Marketing Intelligence

Reports: Population Dynamics, Area Pattern of Life
Plan: Advanced, Enterprise

Optimize your marketing strategy with geodata analysis. Over 75% of retailers with the United States use location intelligence to improve their ROI.

Personalization

Maintain absolute integrity and data privacy compliance with our Location Intelligence insights into your audience's Area Pattern-of-Life. Learn where your customers visit after your store; do they go to a nearby restaurant, hop on the local subway, or even visit a competitor? In order to personalize your email marketing, SMS campaigns, personal messaging platforms, location intelligence can help you learn a lot about how audiences spend their time and where. Measure the effectiveness of advertising, i.e. what was the impact of your ad campaign for speed of conversion?

Audience Patterns

Visually track where your consumers have been by geofencing areas of interest, so that you can establish patterns of behavior. Use these visitation patterns to determine exact audiences for market targeting. Find out exactly where to position your Out-Of-Home advertising (OOH), whether billboards, digital displays, transit stations sports arenas, etc. Determine the exact locations for increasing brand awareness and use that intelligence for retargeting via digital advertising, eliminating wasted ad spend and increasing visits to your site, store, or social media platform.

Competition

Are your visitors loyal? Which parts of your customer base frequent your location versus your competition, what time of day, and what about learning whether the billboard was effective in driving them back again? Location intelligence can help you observe movement of your customer-base over significant periods of time, providing valuable insight to see what past advertising worked what didn't. You can even measure your competition's audience to do the same analysis.

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