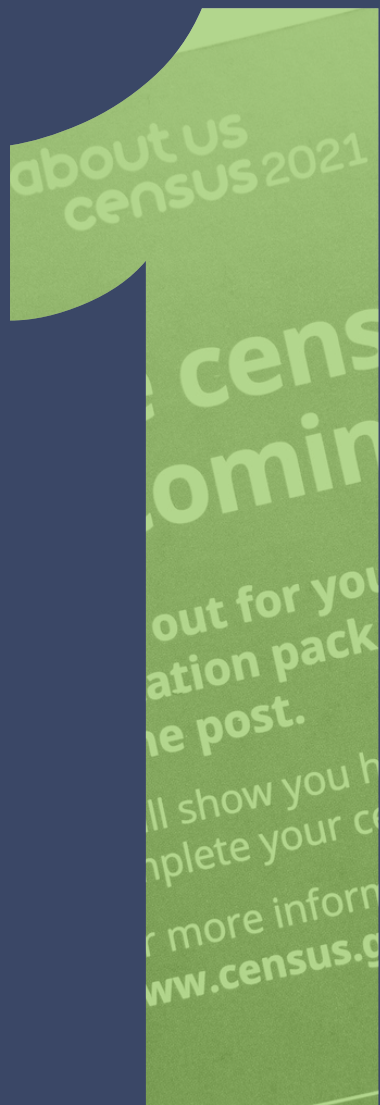




Tips to **Improve** **Customer Targeting** with Location Intelligence





Provide Precision Targeting

With Location Intelligence, you can pinpoint your audience with unparalleled precision.

By analysing geographic data, demographics and behavioural patterns, you can tailor your messaging to resonate with specific segments of your audience, maximising engagement and ROI.





Increase Local Reach

Geo-fencing is a critical tactic for local businesses.

By setting up virtual perimeters around specific locations, you can deliver personalised messages and offers to customers within these boundaries, driving foot traffic and conversions.





Enhance Personalisation

Location Intelligence enables you to deliver more personalised experiences to your customers based on where they are at any given time.

From recommending nearby stores to offering location-based promotions, these messages make your customers feel the offers are tailor made to them.





Anticipate Customer Needs

By leveraging Location Intelligence for predictive analysis, you can review customer trends, enabling you to predict their needs and preferences before they even arise.

This foresight allows you to stay one step ahead of your competition, delivering relevant offers and solutions at the right time and place.





Create Omnichannel Experiences

Omnichannel marketing is all about delivering a seamless, integrated experience across multiple channels.

Location Intelligence provides the missing link by adding real-world context to your digital interactions, allowing you to create cohesive journeys for your customers.





Location Intelligence is a game-changer for customer targeting, offering unparalleled insights and capabilities.

By understanding where your customers are and how they interact with their surroundings, you can refine your marketing strategies, optimise your operations and ultimately drive business success.

newgrove.com