

Leading Digital Retail Solutions



What the future holds for shopping and the modern in-store customer experience – towards an omni-channel approach

Location-based marketing platform is the key

Loc8te is a Singapore-based technology service company. The location-based marketing platform enables retailers to communicate with their guests / shoppers, display dynamic content, influence purchase behavior, and collect ongoing profile and location data. We let your location work harder for you and enable additional digital channels to reach out to your market. The cloud-based service is easy to activate and brings the benefits of geo-location to your organization.

Retail sector trends

Economic growth and wealth creation around the world have contributed to more consumers and rise in demand. This rise in purchasing power across a wider audience also comes with increasingly complex and sophisticated shopping expectations. Tastes and preferences are seemingly changing at an ever-faster pace. The globally connected world and trade, in turn, brought more choice to the consumer. The rise of digital services has allowed retailers to react and introduce new methods of shopping – eCommerce and mobile come to mind. Whilst it is clear that retailers cannot any longer solely rely on the brick-and-mortar shops to reach all demand, it can be argued that the physical store will remain the cornerstone for retailers in the foreseeable future.

The need for location based marketing

We can all acknowledge how ubiquitous wireless networks have become today - whether it's for surfing the web, or sending a message, checking Facebook, watching YouTube, etc. This growing trend of using a digital channel will benefit retail outlets if they have the right tool to gather information about their target market on site. Such a location based marketing tool can provide a great opportunity for the business in regards to value creation and value capture at location. It becomes one building block for a holistic shopping experience.

Key benefits to retailers

In today's busy world, customers access the Internet via their smartphone just about everywhere. But what are the key benefits to retailers? What if wireless networks were no longer an expense for retailers but a powerful marketing tool for them? What if wireless networks can be used to monetize this digital channel based on versatile marketing features, not least making use of location analytics to gain valuable insights into shopper behavior to build loyalty?

Evolving retail landscape

Modern retail means a lot of changes. From a marketing perspective, it may entail the following challenges and opportunities:

- A shift from a shopper transaction towards a shopper relationship approach
- Harness the potential of “on premise” and “off premise” shopper engagement
- Digitize the business at different touch points
- Leverage collected data for commercial decisions and personalization
- Combine diverse and isolated combined in order to realize big data benefits

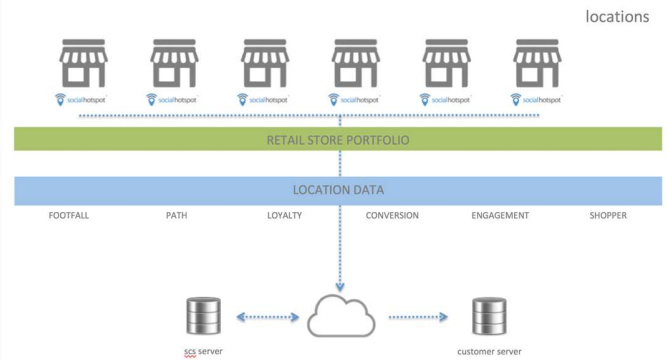
The in-store guest experience of today

Regardless of the proliferation of online stores and the growing population of online shoppers, there’s still a considerable demand for shopping in physical stores. Improving the in-store experience and motivating people to go inside the store are still very important. The location-based marketing platform features the display of dynamic and rule-based content. It enables your business to engage existing and new guests with relevant content messages that is in context. It helps you plan your marketing campaigns and deliver message consistency across your marketing ecosystem. Put your location and guest behavior to work.



Powerful analytics to create the perfect marketing campaign

The value of primary data at source cannot be stressed enough. The combination of overall traffic and guest profile data goes beyond transaction and a long way towards realizing an omni-channel customer relationship approach. The platform captures many relevant and needed marketing metrics, such as footfall, path, loyalty, conversion rate, engagement and shopper profile.



An opportunity for relationship building

Touch Timing

- Schedule marketing campaigns with maximum impact

Traffic

- Track foot-traffic and channel guests inside your venue

Communicate

- Relevant, contextual and location-based information at and near your venue

Engage

- Advertising and re-targeting using personalized and location-based data

Collect

- Data collection and big data analytics to trigger actions, gain insights and set up new business models

Security

- Acquired data stored in a secured backend to prevent from data theft or encryption by ransom ware

Research shows the value of email and its importance for omni-channel marketing

Our platform allows you to disseminate targeted content at location based on guest behavior. You will create product awareness whilst profiling your target audience at zero extra cost. While content randomness is reduced, total cost of ownership for the service is also dramatically reduced because of best-in-class hardware and cloud managed software bundle. You get maximum client engagement based on an ongoing collection of data about your target.

The platform enables you to harness the power of email marketing. It is designed to communicate the right message at the right place at the right time. That’s because our platform is built for marketers and minimizes the need for costly and ongoing IT resource.

The service will strengthen your business and help you realize portfolio network benefits. Each venue will become a marketing and data collection point, which can be measured and compared.

Who are the key beneficiaries in the organization?

Marketing Department	Senior Management	Operations and IT Departments
<ul style="list-style-type: none">• Rule based content• Location analytics• Cloud software• Customizable	<ul style="list-style-type: none">• Location data• Decision making support• Shopper insights• Holistic business view	<ul style="list-style-type: none">• Cloud software solution• No dedicated IT resource• No data server to maintain• Hardware with lifetime warranty

In summary

Today’s shoppers expect more from each retailer. Tomorrow’s retailers must therefore find ways to understand their customers better, understand their behaviors and demographics, and strategically reach out to them.

The growth of mobile technology will continue to rise along with data consumption. Forward thinking retailers will leverage wireless networks beyond operation departments in order to create a richer in-store experience for shoppers. With seamless, high-bandwidth connectivity as a foundation, retailers can focus on delivering the right information and services to customers.

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