GEO-TARGETING, GEO-FENCING & BEACONING
IT'S ALL ABOUT LOCATION, LOCATION, LOCATION

What's the deal:
- $10 Billion
- 65%

What are we talking about:
- GEO-TARGETING
  - Location-based marketing
  - Targeting consumers based on their location
- GEO-FENCING
  - Geofencing
  - Targeting consumers based on their geographic location
- BEACONING
  - beacon
  - Targeting consumers based on their location

Why they work:
- GEO-TARGETING
  - geographic
  - Targeting consumers based on their location
- GEO-FENCING
  - fencing
  - Targeting consumers based on their geographic location
- BEACONING
  - beacon
  - Targeting consumers based on their location

What are the outcomes:
- Increased foot traffic
- Increased sales
- Increased engagement

What you can do:
- Analyze consumer behavior
- Personalize offers
- Optimize marketing strategies

Merchandising: Make the most of your merchandising campaign by:
- Using geo-targeting to send personalized offers to customers near your store.
- Implementing geofencing to track customer movements and send relevant offers.
- Using beaconing to send notifications to customers as they enter and leave your store.

"Merchandising has experienced a digital revolution through the use of geo-targeting and geofencing, allowing for a 30% increase in sales for many retailers." - John Doe, CEO of XYZ Retail

"These are real opportunities to harness the power of location-based marketing in a way that consumers have never seen before." - Jane Smith, Senior Director of Marketing at ABC Company

- "Are you ready to take advantage of all the location-based services available?"

"Applications in the Geofencing space are growing rapidly and are poised to revolutionize the way we engage and market to customers." - Dr. Lee, Chief Technology Officer at DEF Technologies