

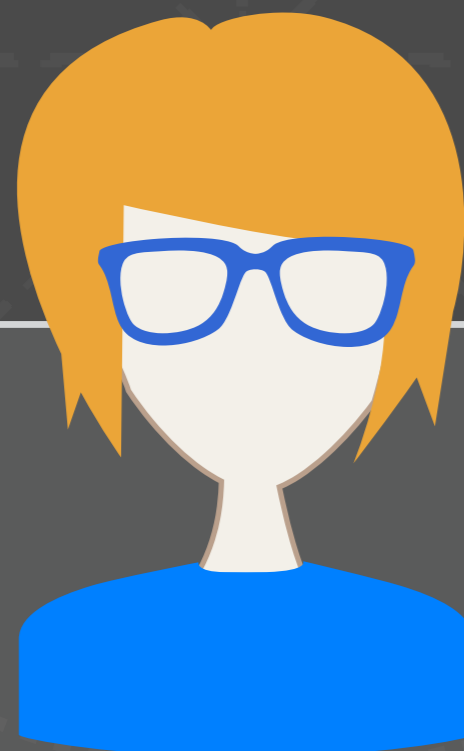
# the ANATOMY of an OMNICHANNEL PURCHASE

The explosion of mobile technology means retailers must keep up with consumers who are better informed and more nimble than ever.

With location-enabled mobile marketing in their arsenal, retailers can engage with their customers in the digital world, the physical world and everywhere in between.



This is your loyal customer, Sue. She shops in your online store and also has your branded app on her smartphone.



PHYSICAL  
DIGITAL



Sue abandons an item in her cart while shopping online after work one day.

37% of shoppers who have purchased in store have also purchased on their phones.\*



When she stops for coffee a mile from your store, Sue crosses an outreach geo-fence you set up. It triggers your app to send a push notification encouraging her to visit your store and check in to receive double loyalty points.

Intrigued, Sue visits your store, checks in and receives an upsell based on the item she abandoned in her cart last night.



Outreach geo-fences can drive conversion rates as high as 40%\*\*

An associate greets Sue at the door after having been notified about her item from last night and her current offer to receive double points.



Sue leaves your store, purchase in hand, and receives a push notification asking her to take an exit survey in exchange for 10% off her next purchase.

Sue returns to your store the following week to make another purchase with her 10% off coupon.



Phunware's Location Marketing enables you to become proactive in the buying process by connecting digital engagement with the physical world.

With your branded mobile app, you can seamlessly guide a consumer's purchase path across channels: driving store traffic through location-relevant marketing, personally engaging your customers in the brick-and-mortar store and developing new insights into consumer visit patterns across your locations.



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\* The Answers™ Experience Index, 2014 U.S. Retail Edition.  
\*\* Phunware campaign data.