Location Data: Use Cases

'It comes as no surprise that in our latest Mobile Advertiser Snapshot Study 66% of respondents claimed that location based advertising was the most exciting mobile opportunity. Location data plays an integral role in business planning, marketing, strategy and operations. The potential of location data has far exceeded from just allowing brands to reach consumers with their messages in real time. It gathers real world insights and uses these subsequent location and audience insights to make business decisions in real time. This change is mainly to stay ahead of the competition with less impact on budgets, whilst attaining greater ROI.'

- Mike Reynolds, Mobile Manager, IAB UK

1. How and when can Location data be used?

Location data can be used across industries and functions. Different use cases are mentioned below:

Consumer Insights:

Location is the best indication of who the consumers really are. It sheds light on how consumers spend their daily lives, reveals their path to purchase, and creates new opportunities to understand them.

Location & Audience based targeting:

Location data enables audiences to be created and targeted more precisely than ever before. Brands can reach out to users around particular locations in real-time, and even specific audiences like 'Students', 'Affluents' etc. around locations of choice. Location data can even enable cross-media integration, allowing new options like OOH retargeting or OOH audience profiling. This results in even better campaign planning and or optimisation across media disciplines.

Attribution measurement:

With location data, brands can measure online/offline attribution for mobile, as well as non-mobile campaigns - such as Out of home (OOH), television and print campaigns.

Business Planning:

Brands can take decisions like choosing a store location, store type and more using location data. The traffic around various stores can be measured, and also the kind of audiences around these stores.

Business Operations:

The merchandising mix of stores, and in-store decisions, can be further enhanced by using location as a tool to better understand the visiting consumer. Location data can therefore help brands to better understand not only their consumers, but also their competitors consumers.

Urban Planning:

Governments can use location data patterns for urban planning and development of city pockets. Knowing the traffic can also help city planners to manage peak hours better.

2. What are the data sources available in the industry?

There are multiple sources of location data available today.
- GPS
- WiFi Data
- App Data: Users reported
- Indoor Positioning: Beacons/Access Points
- Telco Data
- Proprietary Data: Can be from cell tower triangulation or satellite trilateration.
- Bluetooth
- Navigation Data
- Third Party Data

3. Questions brands and agencies need to ask from their tech partners:

- ✓ How do you source your location data?
- ✓ What data is unique to YOUR platform?
- ✓ What 3rd party 'dependencies' do you have (if any), when compiling your data/ profiling an audience?
- ✓ Is your data inferred, and is your data certified?
- ✓ May I customise/ add-to your location database, and, tailor it for my client?
- ✓ May I use said customised data to buy my campaigns across multiple/ my preferred DSP?
- ✓ What data will I get in return? Do you offer some form of location-attribution? What about beyond the click?
- ✓ How are you privacy safe?

4. Where can I find examples and case studies about different business using location data to drive success?

https://near.co/resources/brand-insights.php