RETAIL USE CASE
Retail Customers (vendor / geo-specific considerations)
"We think of this as the digitization of the store’s physical space. We want to equalize the channel and make sure that the customer has access to all of the product information very easily in that store environment, as if they browse and buy from it. Just as they would on a digital platform."

Jeff Donaldson, CIO of GameStop and SVP of the GameStop Technology Institute

Situation
Players expect an experience with everything they do, especially with the process of buying their next game. To compete with the depth of knowledge and online shopping capabilities, GameStop needed an improved user experience in its stores. GameStop was looking for a new and exciting way to serve product information and interact with customers when they were inside the store. However, bringing the wealth of information available on online shopping to a retail location required a new approach.

Solution
ShelfBucks has used an geo-intelligence platform and beacons to create displays for interactive hotspots in GameStop stores. Displays provide rich, contextually rich content when a customer interacts with it. The customer requests the information on the display of the shelf with a touch on his phone. An interactive content is sent directly to your phone. They have the ability to share this information to a larger screen enabling a much more relevant experience.

Results
The store experience has become more like a game with interaction points and discovery information.

In a location compatible with the use of beacons, GameStop now has the ability to create a marketplace. Working with game industry partners of their choice, they digitally lease their location and proximity network to connect with different audiences and users and thereby create new revenue streams.

Consumer insights show more than just a person’s location in the store, but it also shows which customers are asking for more information about a specific game or product.

The captured data was then grouped into a dashboard/dashboard and reported back to GameStop to help inform customers about future recall recalls, product position on the shelf, store navigation.
**Situation**

In a highly competitive mobile advertising market such as Japan, Blogwatch Incorporated, Dentsu Inc. and Recruit Holdings Co., Ltd. have partnered with a geo-location platform to improve their mobile marketing, advertising and consumer engagement with more personalized, relevant and timely content.

Dentsue Recruit created Blogwatch to develop new advertising and marketing services they could offer their customers. Its goal was to find new ways to monetize (O2O) the marketing of online-to-offline smartphones with content that was more personalized, relevant and timely.

Using geo-location tech to build awareness about this context in their platform and applications, they could help their customers (stores) differentiate themselves from competitors.

Through highly targeted mobile advertising they were able to offer consumers much more than the usual offers and their on-going advertising.

**Solution**

To increase in-store traffic and the mobile coupon redemption rate, Blogwatcher integrated a single geo-location platform into three APPs - Shoplier, a loyalty application, RecoCheck, a recommendations application, and Women’s Gourmet, a search engine application. Geo-fences were created around participating stores. When customers approach, Shoplier sends a digital coupon to their cell phone.

RecoCheck has used polygonal geo-fences along with social networking data to send personalized recommendations and promotions to users. They tested location-based notifications compared to time-based notifications and geo-fences at 1000m around some stores and with geo-fences at 100m around other stores.

Women’s Gourmet used information combining interests and location to identify improved search results on the search engine. Blogwatcher tested the app to see if custom search results would lead to better engagement with users.

**Results**

RecoCheck found that users who received location-based notifications were 100% more likely to click compared to users who received notifications based on time and also found that users notified within the 100m area were 3x more likely to click.

Clicks on Women’s Gourmet coupons increased by 99%.

Shoplier had a click-through rate of 82% through the initial notification and 13% of those customers actually visited the store. 42% of those customers cashed their coupons. Overall, the App saw a nearly 25% increase in this digital coupon exchange.