



# USING LOCATION DATA TO REDEFINE LOCAL MARKETS

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# THE PREMIER LOCATION DATA TECHNOLOGY, 7 YEARS RUNNING

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**190M+**

Unique  
Users

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**10B+**

Daily Movement  
Data Points

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**270M+**

Curated Mapping  
Elements



# THE EVOLUTION OF LOCATION



TARGETING  
AREAS



TARGETING  
AUDIENCES



MEASURING  
IMPACT



ANALYZE AND  
OPTIMIZE

# THE EVOLUTION OF LOCATION



**Commute Path:** *Commuter*



**Shopping:** *Fashionista*



**Demographic:** *Hispanic*



TARGETING  
AREAS



TARGETING  
AUDIENCES

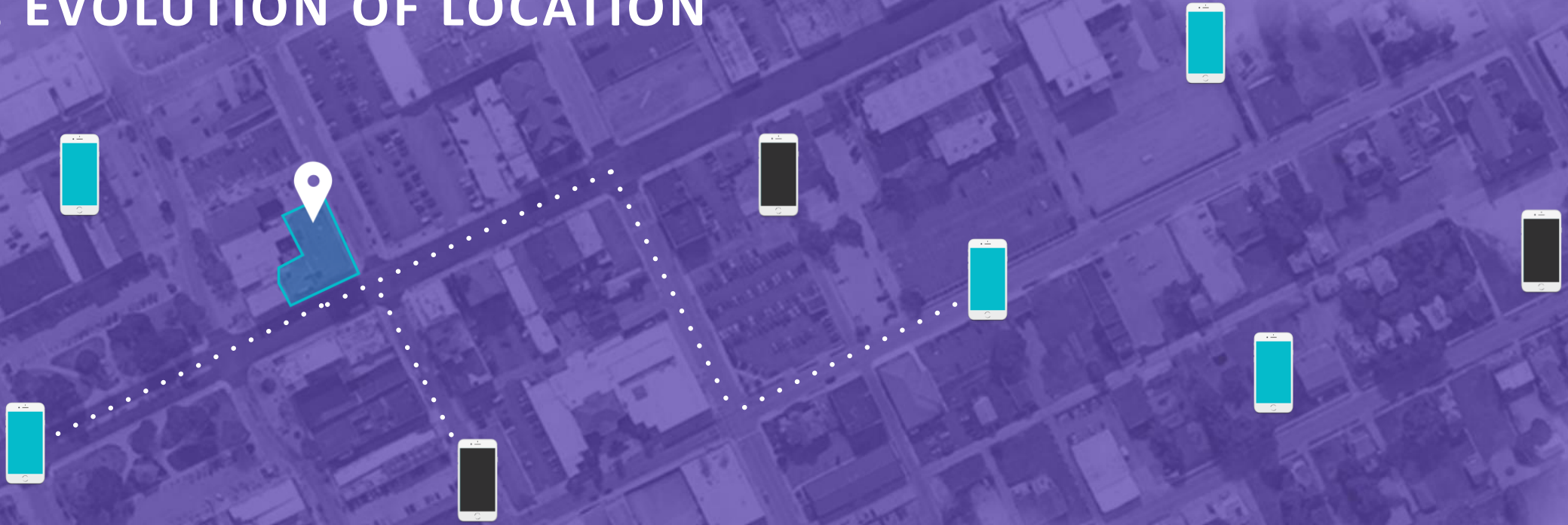


MEASURING  
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# THE EVOLUTION OF LOCATION



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# THE EVOLUTION OF LOCATION



What does daily foot traffic to my store look like?

Who are my competitors in a specific market?



TARGETING  
AREAS



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MEASURING  
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ANALYZE AND  
OPTIMIZE

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# WHY DOES VISITATION MATTER?

Why did we make it so far and why is it here to stay?

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## IT TREATS THE REAL WORLD DIGITALLY

Measure and define behaviors in the real world as you would online.

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## GRANTS A WINDOW INTO COMPETITION

Location data is reported by consumer devices in your stores and competitors.

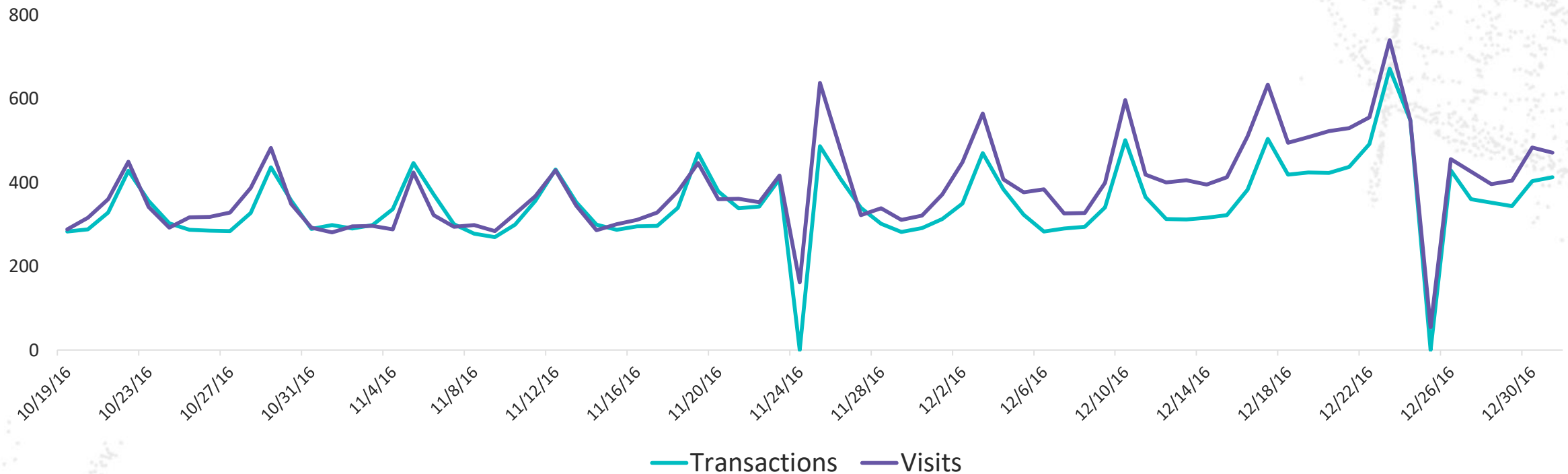
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## CONNECTS ONLINE, OFFLINE, & SALES

Better understand the consumer journey funnel, from exploration to sale.

# VISITATION AUGMENTS PURCHASE DATA

PlaceIQ routinely tests visitation data to transaction datasets to calibrate and understand correlation  
Changes in the ratio between visits and sales illuminates new trends, events, and opportunities





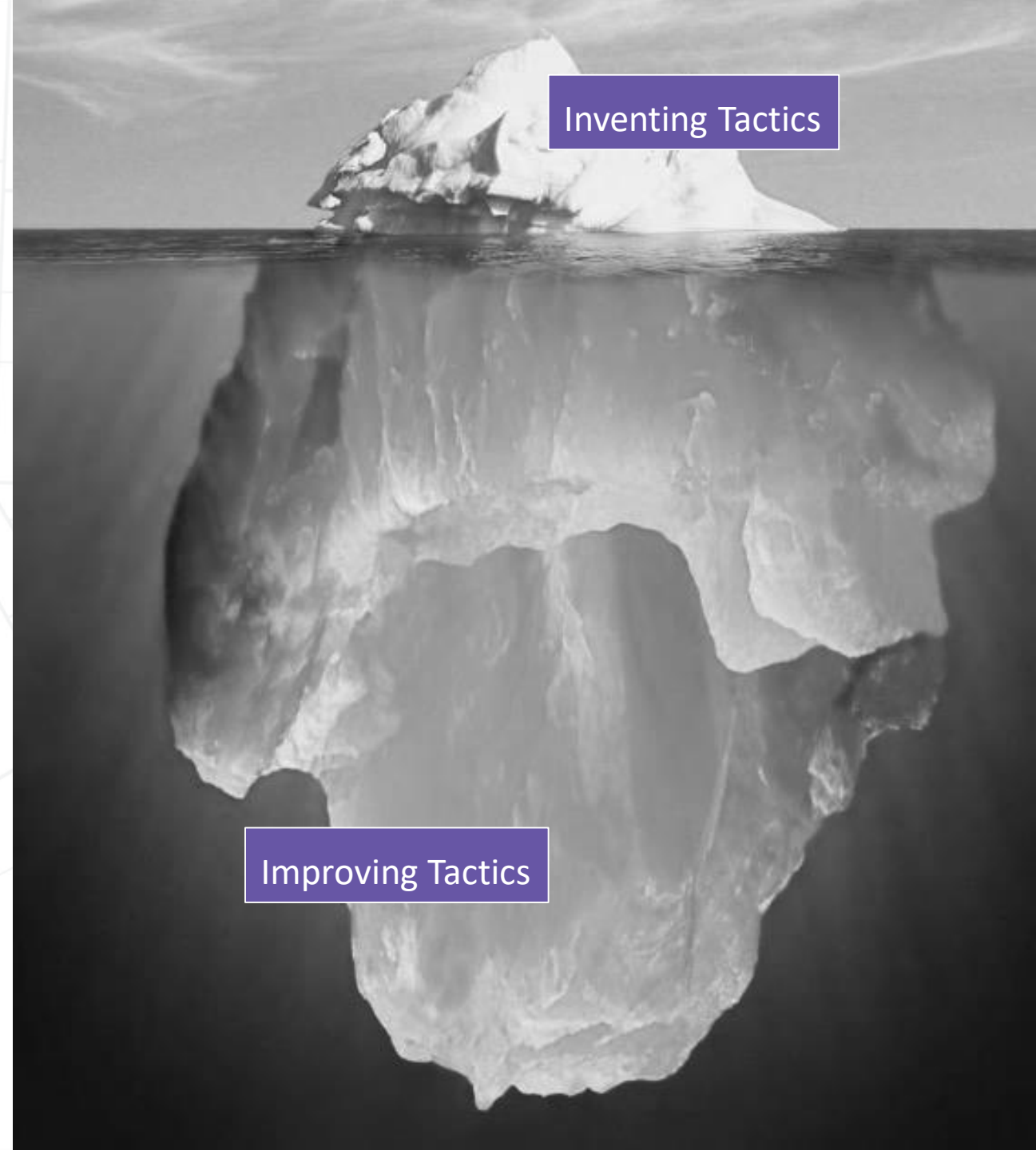
# SO HOW DO WE BEST USE LOCATION DATA?

## The Shiny Object Phase

We are attracted to and experiment with new tech for things it can do, other things can't

## The Practical Deployment Phase

The Shiny Object Tactics that work stick around. But the new technology matures and takes on the boring, valuable, basics.



Inventing Tactics

Improving Tactics

## NEW TACTICS

- Creating hyper-focused audience segments that have never been created before
- Onboarding dozens of new datasets for marketing to consumers 'in the moment'
- Expanding targeting efforts to reach more consumers, in more DMAs, than ever before

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# MOBILE MARKET AREA TARGETING USUALLY **WASTES INVENTORY**



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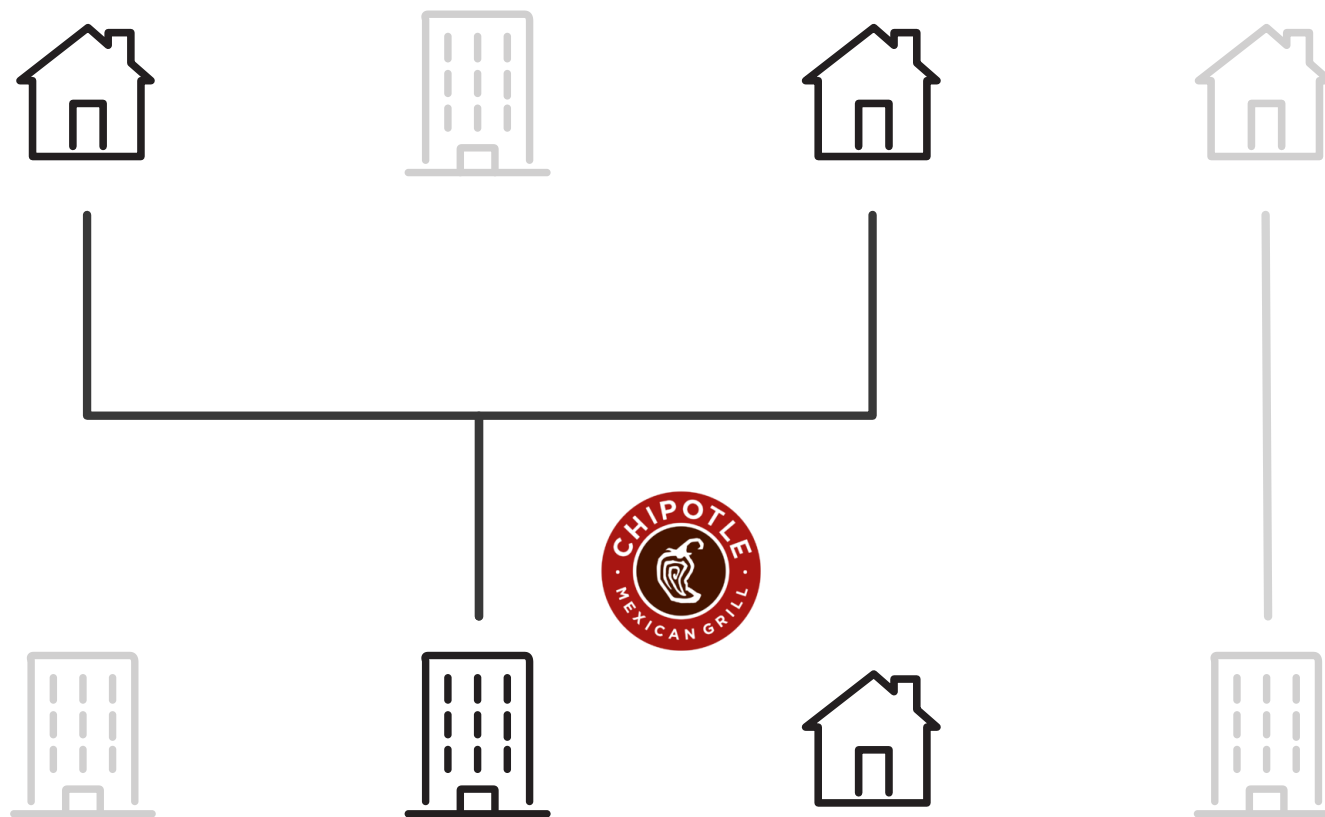
## **PROBLEM:**

# YOUR LOCATIONS DON'T PERFECTLY ADDRESS A MARKET

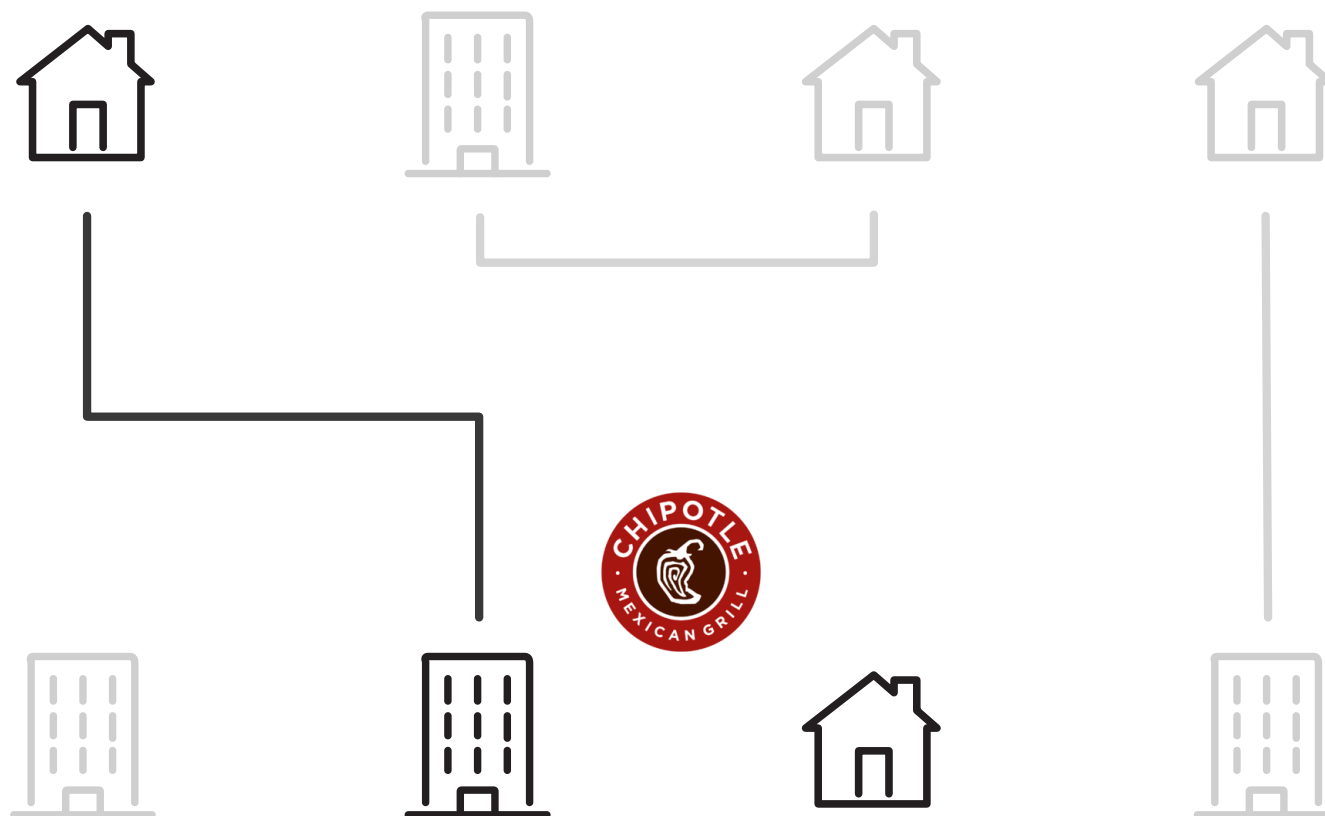
Unless you're McDonald's or Subway, your stores aren't easy to get to for everyone. A percentage of people in a market pass by your locations during their daily routine – near home, near work, or near their commute.



# HOW MUCH MARKET DO YOU ACCESS?



# HOW MUCH MARKET DO YOU ACCESS?



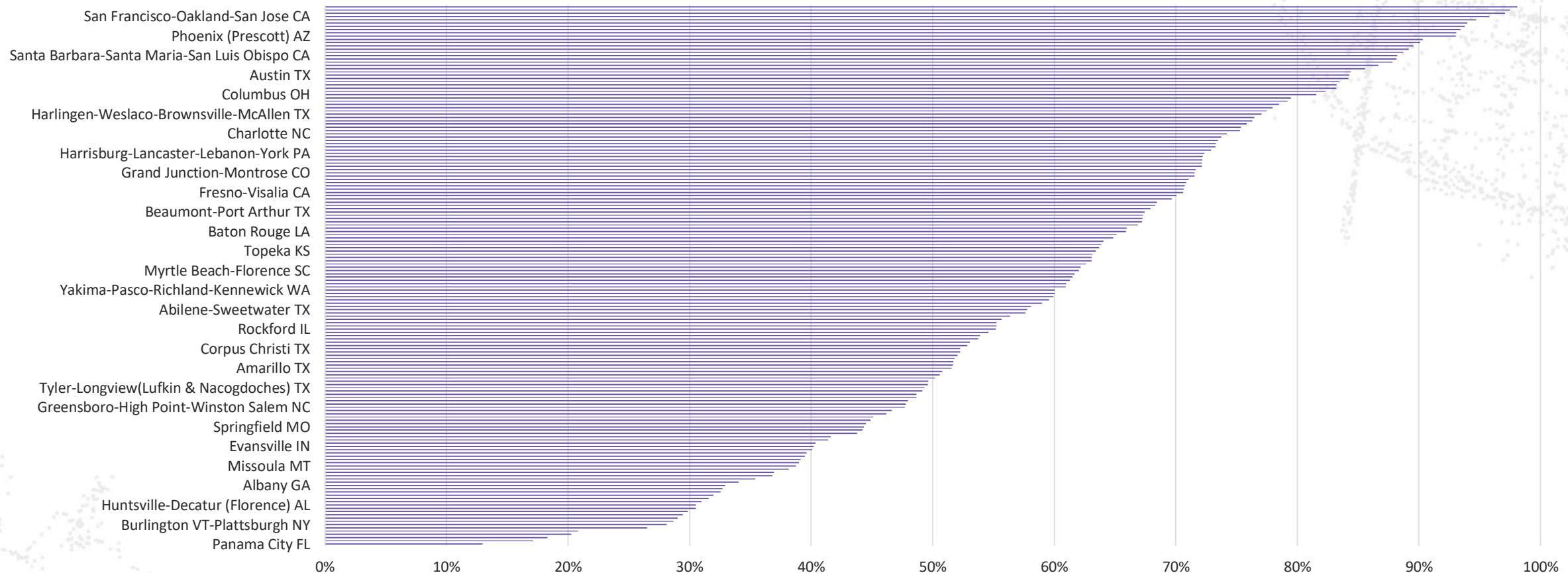




# MARKET ACCESS WASTE: CHIPOTLE

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 WASTEFUL IS MARKET AREA TARGETING?





# HOW WASTEFUL IS MOBILE MARKET AREA TARGETING?





# HOW DOES MARKET ACCESS LOSS CHANGE BY BRAND?



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

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WRONG MARKET



LIVE TOO FAR



NEVER PASS BY

# A NEW APPROACH



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CONSUMER DAILY ROUTINES



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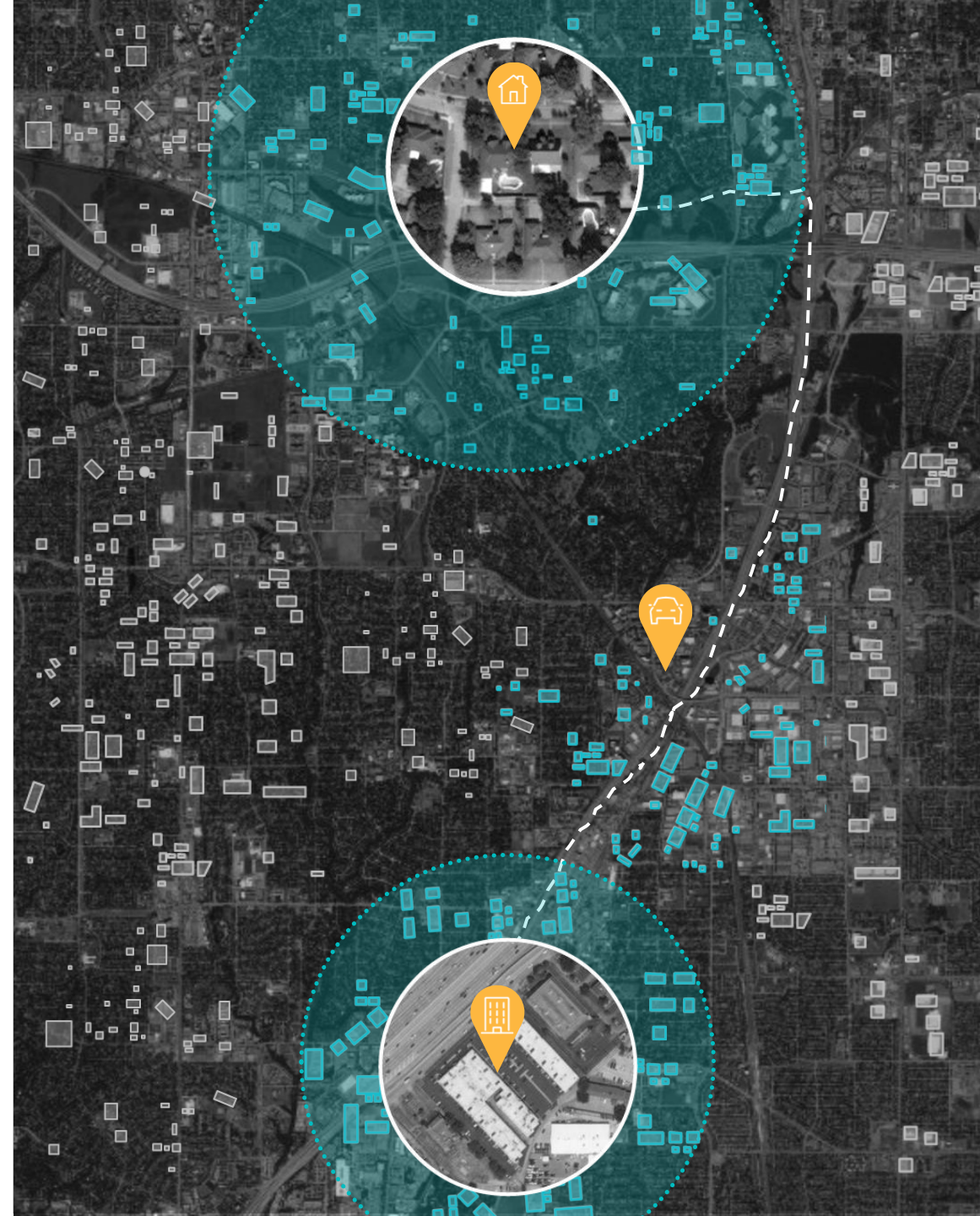
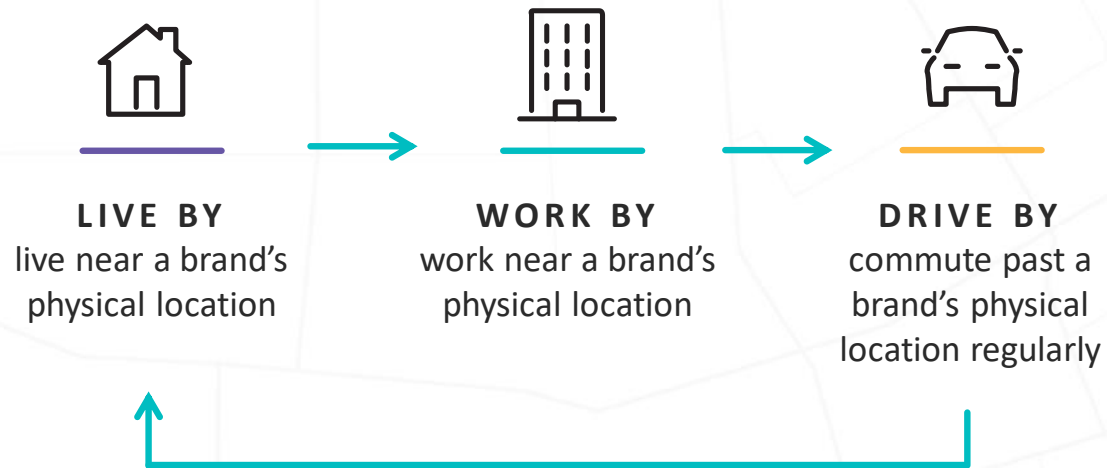
YOUR LOCAL STORE LOCATIONS



# SMART MARKET AREA AUDIENCES

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

SMA AUDIENCES INCLUDE DEVICES THAT...



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## WHICH TACTICS CAN WE IMPROVE

- Build more efficient **local advertising campaigns**
- Better **place new stores** and select ones for **closure**
- Better assess **competitive** relevance and impact
- **Merchandize** for multiple types of consumers

## SUMMARY

- Marketers are making huge investments in mobile targeting
- Sophisticated use cases are appealing, but refining existing targeting methodology leads to significant gains
- Brands need to map the market areas that matter

# SMART MARKETS IN ACTION

A QSR wanted to target a select group for awareness and purchase of a new product

## Campaign Targets

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- Fast casual restaurant frequent customers
- Drive By Smart Market Areas
- Fast casual diners or entertainment-bar goers

## Campaign Success

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- 26x Open Lift
- 5% PVR ; 29% lift over the control group
- Drive By audiences drove the highest visitation rate (7.14%)



**Thank you.**