

2017



Geo Business Seminar

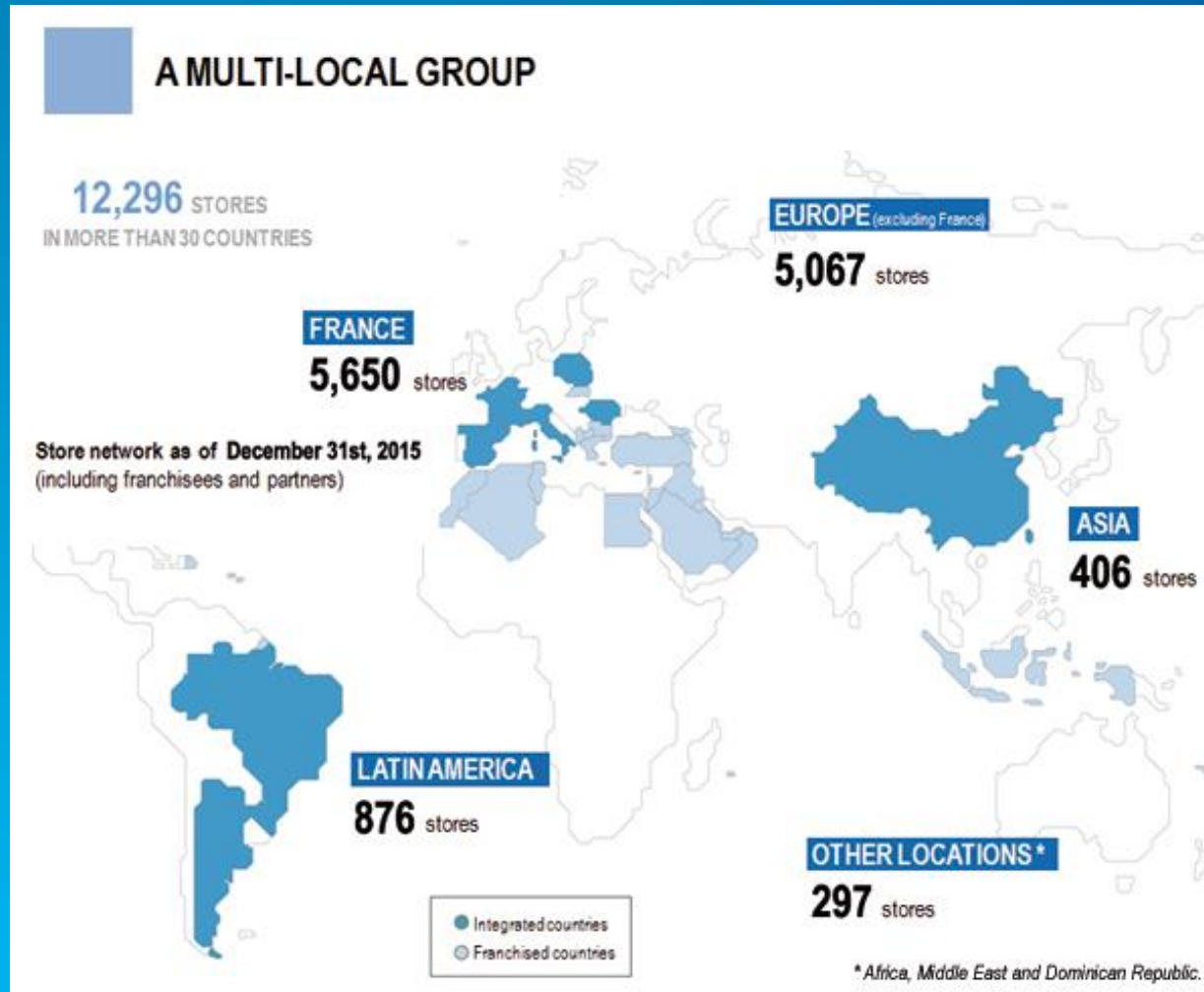


WELCOME

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





Store
(performance
analysis)

Customer

Market and
competition

INPUT
DATA



DHW

EVENT
SERVEUR

MACHINE
LEARNING



UNIQUE
PLATFORM

Geo-fencing

Geo-location
targetting

Leaflet
distribution

Displays

Geo-Analytics

DONNEES

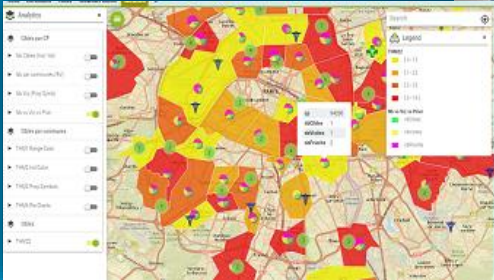
MODEL

SOLUTION

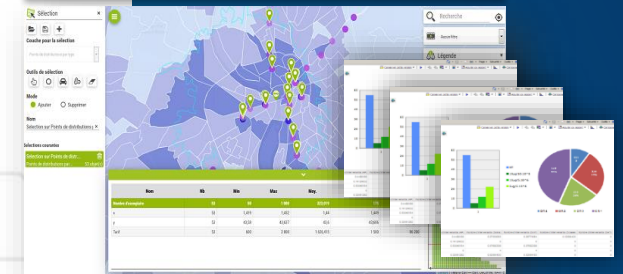
Gaigeo | Confidential

Worldwide Geomarketing Solution

Leaflet distribution



Geo-analytics



Displays



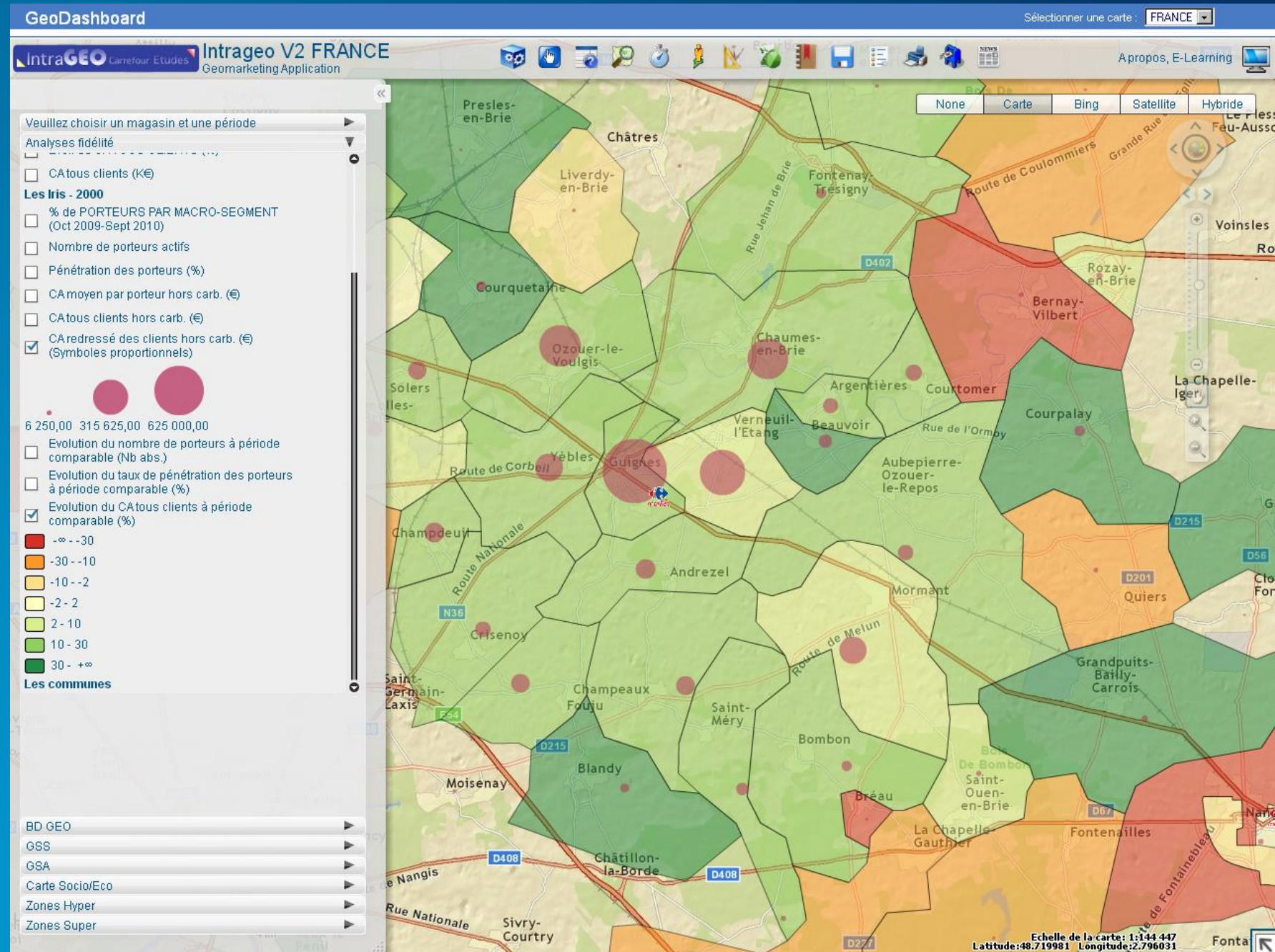
Location Based Marketing
esri Galigeo

Geo-targeting Geo-fencing



Marketing analytics

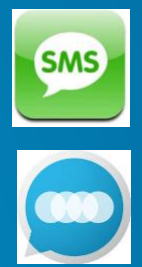
- Store performance analysis
- Web analytics
- ROI for marketing activities



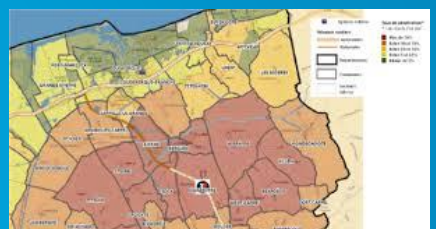
SEO on mobile Maps



Local Search



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





esri

THE
SCIENCE
OF
WHERE