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## Solution Series: Connected Customer in Retail

# LOCATION-BASED MARKETING

Drastically increase customer loyalty through contextual & situational promotions

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**Your problem:** To make your offers relevant, you need to make them contextual to the customer's situation at a specific moment in time. A key consideration is the customer's physical location. While location information may be something you can determine, how do you make sense of it all in real time? How do you actually use location to increase offer uptake?

**Software AG solution:** Software AG's Location-Based Marketing solution allows you to personalize customer offers based on location. Using real-time location information, offers are created at the right time to maximize offer uptake. Historical and reference data as well as other real-time data feeds are combined with location to create a unique, in-the-moment context for every customer. This approach can be combined with other initiatives on a single platform to improve sales, customer engagement and loyalty.

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## Problem details

Marketing pioneer John Wannamaker is attributed with the assertion that half of his marketing spend was wasted—however, he could not tell which half.

Targeting a customer with a specific offer has great appeal and can increase uptake and sales. Key to this is determining the right offer at the right time in the right place for the right user. Providing a discount voucher as the customer leaves the supermarket is too late—the customer has moved on. The next time the customer is in your store he or she is likely to have forgotten about the offer.

Defining the right offer and segmenting your customers starts with your customer relationship and offer management processes. The best-laid plans, however, can fail in their execution.

The right offer needs to incorporate as much information as possible in as much detail as possible in real-time. Key to this is the customer's location. The element of time comes into play due to the fact that the customer's location changes rapidly—so timing must be perfect.

Other factors can come into play, such as the weather and temperature, customer purchase history, social sentiment, time of day, in-store traffic, competitor activity and other planned events.

Making sense of all this combined data to make a meaningful offer is an advanced big data problem. It requires big data in real time!

## What's the Software AG difference?

The location of a customer is key to getting an offer right. Once that customer has moved on, the offer is no longer relevant. At the heart of our solution is the capability to track and analyze millions of customers in real-time for the right offer. Software AG's solution is unique in its ability to:

- Analyze millions of customer locations in real-time
- Match location with customer-specific context, such as purchase history and other loyalty and segment information
- Track customer feedback and response for real-time and off-line analysis
- Measure and report on campaign effectiveness
- Connect to existing CRM, loyalty, offer management and other in-place systems

## Software AG's solution

### Drive customer loyalty

- Create unique, real-time context to maximize individualized offers
- Listen to your customers: remember and use feedback and response patterns
- Engage customers across multiple channels

### Use real-time big data

- Combine customer history with current information to maximize context
- Automate offer placement and dialogs
- Utilize multiple data feeds

### Leverage existing capabilities and systems

- Take advantage of existing CRM and offer management data
- Incrementally add data sources as needs evolve

### Enjoy rapid prototyping and experimentation

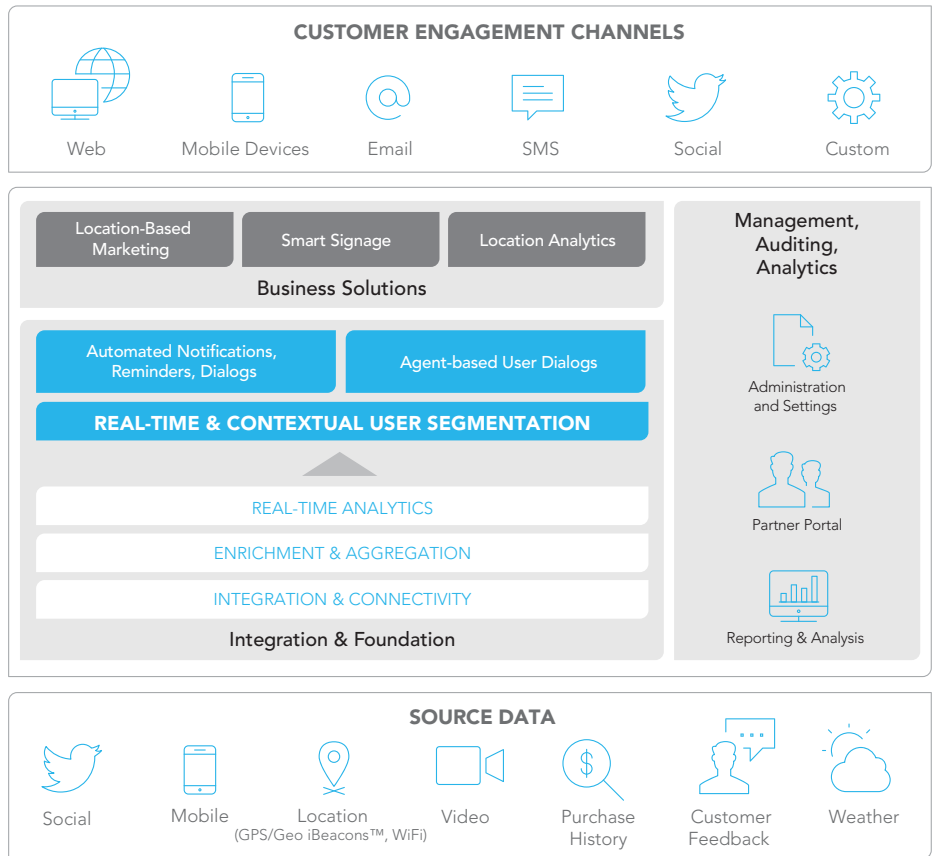
- Rapidly build, deploy, test and measure campaigns via an easy-to-use interface for marketers
- Streamline processes around offer creation and execution

### Create a marketplace to connect users with merchants

- Add value to merchants by offering a self-service portal
- Employ strict policies to protect users from saturation

## Critical aspects of a location-based marketing solution

- 1 Enable real-time decisions using multiple data streams
- 2 Interact with customers across multiple channels
- 3 Leverage existing customer segmentation and offer management capability



Connected Customer By Software AG

## ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at [www.SoftwareAG.com](http://www.SoftwareAG.com).

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