

A Marketer's Guide to Location Analytics

CAPTURE

MORE LEADS & SALES IN EVERY CAMPAIGN

WITH SPATIAL INSIGHTS

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INTRODUCTION

All successful marketing strategies rely on data. Yet with all the data we have, most companies are missing out on an entire realm of critical insights.

We're talking about location analytics and spatial analysis. It's the competitive edge many marketers are missing—and there's a good chance it's right at your fingertips.

If your company has a real estate, site selection or GIS division, it means there's a whole world of incredibly valuable data right in your office. **These departments are sitting on a goldmine of customer insights you can use to more accurately identify which channels will drive the most traffic.**

This e-book will guide you through the process of using location analytics to generate more leads, close more sales and empower your marketing with more accurate customer insights. It's designed for chief marketing officers and marketing analysts at multi-unit companies (such as retail, restaurant and grocery), but will benefit marketing teams in all kinds of industries.

CHAPTER ONE

WHAT IS SPATIAL ANALYSIS?

Most customer data contains at least one locational element, such as a mailing address or zip code.

“Spatial” refers to these physical components of data. They allow you to gain deeper insights about your company, customers and competitors.

By mining your data for spatial elements related to travel, time and distance, you can uncover trends, patterns and relationships that aren't always obvious. Spatial data collected from sources like point-of-sale transactions and GPS devices can help answer questions most marketing analytics can't, such as:

- Where do our ideal customers drive each day?
- How do they spend their free time?
- What is their work commute like?
- Do they pass by our stores on their way to work?
- What's keeping them from visiting our locations?
- How much are they spending with competitors, and why?

With answers to these and other related questions, you can truly put your customers' needs at the center of every campaign. Without a spatial component, your company may never realize the full potential of its customer data. By adding insights about where your target customers live, work and drive, “data-driven marketing” takes on new significance.

CHAPTER TWO

METRICS MADE EASY

Marketing and Real Estate: Together at last!

Good marketers understand the importance of data. Problem is, most teams rely exclusively on web-based: click-through rates, referral sources, conversions and the like.

While this data provides useful information, there's only so much you can do with it to increase sales. Even the most advanced marketing tools rarely provide a complete picture of consumer behaviors.

That's where location analytics comes in. When you combine traditional marketing analytics with location-based customer data, you get a much clearer understanding of the role each channel plays. **You'll know which neighborhoods and streets to target, and you can capture more clicks and conversions with hyperlocal advertising.** Best of all, spatial data makes it easy to gain these valuable insights for every market, location and even competitors.

The good news is that you don't need to reinvent the wheel or invest in all-new tools and technologies. In fact, **your company's site selection consultants or internal real estate team may already have all the spatial data and customer insights you need.** These teams typically have access to rich stores of customer data that reveal where target audiences live, work, dine, shop and more.

CHAPTER THREE

KNOW YOUR CUSTOMERS

The cornerstone of every successful marketing strategy is a well-defined target.

Using your company's location analytics tools, you can easily answer questions such as:

- Who are our "best customers?"
- Which markets have the highest concentrations of our ideal customers?
- Within those markets, which neighborhoods and addresses offer the most potential?
- What are the communication preferences of our target niche?
- Which markets are *not* a good fit for our products and services?

To get a better sense of how real estate and marketing can unite, let's say you work for a network of independent eye doctors. Using your real estate team's location analytics tool, you could quickly drill down to a single doctor's office and see demographics for customers in the immediate vicinity. To start, you might see something like this:

- **Median age:** 50.5
- **Average income:** \$61,206
- **How many visited an eye doctor within the last year:** 9.7%
- **Annual average spent on eyewear in area:** \$387,500
- **Annual average spent on eye care services:** \$214,300

(Source: eSite Analytics Market Analysis Reports)



Forget hours upon hours of developing customer personas—all the work’s done! You can use spatial data to profile customers, get more value out of mobile marketing, make more money with direct mail and improve the performance of all of your campaigns.



“The new generation of American households is reachable, but you have to know who they are, what they do, where they live and more.”

- Experian® Mosaic

CONCLUSION

For businesses marketing physical locations, the key to conversions isn't always bigger budgets, more tools or new technologies. In fact, you may be surprised at how something as simple as closer collaboration between marketing and real estate can help you generate more leads and close more sales than ever before.

So grab a cup of coffee (plus one to share) and head over to your company's real estate department. Whether they use predictive analytics software or work with a site selection consultant, your company's real estate analysts have tools all marketers and advertisers should also have at their fingertips.

Mobile marketing. Direct mail. Digital advertising. All are better with spatial data. It's the ultimate competitive edge.

The Team Behind this e-Book

This e-book was developed by eSite Analytics, a location analytics consultancy helping many of America's most recognized brands identify and reach their best customers. eSite's innovative tools and advanced technologies are powered by GPS data from navigation leaders TomTom and INRIX to improve:



Customer Profiling

Get detailed demographics, psychographics and behaviors on dozens of customers. All the research has been done for you!



Mobile Marketing

Use anonymized data collected from GPS devices to get more value out of geofencing tools and mobile marketing strategies.



Direct Mail

Find out who's really coming to your locations—and where they live—to get higher returns on direct mail investments.

Can location analytics transform your marketing?

Find out for sure!

Schedule a chat with our team today

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