ACI-NA BITCOM

Location-Based Services

Sept. 22, 2013

Retail Road Rules

Choosing the Right Technologies

Capability	Bluetooth	Wifi	Cameras	Acoustic	RFID
Precision	✔	-	-	✘	-
Speed to Implement	✔	✔	✘	-	✘
Low Cost	✔	-	✘	✔	✘
Zone Flexibility	✔	✘	✘	✘	-
Privacy	✔	✔	-	✔	✔
Repeats/Uniques	✔	✔	✘	✔	✘
In-Store Pathing	✔	-	✘	✘	✔
Mobile Integration	✔	✔	✘	✔	✘
Works Passively	✔	✔	✔	✘	-

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Deep Insights Into Shopping Patterns

SNAPSHOT - Shopping Profile

Print Report

STORE LEVEL SHOPPING STATISITICS

Minimum Shopper Time	⏰	01:49	Min
Maximum Shopper Time	⏰	48:24	Min
Average Shopper Time	⏰	23:07	Min
Average Stops In Store	🚶	2.95	●●●●
Peak Shopping Hour	〽	1pm	
Peak Shopping Day	📅	Sat	
Repeat Visits Per Week	🚶	2%	Per Week

ZONE LEVEL SHOPPNG STATISTICS

First Place People Go	🚶 Shoes	18.7%	Of First Visits
Most Trafficked Zone	🚶 Sport Coats	9.7%	Of Traffic
Highest Dwell Zone	🛒 Shoes	07:59	Min
One & Done Rate	🚶	34%	Of First Visits
Top One & Done	🚶 Shoes	9.1%	Of First Visits

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Measureable Retail Results

STORE RESET / OVERALL DWELL IMPACT			
CATEGORY	PRE RE-SET 10/09/12 to 11/02/13	POST RESET 11/13/13 to 11/25/13	CHANGE
Geek Squad Computer	13.21 Min	27.58 Min	14.37
Pacific Sales - HighEnd	10.98 Min	12.19 Min	1.22
Heatwall Zone 3	34.37 Min	11.09 Min	(23.27)
Pacific Sales POS	7.60 Min	10.94 Min	3.34
Samsung	11.36 Min	8.46 Min	(2.90)
Customer Service	5.12 Min	6.89 Min	1.77
Heatwall Zone 1	10.76 Min	6.63 Min	(4.12)
Heatwall Zone 2	6.82 Min	6.40 Min	(0.42)
Mobile Sales	11.76 Min	6.39 Min	(5.37)
Laptops	7.17 Min	6.16 Min	(1.00)
Checkout	4.99 Min	6.14 Min	1.14
In-Store Pickup	4.10 Min	5.81 Min	1.71
Cameras	4.58 Min	5.31 Min	0.72
Gaming	8.03 Min	5.01 Min	(3.02)
Solution Central	4.50 Min	4.47 Min	(0.04)
Tablets / E-readers	6.62 Min	4.08 Min	(2.54)
Discovery Table 1	1.73 Min	3.75 Min	2.02
End Cap 4	2.66 Min	3.69 Min	1.03
Apple Tables	3.25 Min	3.18 Min	(0.07)
End Cap 2	2.91 Min	3.16 Min	0.25
End Cap 3	4.06 Min	3.08 Min	(0.98)
Home Theater Desk	1.15 Min	2.79 Min	1.64
Discovery Table 3	6.14 Min	2.76 Min	(3.38)
End Cap 1	2.96 Min	2.69 Min	(0.27)
Discovery Table 2	2.70 Min	2.63 Min	(0.07)
TV - Samsung	1.84 Min	2.62 Min	0.78
Magnolia Design Center	0.00 Min	2.55 Min	2.55
Dyson	13.54 Min	1.30 Min	(12.23)
TV - Sharp	12.60 Min	0.66 Min	(11.94)
Grand Total			

Pre

Post

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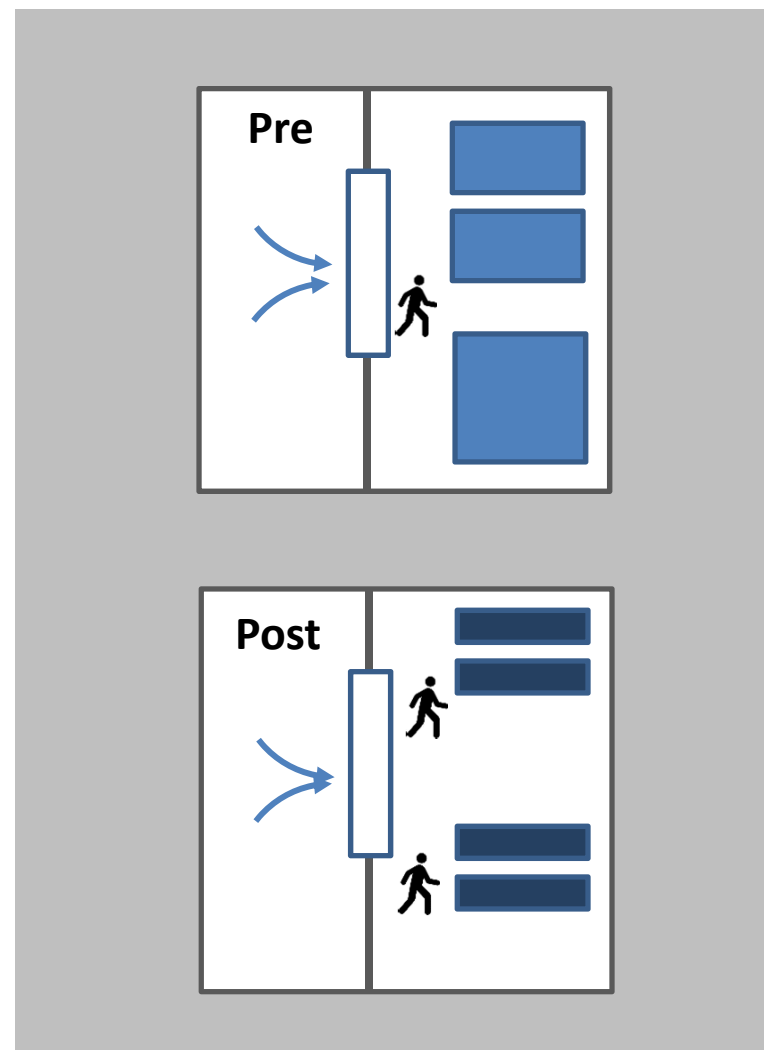
Advertising Insights
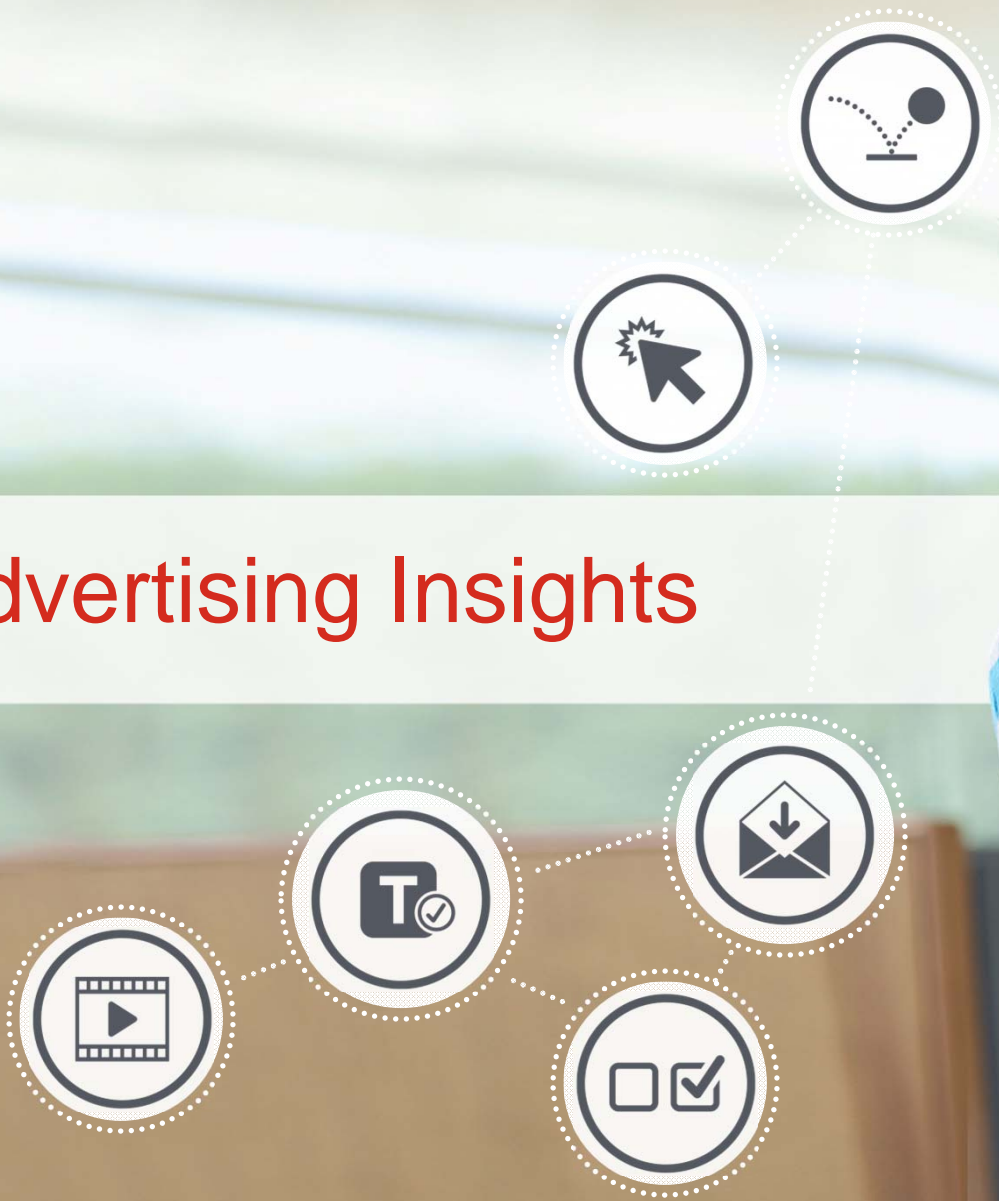
Location Based Advertising Engagements

Video Engagement

Email Collection

App Download

Awareness

Consideration

Preference

Action

Type-In

Survey/Poll

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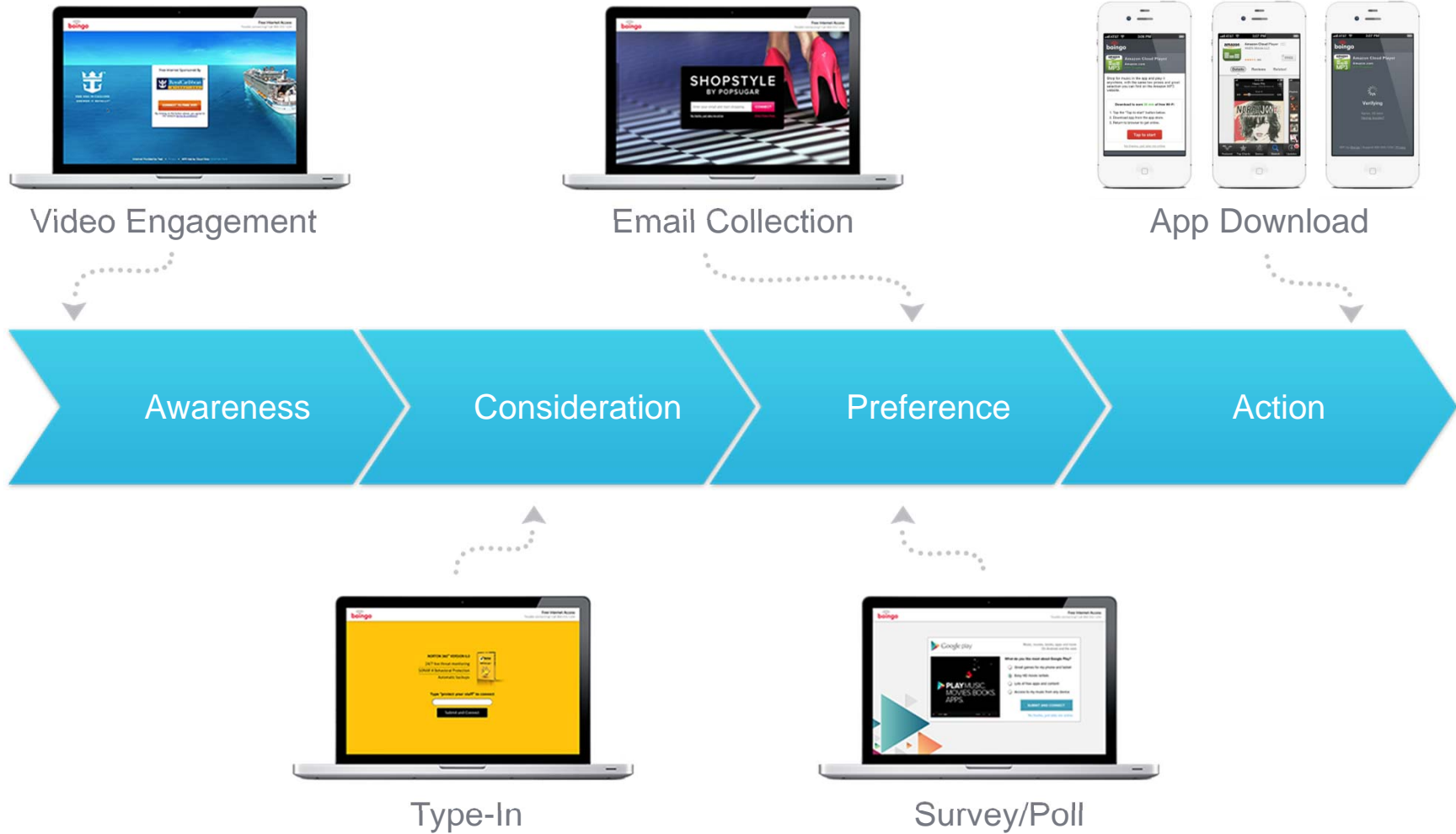
Targeting the Right Travelers

Location

Specific location information better targets specific cohorts.

Airport markets, regions

Device

We can target specific devices to reach the intended audience.

Smartphones, tablets, laptops

Day Part

We can use day part to determine the best time to reach the target.

Weekdays,

Holiday travel weekends

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Improved Targeting Via Location Demographics

Third party data currently provides more precise targeting for brick-and-mortar retail locations:

- Custom location sets based on neighborhood

- Keyed ZIP Code data covering a wide variety of demographic and psychographic characteristics

- Granular location-targeting for each specific campaign

Chicago during the Daytime

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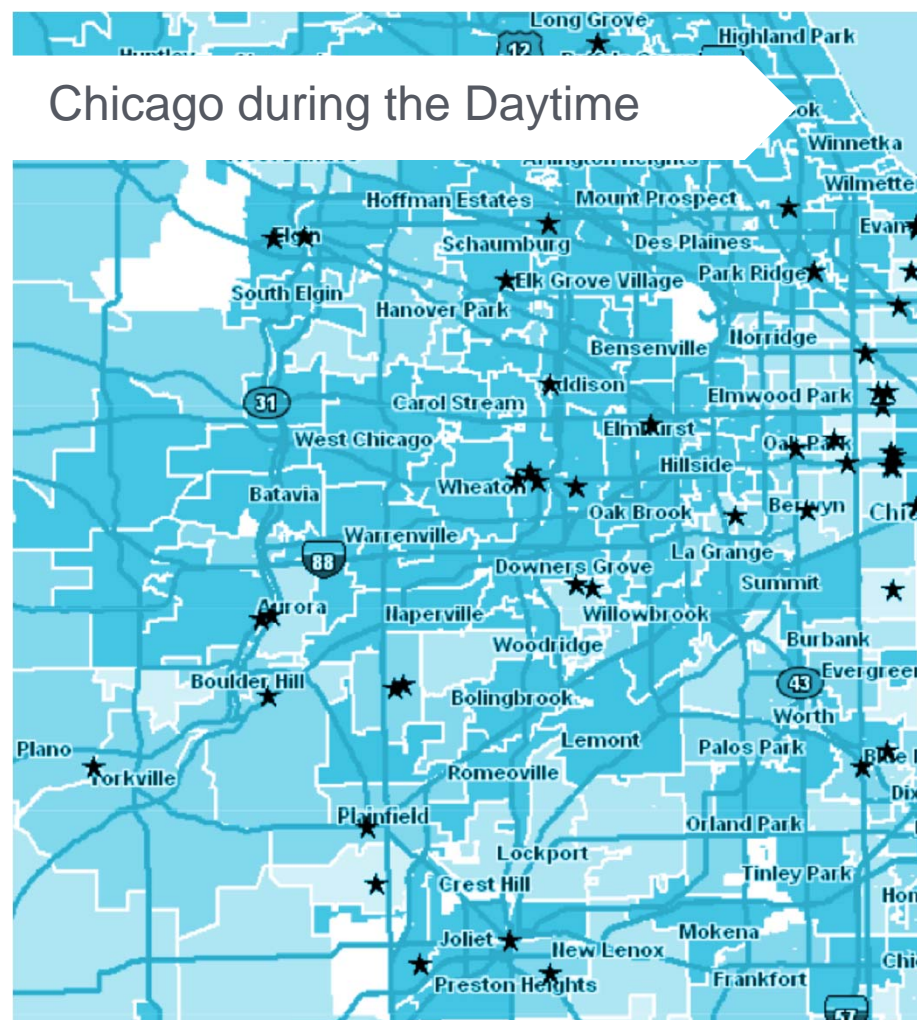
Young Digerati

Tech-savvy and fashion-forward, you will find them enjoying international travel, at the coffee shop and local microbrewery.

Demographics Traits

Age Ranges: A25-54
Income: Wealthy, 100k+
Marital Status: Mix, married/single
Presence of Kids: Family Mix
Property ownership: Mix, Own/Rent
Employment Levels: Management
Education Levels: Graduate Plus

Lifestyle & Media Traits

Orders from Expedia.com
Traveled to Asia
Watch Independent Film Channel
Reads *The Economist*
Has Audi A3

Airports, City Center, Starbucks, Bars

Generation Wi-Fi

Gen-X music fans who rely on their mobile phones to be constantly connected.

Demographics Traits

Median HHI: $47k

Age Ranges: Under 35

Presence of Kids: HH w/o Kids

Education Levels: College Graduate

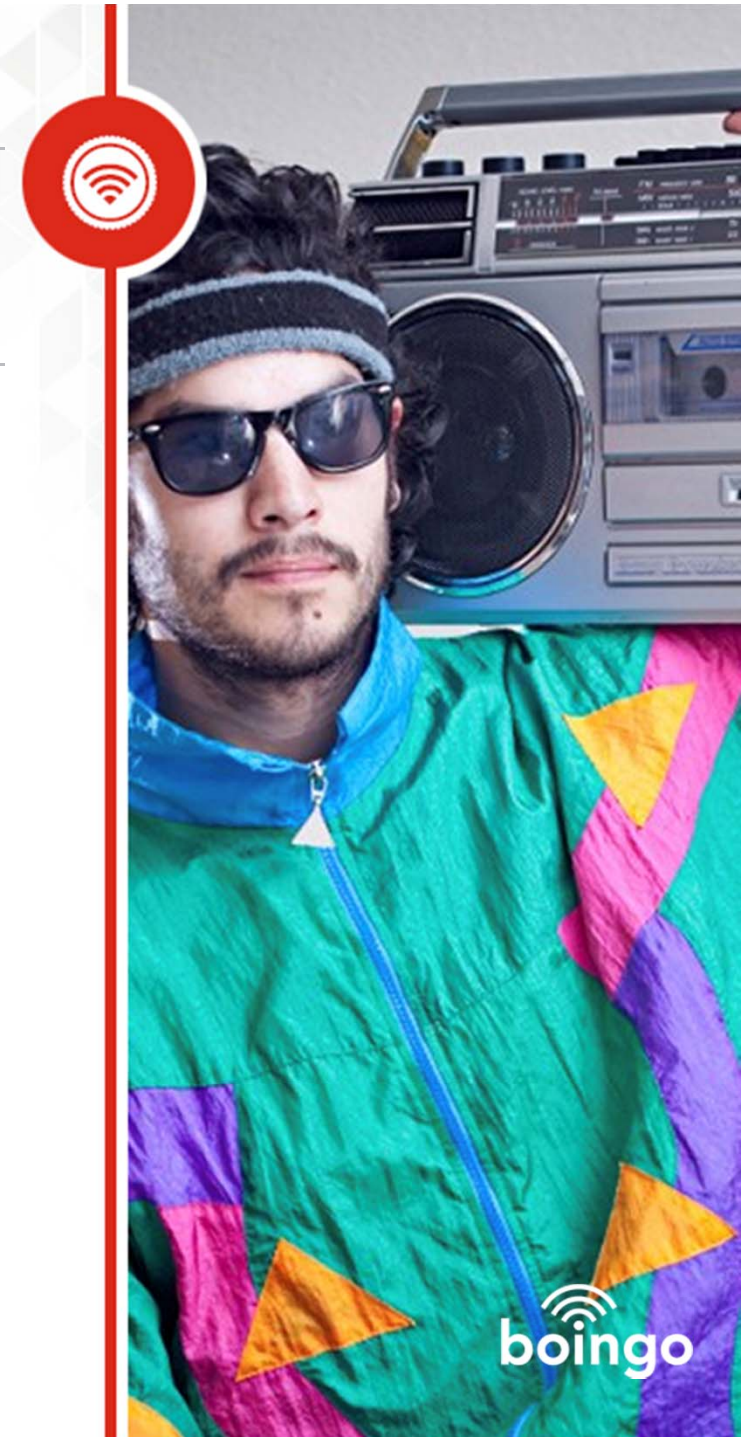Homeownership: Renters

Lifestyle & Media Traits

Never had a wireline connection

Download podcasts

Heavy social networkers

Visit Orbitz.com

Watch MTV

Airports, City Center, Starbucks, Bars, Stadiums

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Globetrotters

Affluent retirees who are frequent international leisure travelers.

Demographics Traits

Median HHI: $102k
Age Ranges: 65+
Presence of kids: HH without Kids
Education Levels: Advanced Degree
Homeownership: Yes

Lifestyle & Media Traits

Attend opera performances
Real estate investments
Universal retirement insurance
3+ international trips a year
Read *Conde Nast Traveler*

Airports, Starbucks

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Bright Lites, Li'l City

Well-off, middle-aged couples settled in the nation's satellite cities. They have well-paying professional careers and homes filled with the latest technology.

Demographics Traits

Age Ranges: A55+
Income: Wealthy, 100k+
Marital Status: Mix, married/single
Presence of Kids: HH w/ kids
Property ownership: Own home
Employment Levels: Management
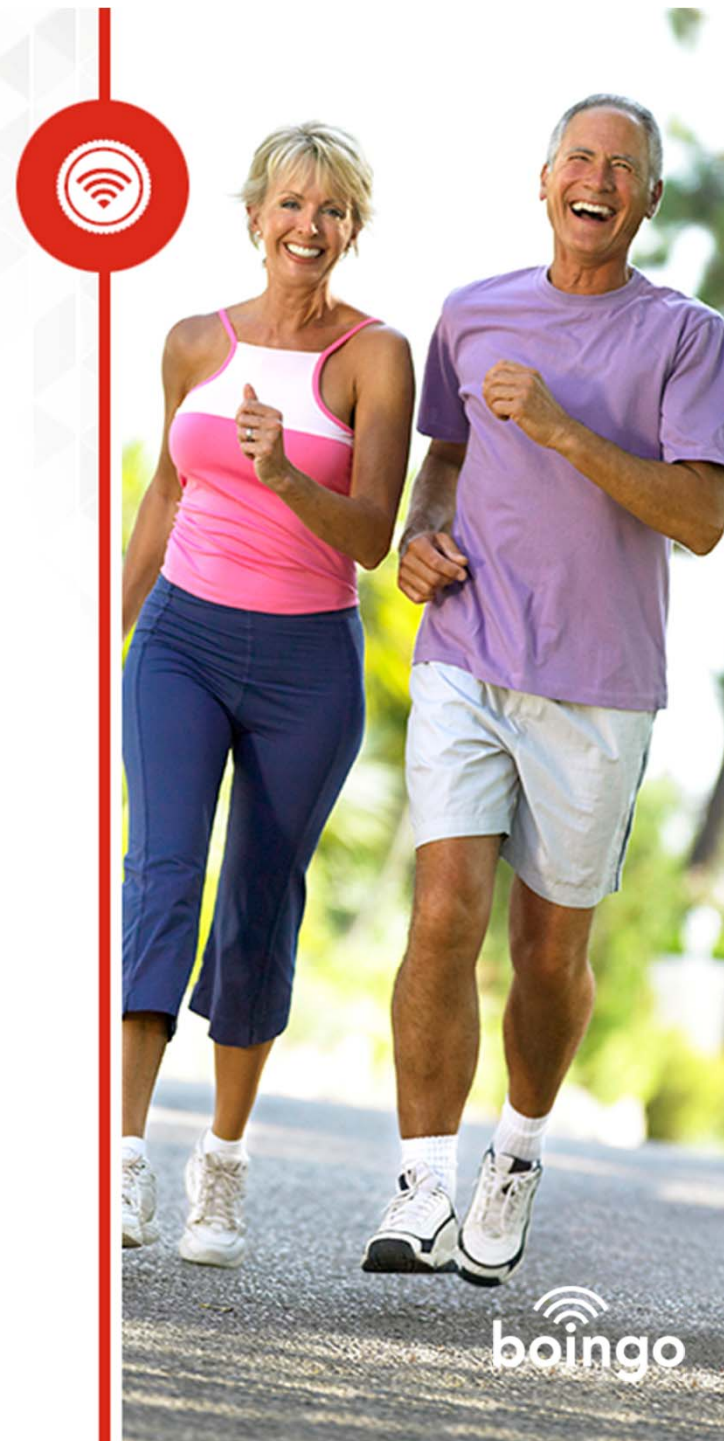Education Levels: College grads

Lifestyle & Media Traits

Shop at Costco
Gamble in Las Vegas
Read *Runner's World*
Watch *The Simpsons*
Own BMW M1

Airports, Starbucks

Source: Nielsen Prizm 2013

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Thank you!

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