

2017



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SCIENCE  
OF  
WHERE™

# Geo Business Seminar

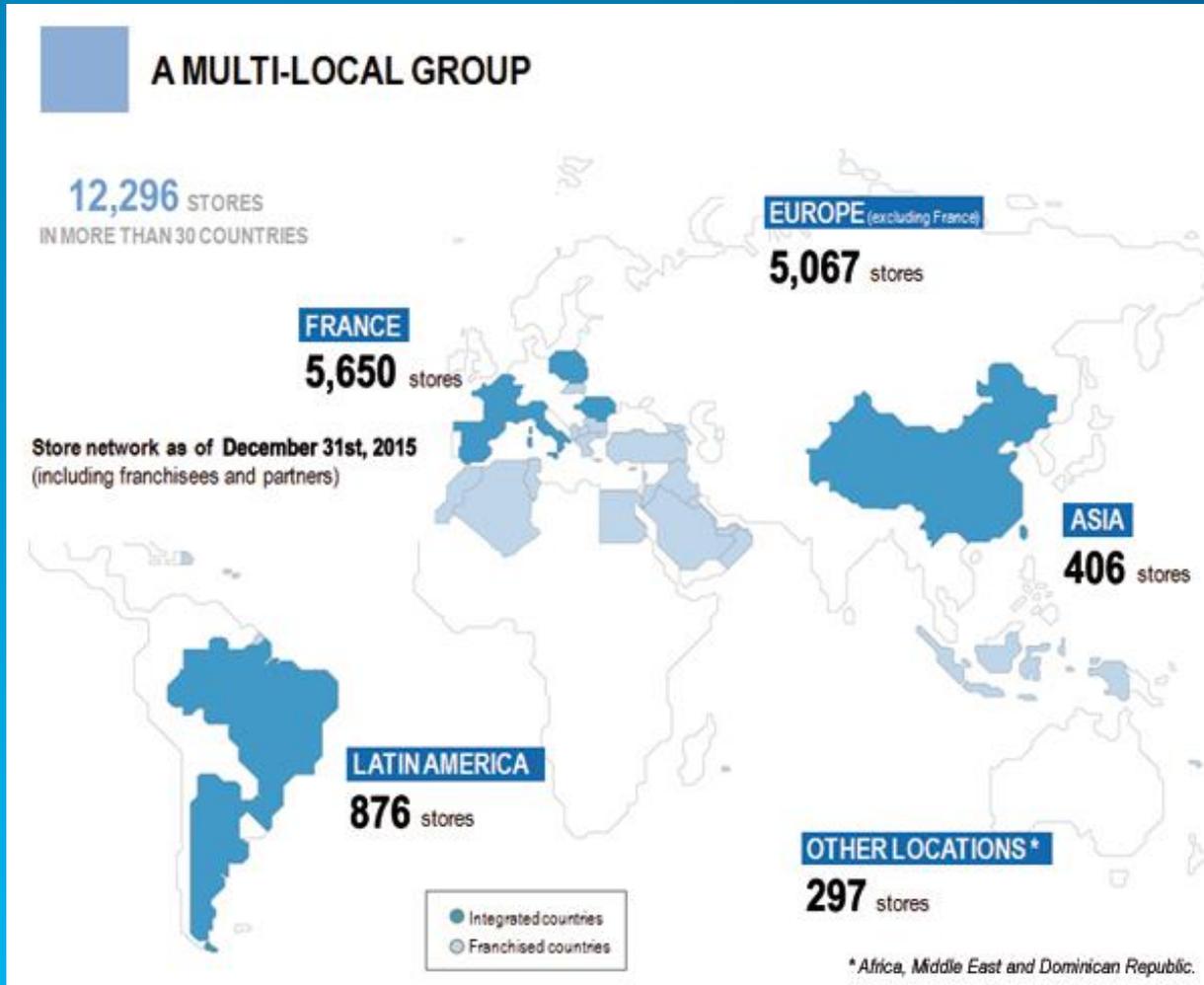


WELCOME

# How Carrefour increased its local marketing results with innovative location based marketing (LBM)

Olivia Sedant (Galigeo)

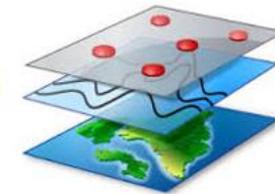
More than 12 000 stores in the world  
13 million customers every day



**Business needs:**

**Increase efficiency and ROI of retail marketing with an omni-channel Location Based Marketing platform to manage geo targeted campaigns**

# Empower business data with geospatial information



Galigeo



Extend BI, Analytics,  
CRM...with Maps and  
Geo Analytics

Extend GIS and Maps  
with Business data,  
Analytics and Apps



Store  
(performance  
analysis)

Customer

Market and  
competition

INPUT  
DATA



DHW

EVENT  
SERVEUR

MACHINE  
LEARNING

SCORING



UNIQUE  
PLATFORM

Geo-fencing

Geo-location  
targetting

Leaflet  
distribution

Displays

Geo-Analytics



DONNEES



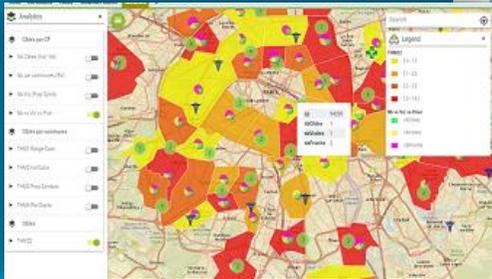
MODEL



SOLUTION

# Worldwide Geomarketing Solution

Leaflet distribution



## A MULTI-LOCAL GROUP

12,296 STORES  
IN MORE THAN 30 COUNTRIES

EUROPE (excluding France)  
5,067 stores

FRANCE  
5,000 stores

Store network as of December 31  
(including franchisees and partners)

Location Based Marketing  
esri Galigeo

ASIA  
406 stores

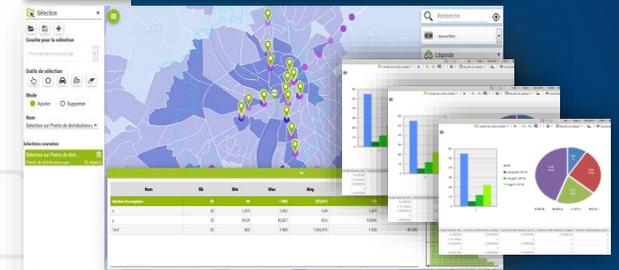
LATIN AMERICA  
876 stores

OTHER LOCATIONS\*  
297 stores

- Integrated countries
- Franchised countries

\* Africa, Middle East and Dominican Republic

Geo-analytics



Displays

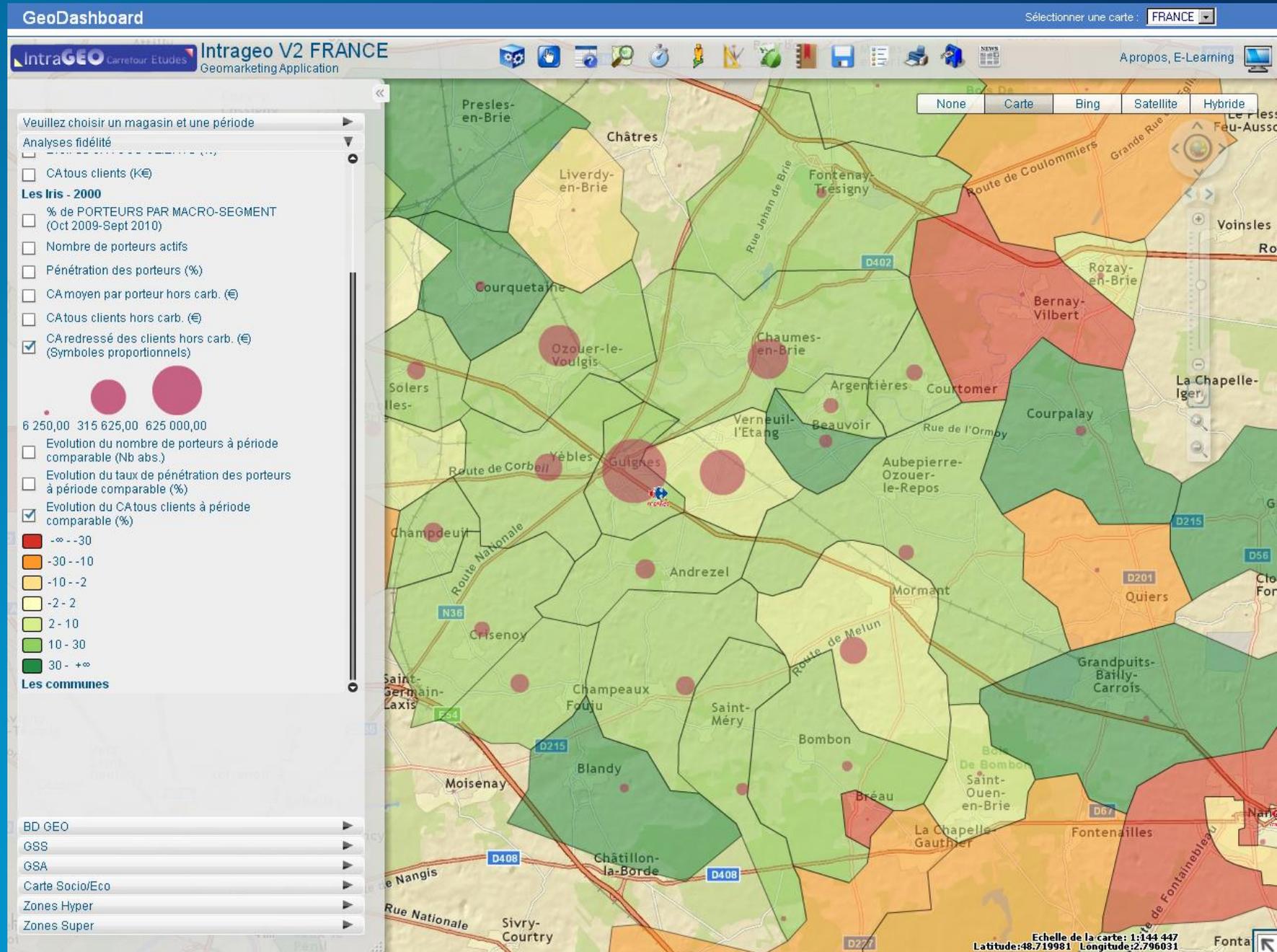


Geo-targeting  
Geo-fencing



# Marketing analytics

- Store performance analysis
- Web analytics
- ROI for marketing activities



**SEO on mobile Maps**



**Local Search**



**Local Campaign**



**Geo-fencing**



**Flyer distribution on Trade area**



# Bluetooth proximity beacon



Max distance 20m



# Galigeo The Where Company



- Since 2001
- Paris, Frankfurt, New-York, Toronto, Bangkok
- More than 200 customers





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