



Location-based Marketing Solutions

Location-based Marketing

Indoor Navigation

Digitale Kundenkarte

Recommendation Engine

Bridging the analytics gap: Location-based services in brick-and-mortar retailing

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The presentation is **confidential** and not
intended for distribution or publication.

The status quo of physical retail in 2024

Marketing in the retail sector still makes too little use of digital and mobile technology.



Physical stores face an **analytics gap compared to online retailers**, due to limitations of data capture and time lags between analysis and managerial action.



Smartphones enable retailers to offer **online-based services in the physical store**. More and more retailers are offering apps, which are also used to learn about customer behavior.



Brick-and-mortar retailing is expected to offer the **shopping convenience**, customers are accustomed to from online retail (*Dekimpe et al., 2020*).

Customer behavior on the sales floor

has analytical value for retailers

- **Unplanned spending** is positively correlated with **in-store path** length.

Hui et al. (2013), Journal of Marketing, 77(2), 1–16.

- **Mobile phone use** while shopping causes distractions, leading to **increased time spent** in the store, more attention to shelf information, and deviation from normal shopping paths, resulting in an **increase in the number of items purchased**.

Grewal et al. (2018), Journal of Marketing, 82(4), 102–126.

- **Mobile phone usage** for shopping-unrelated activities in store causes poor shopping plan execution and results in **more unplanned purchases**.

Sciandra et al. (2019), Journal of the Academy of Marketing Science, 47(4), 574–594.

The locandis solution

Sales, contribution margin and customer satisfaction can be significantly increased by using locandis location-based marketing.

Our products



Location-based marketing

Push impulses directly at the shelf



Digital customer card

as an app with a loyalty points system



Indoor navigation

via smartphone, incl. product finder



Recommendation engine

AI as the basis for product recommendations

Benefits for retailers

- Cross-selling through targeted product recommendations
- Stronger customer loyalty, visit frequency and dwell time
- Individualized pricing and discounting

 **More sales and margins**

Showcase: Location-based marketing in DIY retailing



Completely new dimension in marketing:

Leverage CRM data, POS data, and contextual/location data for targeting

The targeting of the future
is fed by three very valuable sources.



CRM data:

What companies know about
customers as a person.

Checkout/purchase data:

What customers have
bought so far.

Location data:

Where customers are in the
store/building/premises.

Targeted campaign management based on location

Where? When? How long do customers stay in the individual areas of the market?

Analysis of hotspots in the store

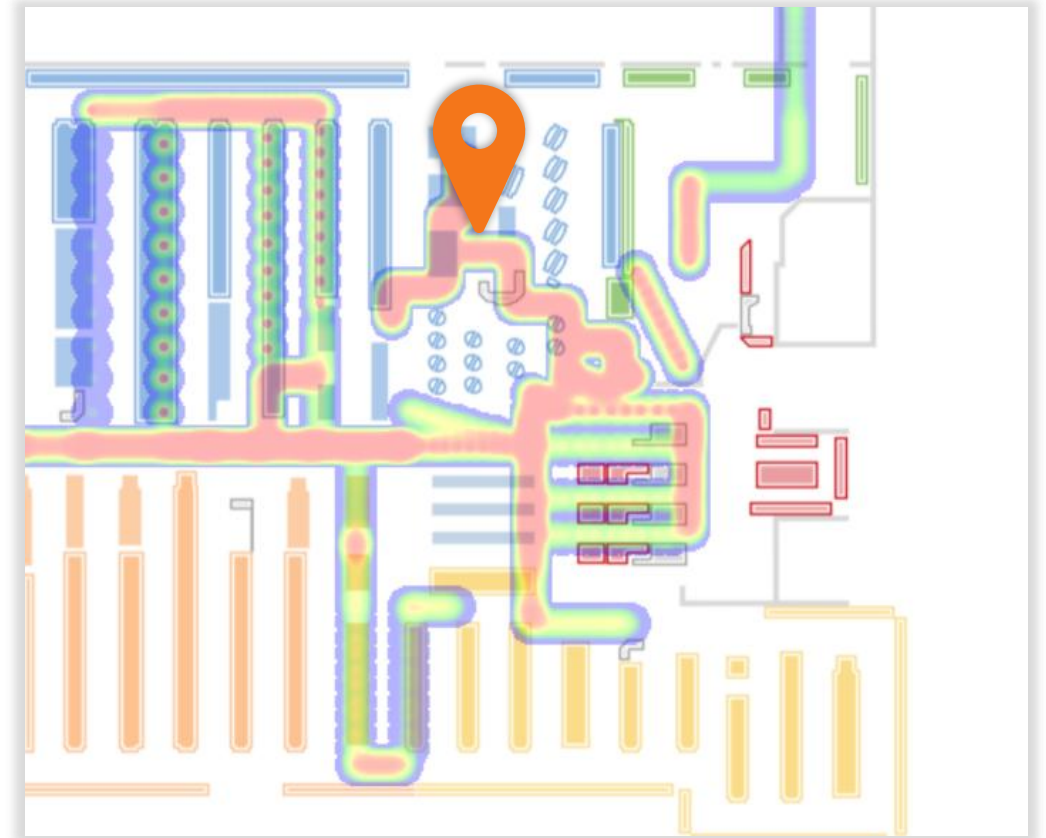
Where do the customers spend time?

Movement patterns

Are customers confused when looking for desired items?

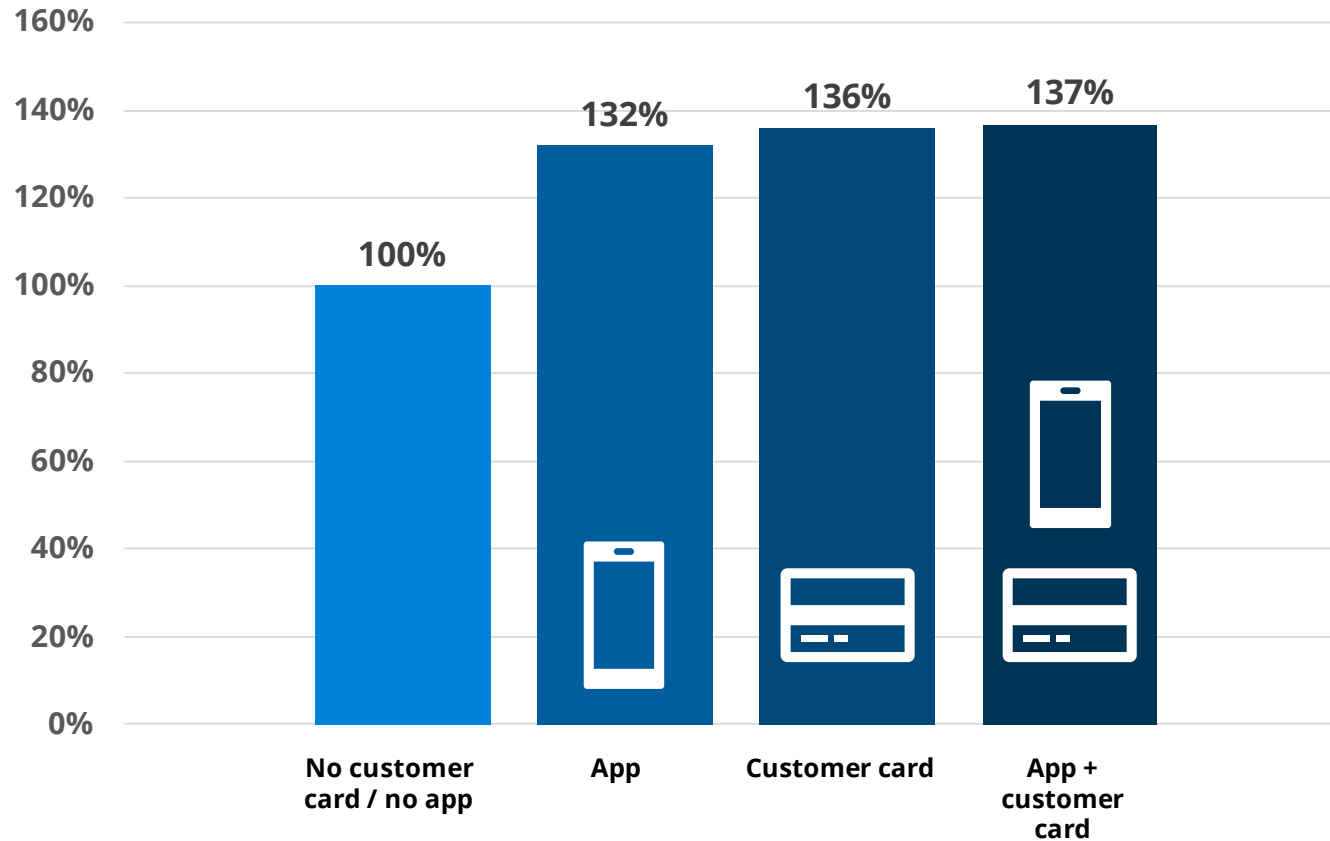
Analysis of purchasing behavior

Which complementary product groups can be presented to customers?



Additional sales through the app-based customer card

32 percent increase in spending when using the app



*The personalized approach via a mobile app ensures similar sales gains as a discount-based loyalty card, but **without giving up 3% of the return on sales.***

Showcase: Indoor navigation and product search in DIY retailing



Indoor navigation in the DIY store

1 in 3 customers leave the store without having found all the products they are looking for.

2021 Shopper Study Volume 1, https://connect.zebra.com/Shop2021_us

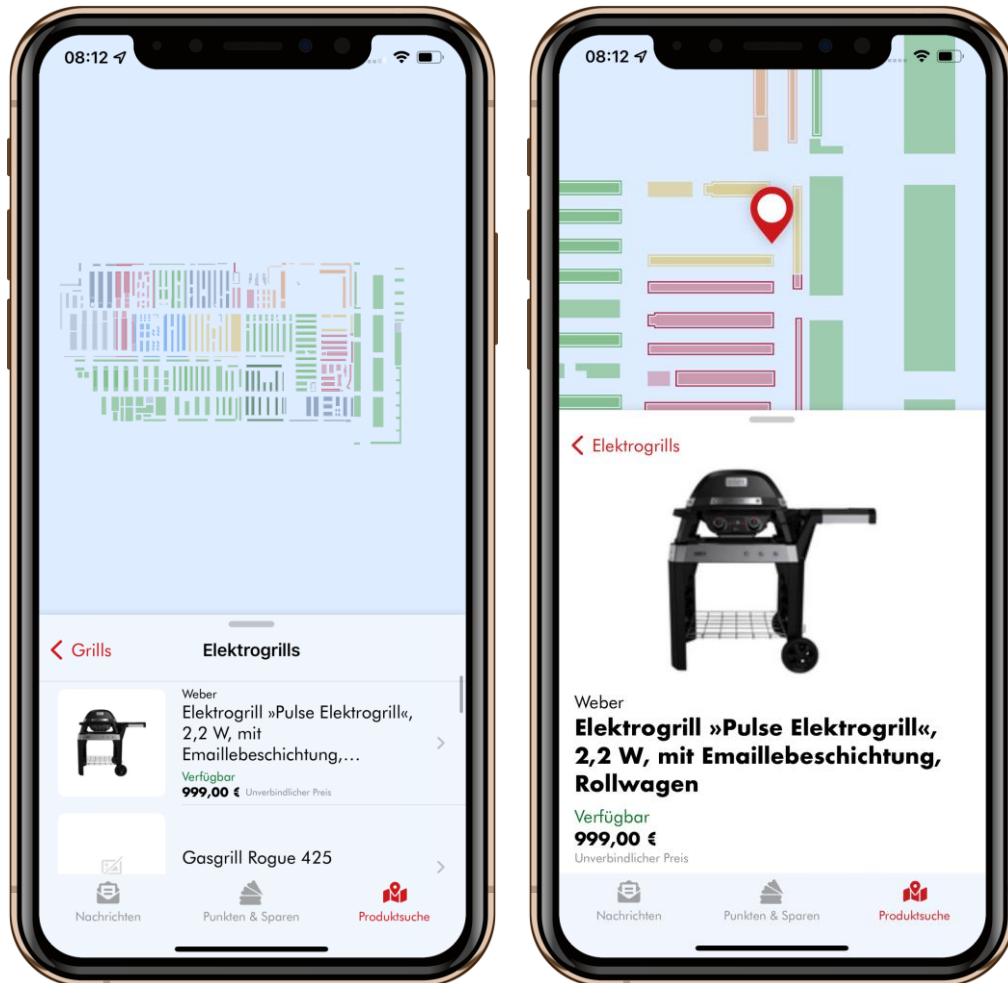
Indoor navigation and on-site product search via app
are measurable sales drivers.

Those who search for products and then find them
stay longer and buy more.

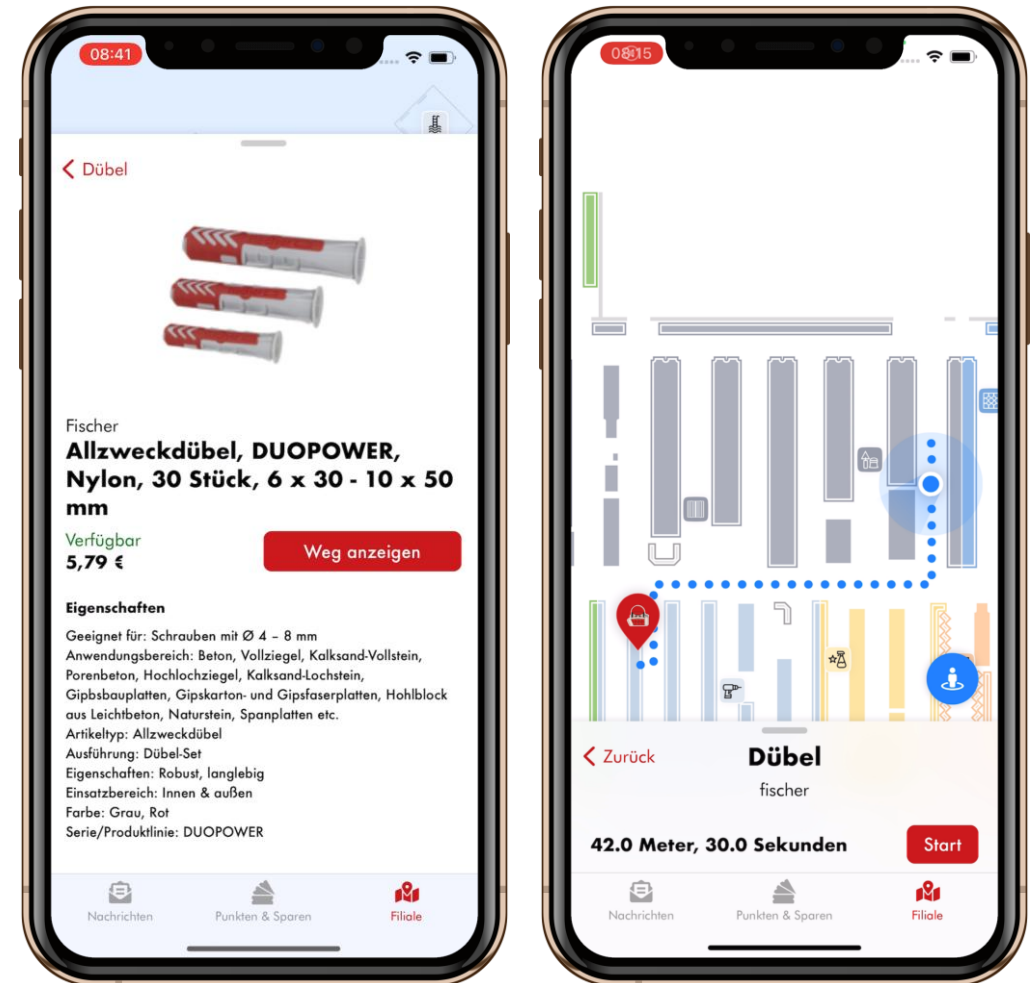
Route analyses of different customer groups become possible.

2 precision levels of product search

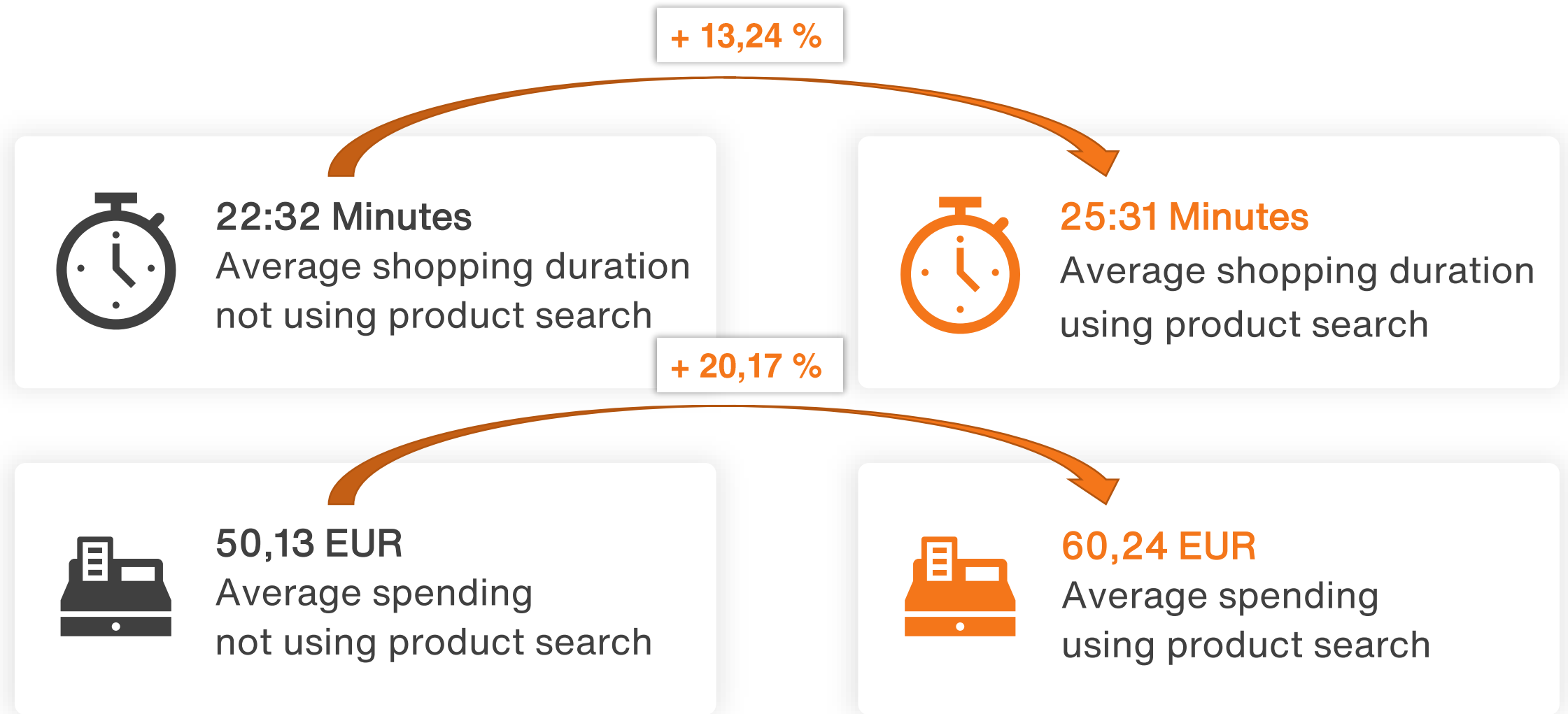
Location display of the products



Continuous navigation



Shopping duration and spending with and without product search



Feel free to connect!



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