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APPLIEDPOST

## ***How Applied Post Uses Mobile Location Data to Improve Marketing ROI and Aid Business Expansion for Retailers***

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CUSTOMER SUCCESS STORY

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## APPLIEDPOST

### ABOUT APPLIED POST

**Website:** [www.appliedpost.com](http://www.appliedpost.com)





**Industry:** Marketing & Advertising

**Headquarters:** Vancouver, British Columbia





### PROFILE

Applied Post is a Canada-based leader and innovator in consumer analytics. They bring data solutions to small and medium businesses, offering them actionable neighbourhood intelligence. Applied Post has built proprietary technology that helps businesses harness the power of mobile location data and contextualise real-world consumer behaviour to launch and improve online and offline marketing campaigns.

### HIGHLIGHTS - GOALS

-  Analyse ROI for offline marketing programs
-  Attain an expansive and accurate data feed
-  Identify customers for business expansion
-  Monitor competitors and assess performance

### HIGHLIGHTS - RESULTS

-  Achieved desired coverage across Canada
-  Built Innovative analysis models for customers
-  Optimised resource usage based on ROI
-  Helped customers grow their business

### OVERVIEW

Applied Post has partnered with Quadrant to obtain mobile location data for business use across Canada. Using this data, Applied Post works with retail customers to assess their store performance, gauge competition in specific areas, and ensure optimum ROI on their marketing budget. In this case study, we discuss how Applied Post helps retailers use granular, area-based insights to make efficient and profitable marketing investments and decisions.



### CHALLENGES AND GOALS

Applied Post's goal was to help their retail customers identify their potential consumers and assess the ROI on their marketing efforts. They wanted to gather insights into traffic attribution at retail outlets, judge the performance of Out-of-Home (OOH) advertising campaigns, and strategise remarketing activities to engage and convert customers.

While seeking mobile location data for these projects, Applied Post evaluated many different data sources and vendors. However, the coverage of most data providers was not thorough enough, especially in the rural areas of Canada. In a large, geographically diverse country like Canada with unevenly distributed population, Applied Post sought extensive coverage of location data to materialise their analysis for various customers and use cases.

### SOLUTION

Here are a few examples of successful projects where Applied Post delivered actionable geospatial intelligence to their customers in industries like direct mail, retail, digital marketing, OOH advertising, etc.



## Use Case - OOH Attribution and ROI

Using Quadrant's mobile location data, Applied Post created geofences around specific retail outlets to correlate the visits at the stores with the potential coverage of an OOH campaign in the physical world. Applied Post monitored the mobile location data in each billboard's view cone and compared it with the footfall data in the respective stores for a period of a few weeks. Mobile location data in these areas of interest were also monitored after the campaign to judge its ROI. Using this analysis, the business was able to determine the conversion rate of the advertising campaign.



## Use Case - Location Based Retargeting for a Home Improvement Retailer



In another project, Applied Post geofenced home improvement retail outlets in multiple Canadian cities to monitor current foot traffic and historical mobile location data. The customer used this analysis to assess visitation patterns both in their own stores and those of their competitors'. Applied Post used mobile location data to perform exploratory data analysis using a data visualisation software. They correlated third-party loyalty program data, surveys, purchase patterns, and postal codes against mobile location data to create a holistic picture of consumer behaviour. These insights allowed the business to launch monthly marketing campaigns targeting existing customers, as well as to engage and persuade over customers of the competitors.

## Use Case - Data-Driven Expansion for a Commercial Landscaping Equipment Manufacturer

Applied Post mapped dealers, prospective partners, and similar businesses (architecture and landscaping) in specific areas of interest for a landscaping equipment manufacturer and retailer. They then geofenced these locations across the country and used mobile location data to identify potential customers and partners. This analysis helped develop digital marketing programs to engage customers and get more eyeballs on the company's offerings. Applied Post also helped the customer identify potential B2B partners and grow their consumer base.



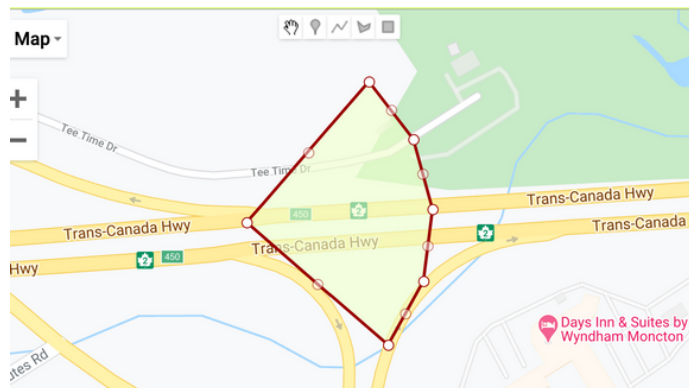
## BENEFITS

Applied Post's partnership with Quadrant has helped them achieve exhaustive coverage across urban and rural Canada that was not readily available from other data providers. They continue to leverage Quadrant's data to build meaningful, actionable analytics for their customers in various industries (including traditional retail), helping them assess marketing ROI, and effectively plan business expansion. Using Quadrant's data, Applied Post has been able to do granular research for their customers whether they are a giant day-to-day retail store or a business that caters to a specific niche.

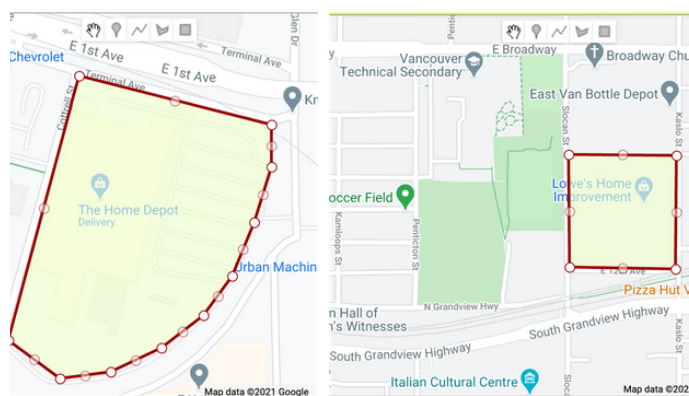
### Average Data Counts Delivered Across Canada

↑ **1,400,883**  
AVG DAILY ACTIVE USERS

↑ **5,766,162**  
AVG MONTHLY ACTIVE USERS



Graphical representation: Determining ROI of an offline OOH campaign by geofencing a billboard's view cone and correlating data with actual traffic at the retail outlets to assume conversion rates.



Graphical representation: Geofencing similar outlets in various neighbourhoods to assess foot traffic and tailor marketing programs to attract, engage and retain consumers.

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Quadrant's coverage of location data across Canada is thorough and valuable for us. Especially the availability of data for rural Canada, which is very difficult to find. We have seen some great results in assessing campaign performance and ROI attribution for our retail customers across the country. We are really happy with our partnership and continue to work with Quadrant to bring more value and actionable location-based insights to our customers.”

Glen Lougheed - CEO and Founder, Applied Post

Quadrant provides location data and location-based business solutions that are fit for purpose, authentic, easy to use, and simple to organise. We offer data from 200 countries, with 300+ million unique devices and 40+ billion events per month. Our data is verified, trustworthy, and ready to use - allowing businesses, organisations, and innovators to build tailored solutions for a myriad of data challenges. To learn more about Quadrant's mobile location data, **talk to a data consultant today!**

### REACH US AT:

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