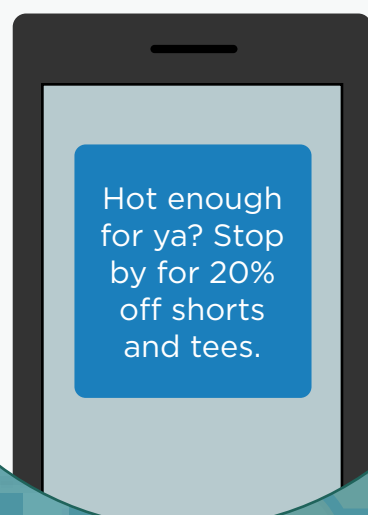


WHO, WHAT, WHERE?

How Location Intelligence Can Help Retailers Build Stronger Offers and Deeper Engagement

With location intelligence, retailers can create an app experience with engagement that's personalized for each shopper's daily journey.

In her hometown



Target app users in specific geographic areas with relevant messaging around what's happening in their world. Build promotions around local events, weather changes, etc.

Near the competition



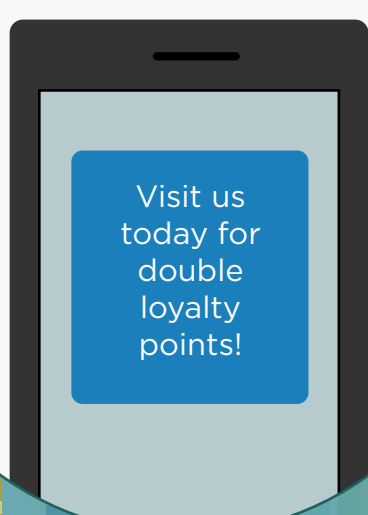
MEGA DENIM



Trigger messages when an app user visits the competition, sending a compelling message to draw them back to your store.

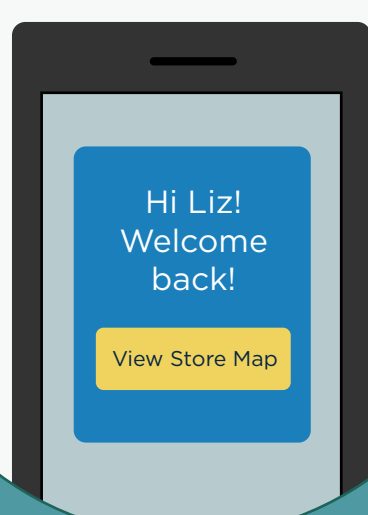
Near your store

Fancy Pants



Build a campaign specifically to greet app users who are within a narrow range of your store, inviting them in with an intriguing offer.

In your store



- Send a welcome message
- Guide shoppers to specific aisles with coupon alerts
- Alert staff of customer presence



Today's shoppers expect brands and retailers to leverage GPS and other location-based tools to deliver more contextual value and personalized experiences both in and out of the store.

Ready to get started?
Talk to a Phunware retail specialist today!