing initiatives when intersected with a wide range of contextual data, among others. All types of data should be considered when creating a roadmap for marketing strategies so retailers can apply them in a cost-effective and strategic way that drives ROI.

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## Decide what level of engagement you want to have with your customer, and leverage their data appropriately.

Often described as the “creep factor,” retailers are at risk of leveraging data to the extent that a retailers’ messaging is unwelcome in consumers’ lives. With myriad methods and channels for engaging with customers, doing too much can hurt customer relationships and even turn customers away. Retailers must identify the optimal degree of engagement, so that their brand remains a relevant part of customers’ lives without being unwelcome.

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## Consider how leveraging location data can help distinguish you from your competitors.

As it is with Chili’s “digital curbside” service, retailers should identify what unique aspects of their own businesses they could enhance to become distinguishable from competitors in at least one area of expertise. Home Depot, for example, might incorporate a ‘project’ tool that allows customers to build construction projects online and pick up the materials in store, already gathered for pickup.

With location data, retailers are limited by only their imagination and their budget. Identifying the best strategies for utilizing both is the next great step in applying these technologies and transforming retail—as well as the lives of consumers.

# About the Author



Blis is the global pioneer in location data. Our proprietary technology and platform helps agencies and brands use location data to better understand consumer behavior, allowing for effective targeted advertising to drive business outcomes. We believe that where you go defines who you are and advertisers must capitalize on these insights for meaningful marketing experiences across devices. Our technology filters and scales location data, giving advertisers access to the most accurate location events, location data, and unique devices. The data is then applied across the apps that matter most to their consumers for targeting based on rich insights. Clients are supported by our location experts or can work in an agnostic service model of their choice. Since creating the world's first location data technology platform in 2004, Blis has grown to be a global company with 17 offices across 5 continents. Blis' clients include all major holding companies as well as leading brands in top verticals including Samsung, McDonald's, HSBC, Mercedes Benz and Peugeot.

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# Methodology

The analysis contained in this report was informed by several months of primary research and interviews with industry experts, conducted by WBR Digital and Future Stores research analyst Chris Rand. Research was conducted in 2017 prior to the 2017 Future Stores conference.

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Building upon Worldwide Business Research's (WBR) vast expertise in creating educational executive events for the Retail Sector including eTail, Mobile Shopping and Next Gen Customer Experience, the Future Stores Event was launched in 2013 and continues to be the leading in-store experience event. Months of industry research with over 100 retail executives is compiled to create the program each year.



WBR Digital connects solution providers to their target audiences with year-round online branding and engagement lead generation campaigns. We are a team of content specialists, marketers, and advisors with a passion for powerful marketing. We believe in demand generation with a creative twist. We believe in the power of content to engage audiences. And we believe in campaigns that deliver results