

Personalize Your Customer Journey with Location Intelligence



Posted by [Mae Cichelli](#), Aug 5, 2018

Your customers expect personalization. 80% of consumers are more likely to do business with a company if it offers personalized experiences. Personalization requires a contextual data directly from customers' mobile devices that is easy to implement and actionable across all engagement channels.



Bluedot is the only location intelligence provider to offer reliably clean, first party data that is easy to integrate across omni-channel campaigns.

Marketers know that consumers aren't the same in all contexts, they expect a level of convenience and personalization that was never there before. Working with Cloud

Platforms can give you the ability to understand consumer's digital behaviors such as browsing history, purchases, app usage, and social media activities.



Bluedot offers marketers the ability to put this digital data into actionable context by delivering a clearer picture of their location history, real-time visits, and ad attribution. By understanding your customers in more detail, Marketers can provide a deeper engagement to ensure customers are interacting with their brands in meaningful ways.

Bluedot's first-party location data helps companies understand their customers in both digital and physical contexts in three ways:

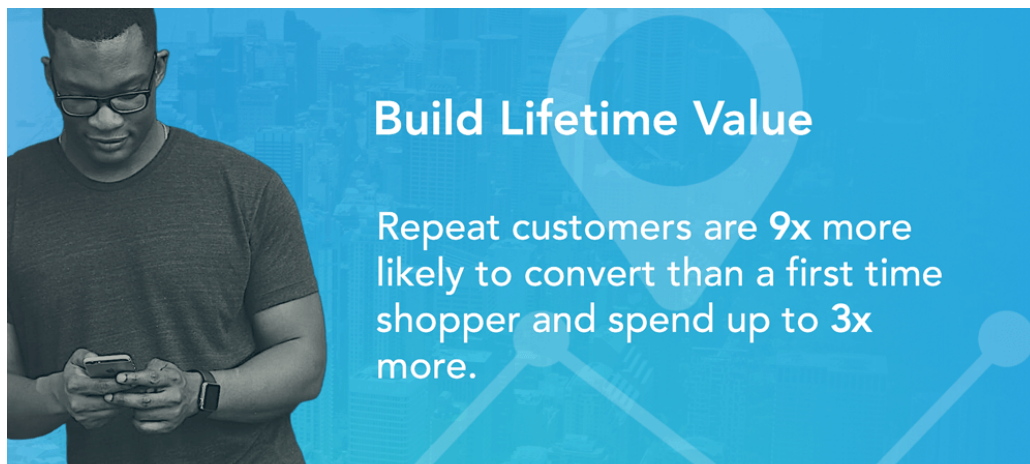
- **Building** powerful customer profiles with actionable data for CRMs and DMPs
- **Enabling engagement** with consumers at the right time and place across all channels – from billboards, to customer service; email to push notifications
- **Measuring** best-in-class ad attribution and campaign ROI

Let's take a closer look.

Building Powerful Customer Profiles

Accurate, first-party location data gives you a confident foundation to build granular profiles across all physical and digital touch points:

- Identify repeat vs occasional visitors
- Identify loyal behaviors
- Identify frequency and duration of your customers at your store or nearby locations
- See when and how long customers visit complimentary or competitor locations



Meaningful Engagement

Increase customer revenue with personalized engagement-based location data that measures:

- Casual vs Loyal behaviors
- Repeat Visits
- Location Dwell Time



This data can be used to bolster your loyalty program. Share the love by rewarding micro-loyalty behaviors in and outside brick and mortar locations that are contextualized by digital triggers.

Engage with Relevance

71% of US consumers express some level of frustration when their experience is impersonal.



Analyze Results with Confidence

Why send spam when you can engage with meaningful campaigns? Understand ROI and scale successes with confidence to:

- Identify high traffic locations and behavior patterns
- Recognize new revenue opportunities faster
- Analyze high fidelity, closed-loop attribution



Integrating your current ad campaign with location data bulks up your understanding ROI for higher conversion rates and happier customers!

Measure with Precision

74% of US consumer brands and marketing agencies using location-based marketing have found an improved ROI.



Now make it work for you:

By building your customers' profiles with actionable data around their behaviors and location patterns throughout their entire journey, marketers are able to:

- Deliver exceptional customer service
- Measure campaign ROI
- Identify new revenue opportunities earlier
- Allocate resources to the right places

Bluedot is an advanced location services platform that powers location accuracy solutions for enterprises, mobile engagement platforms, and marketing clouds. Our technology empowers mobile brands to deliver personalized content, generate analytics, and enable mobile commerce with 20x the accuracy of the industry standard.

[Schedule a free demo today](#) to see how Bluedot can transform your business.