



# Esri Location Analytics for Marketing

## Gain New Insight into Your Business

### The Top Five Ways for Marketers to Deploy Location Analytics

Smartphones have connected consumers in exciting new ways, shaking up the marketing world. Marketing strategies and social media are now mediums for sharing information with these new mobile shoppers. As marketing technology and innovation continue at unprecedented rates, it's getting harder to make the most of your prior investments and connect your execution strategy across different channels.

Location analytics overcomes these challenges and helps marketers gain an advantage over the competition by

- Improving marketing campaigns.
- Delivering more personalized messages, promotions, and offers.
- Connecting consumers across the omnichannel.

Here are the top five ways you can improve e-marketing, social strategies, and personalization while boosting sales and customer satisfaction using location analytics:

#### 1: Make Sense of Mobile

Stop analyzing consumer behavior and patterns at the neighborhood level or out of broad demographic segments. Understand exactly *who*, *where*, and *when*. Use location to find out the *why* behind the *who* and *what*.



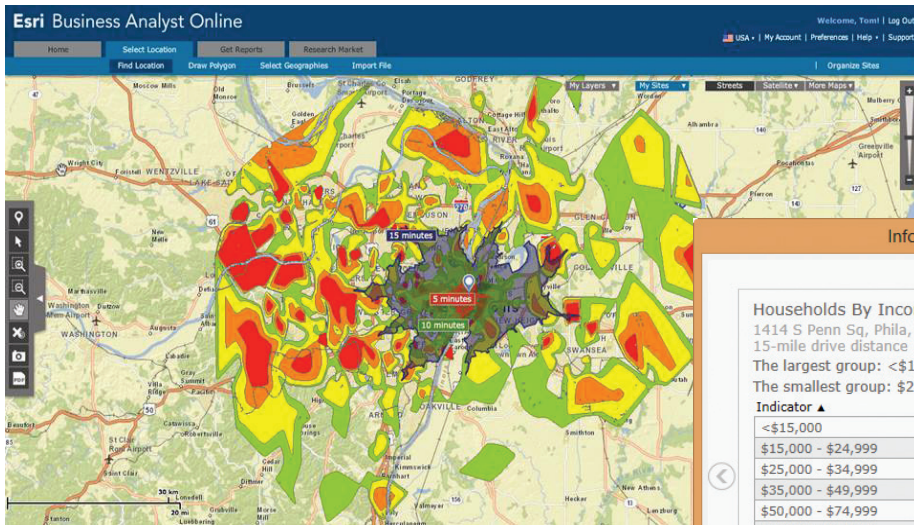
Esri Location Analytics allows marketers to map and analyze their data geographically; providing a deeper understanding of their customers and prospects.

#### 2: Enhance Customer Intimacy

Win hearts and minds with messaging, offers, and promotions that don't just identify and target your best clients but also give them what they need, where and when they want it. Build improved campaigns that get the most from social, mobile, and location-based strategies using geolocation analysis so you can deliver a more intimate, one-on-one experience.

#### 3: Improve Campaign Performance

Whatever form of marketing you use, location analysis can maximize your performance by identifying market gaps, underserved customer segments, and unsuccessful strategies to find new targets. Make the right decisions and choose the best channels to create more satisfied, long-term customers.



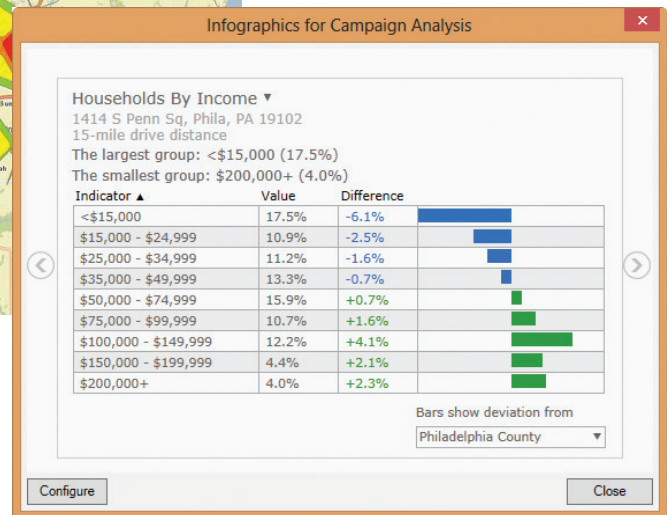
Esri Location Analytics allows organizations to model market scenarios easily from customer information files for a more accurate assessment.

#### 4: Perform Better Everywhere

Drive performance and outcomes so your business thinks more strategically and performs better everywhere. Location exposes crucial relationships, clarifies context, and generates meaning so you can deliver more integrated channel campaigns and ensure that your tactics deliver the success you expect.

#### 5: Understand More

Blend the art of marketing with the science of location analytics and gain instant insight into and understanding of what drives your marketing success. It's a must-have to test and develop different scenarios and better predict performance so you can gain and maintain a competitive advantage.



Profiles for each targeted area are easily achieved using Esri Location Analytics. Search for a potential area and dive deep into the information for the most knowledge.

Esri® Location Analytics will improve your customer understanding and insight and increase campaign performance, and it will help you better discover, delight, and serve your customers. What are you waiting for? Contact us, and we'll show you how to stand head and shoulders above your competition.

Contact us at [esri.com/marketing](http://esri.com/marketing) and we'll help you find the best implementation for your business.



Understanding our world.