

To say that social media is a global phenomenon is almost an understatement, as the [number of worldwide social network users](#) is expected to grow from 2.65 billion in 2018 to around 3.02 billion in 2021, around a third of the entire global population. As internet access and smartphone use expand worldwide, social media use shows no signs of slowing. In 2018, the [average daily social media usage](#) of internet users worldwide reached 136 minutes per day, with Philippines taking the top rank as the country with the [most time spent on social media per day](#). As of July 2019, there was an estimated [3.46 billion active mobile social media users worldwide](#).

<https://www.statista.com/topics/2478/mobile-social-networks/>



[80% of users' mobile time is spent in three apps](#), and the three that currently dominate usage are Facebook, WhatsApp, and Chrome, with others like Snapchat, Facebook Messenger, Instagram, and WeChat growing in significance.

The amount of visual content shared daily has grown to [3 billion images and 10 billion videos](#) between Snapchat, Facebook, Facebook Messenger, Instagram, and WhatsApp - all but one of which are owned by Facebook. Video is further projected to account for [75% of mobile traffic by 2020](#).

Think about these three statistics:

92% of people trust recommendations from individuals (even if they don't know them) over brands ([Nielsen](#)).

74% of consumers use social media to make purchase decisions ([Sprout Social](#)).

Ad-blocking on mobile devices has grown by 94% in the past year ([TechCrunch](#)).

<https://www.socialmediatoday.com/news/the-future-of-social-media-is-mobile-are-you-ready/451436/>



What does mobile give us?

Increased network of mobile consumers

Increased brand awareness

Consumer motivation

Consumer requirements

Location based marketing

Viral marketing

Retail

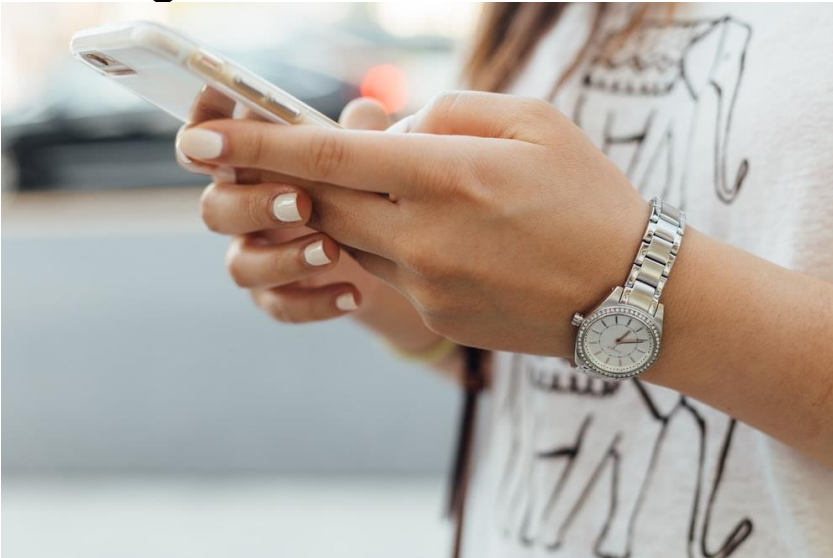
Promotion

Obtain information on user

Payment systems

Loyalty systems

Communication



The unique facets of mobile devices

Personal single user

Photos & Video replacing a camera

Primary means of communication

Emotional attachment by user

Personal space / pocket

Payment with NFC – Apple, Google, Samsung

Close integration of social media

All pervasive

(especially of an unwelcome influence or physical effect) spreading widely throughout an area or a group of people.



Technological Developments

Hardware

Software

Connection

Accessibility

Acquiring analytics and Metrics

Synchronisation of user state across devices

Smart phone

Tablet/pad

Smart watches

Gaming device

Motion sensing gaming device / phones



<https://venturebeat.com/2020/03/13/gonoodle-launches-motion-sensing-activity-games-for-kids/>

Technological Developments

GPS / Maps / Location Aware

Near Field Communications (NFC)

Camera

Barcodes / QR Codes

Augmented Reality

Mobile Apps

Mobile Sites / Responsive Design

Network Speeds (3G,4G,5G) / Access Points / Public WiFi

SMS

RSS Feeds

Email

Bluetooth



Apps

Branded

Retail

Location aware

Social media

Games

Mobile App or Website?

Accessibility

Cost

User Ownership

PWA



Optimise for Mobile

Relevance

Personalisation

Interest

Device

Compatibility

Accessibility

Content should be device agnostic and ideally browser based

Not to be designed to run only on one mobile operating system or for one mobile handset type

Website Optimisation

User Interface (UI / UX)

Fonts, Length, Scrolling, Size of Buttons

Responsive design

HTML5

Media queries in CSS

Size

Position

Process

Content Design

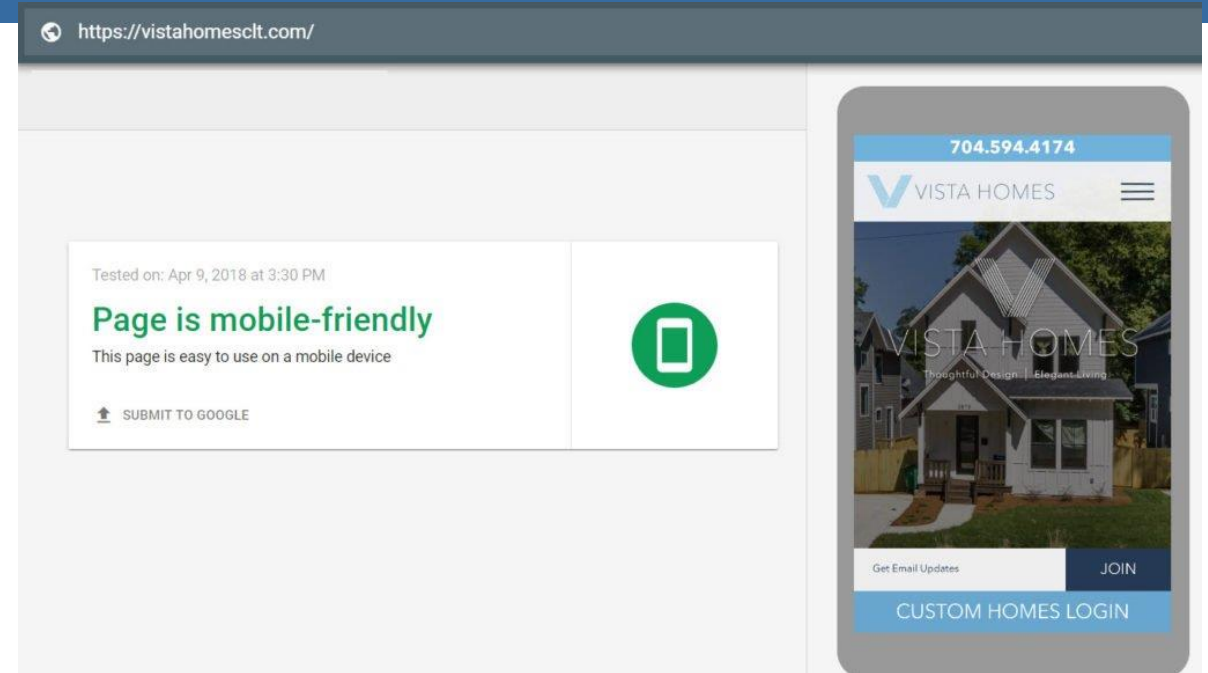
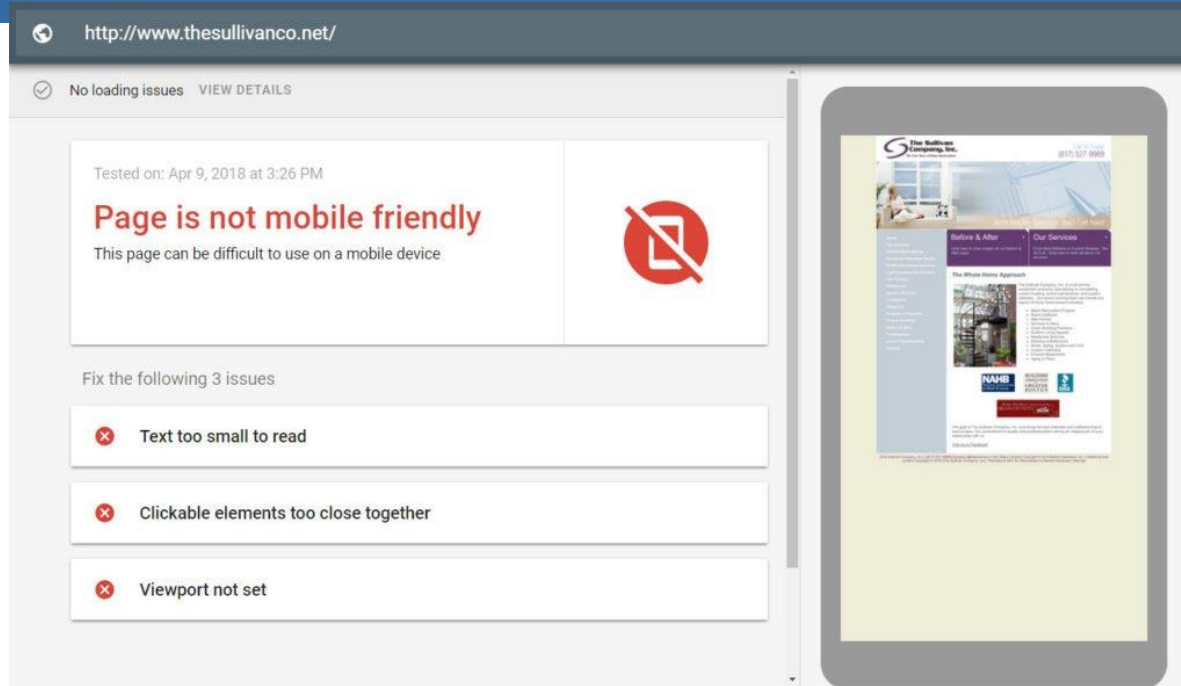
Graphic Design

Build

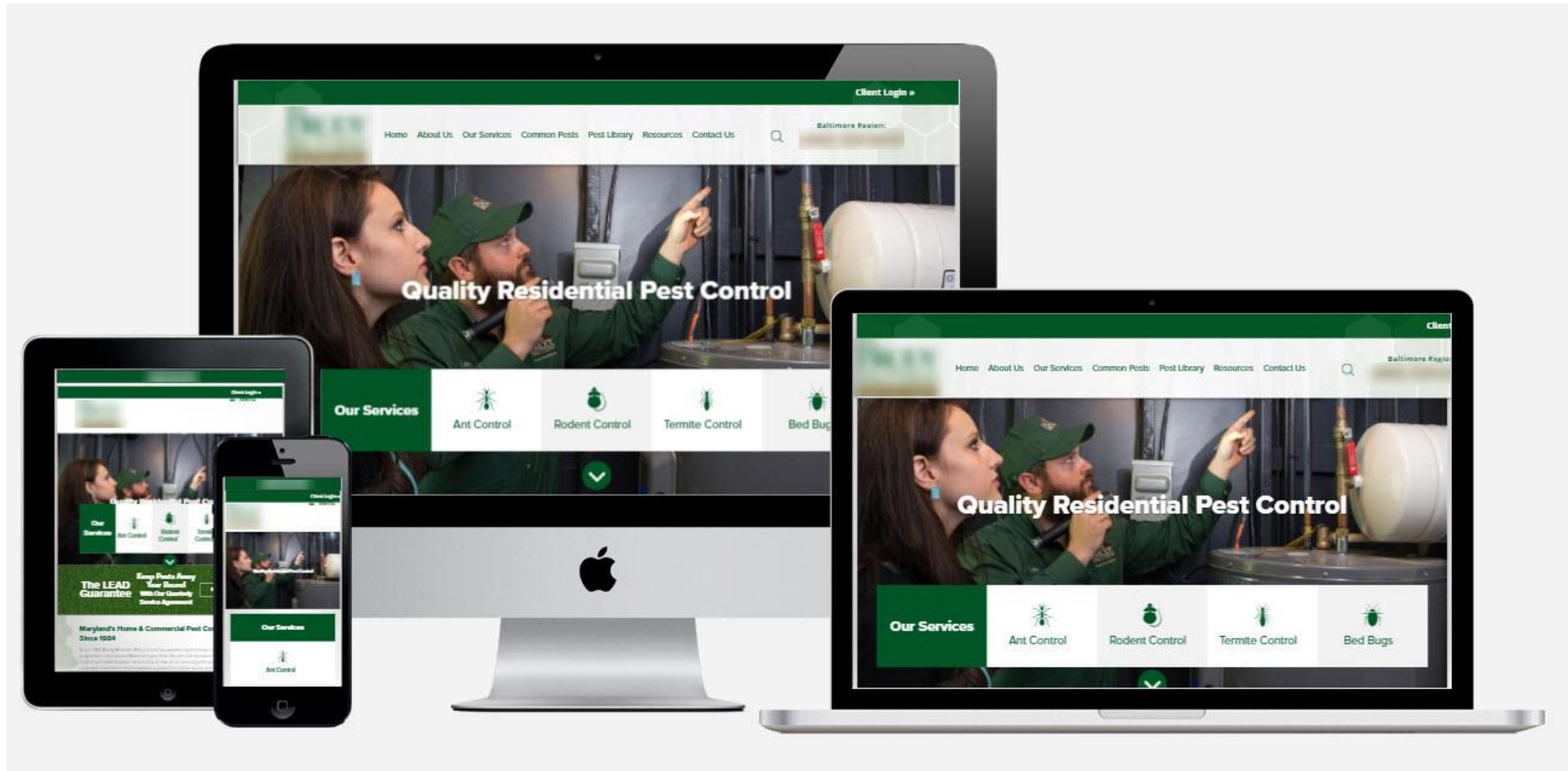
Test, User Testing

Publicise

Measure & Monitor



<https://search.google.com/test/mobile-friendly>



Limitations

Hardware

Reading text length on mobile screen

Software

Listening to audio

Connection

Watching video

Accessibility

Size of font

Data allowance

User attitude

Time / Attention

Barriers

Lack of device

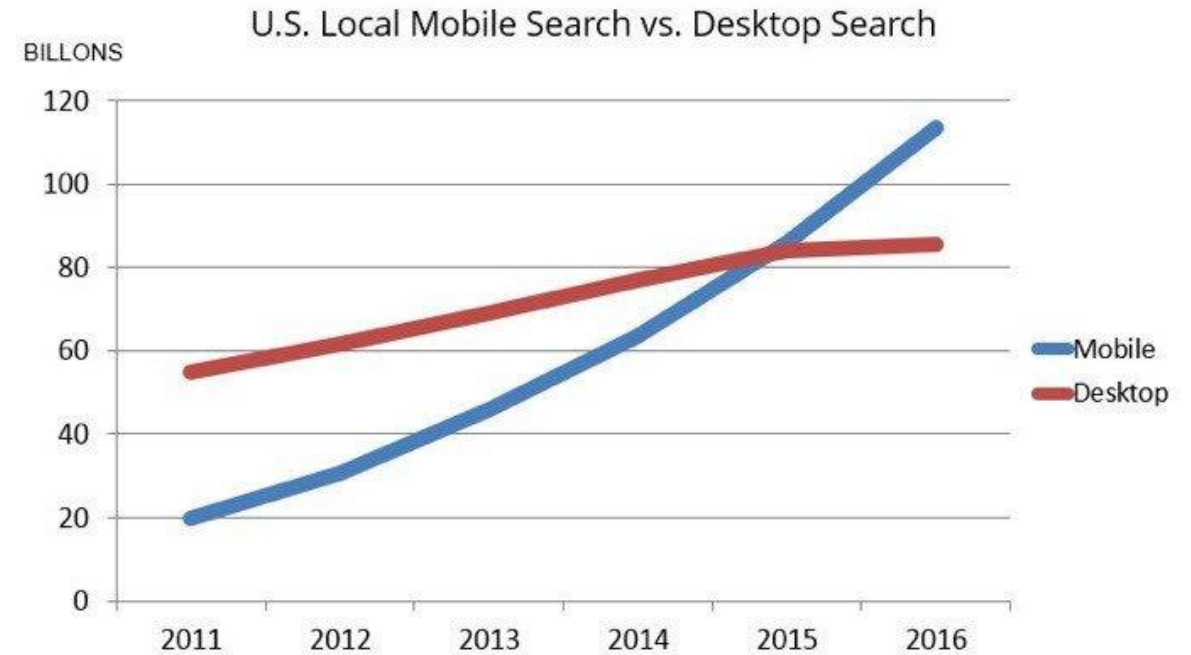
Lack of knowledge

Privacy concerns

Limited mobile Internet connectivity

Cost

Organisational controls and restriction for using mobile devices in workplace



What Is Hyperlocal Marketing?

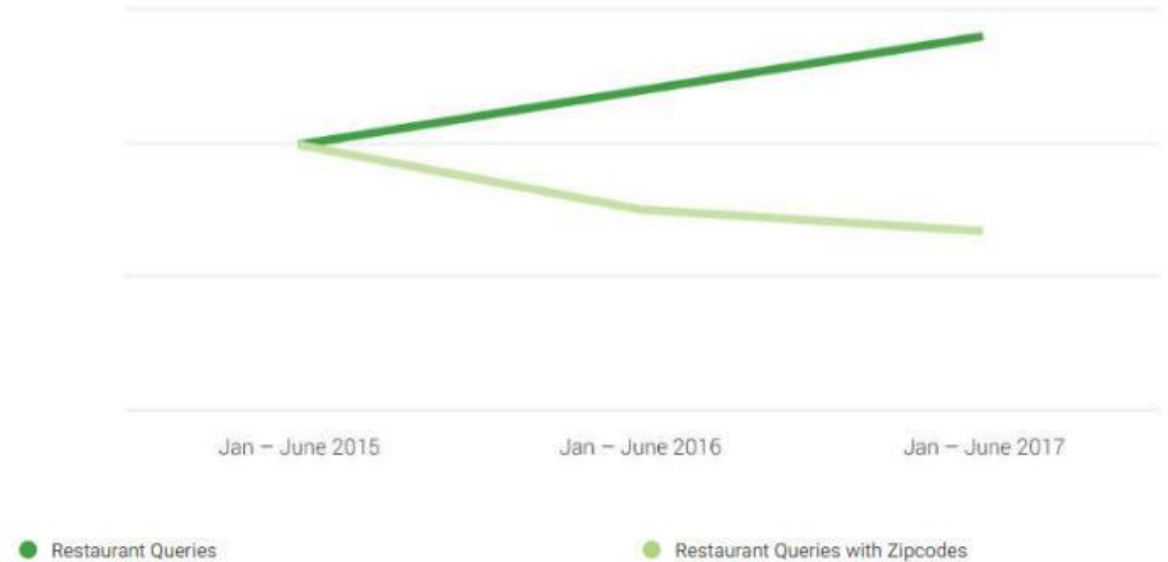
Hyperlocal marketing is the process of targeting prospective customers in a highly specific, geographically restricted area, sometimes just a few blocks or streets, often with the intention of targeting people conducting “near me” searches on their mobile device.

Many users now expect local search results to take precedence over wider results, even when they do not explicitly state they’re looking for local results. [Data from Google](#) suggests that local searches without “near me” or other location qualifiers (such as zip codes or city names) have grown 150% faster than searches including “near me,” revealing that many users now expect Google to automatically take their location into account when serving results.

Take the figure below, for example. This graph shows search volume for restaurant-related search queries between 2015 and 2017. As you can see, search volume actually increased for [restaurant-related searches](#), but the same searches that included zip code location qualifiers actually declined during this period:

<https://www.wordstream.com/blog/ws/2018/01/25/hyperlocal-marketing>

Restaurant searches with and without zip codes



What Is Hyperlocal Marketing?

FB Ads

Google Ads

SEO

Google My Business Page

Reviews on Facebook, Google, Trustpilot, TripAdvisor

Mobile Site/App for community

<https://www.highvisibility.com/blog/hyperlocal-marketing-advertising-strategies/>

<https://optinmonster.com/what-is-hyperlocal-marketing/>



Google Ads

Google Ads

☐ Location

☒ Radius

Enter a place name, address or coordinates

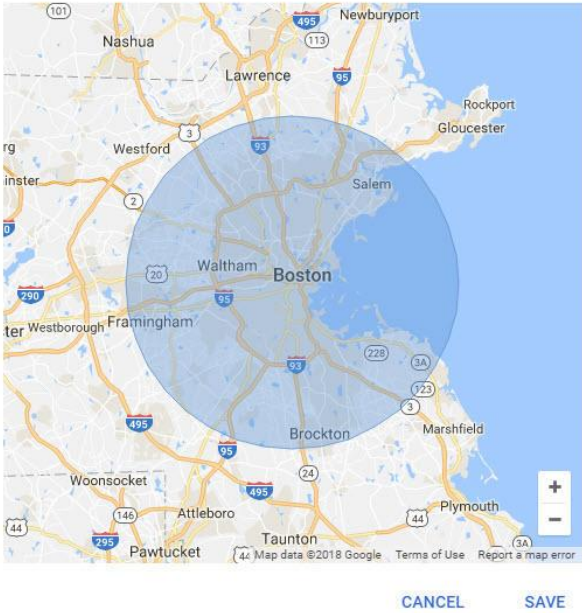
20 mi

Targeted locations (1)

20 mi around Boston, MA 02199 radius

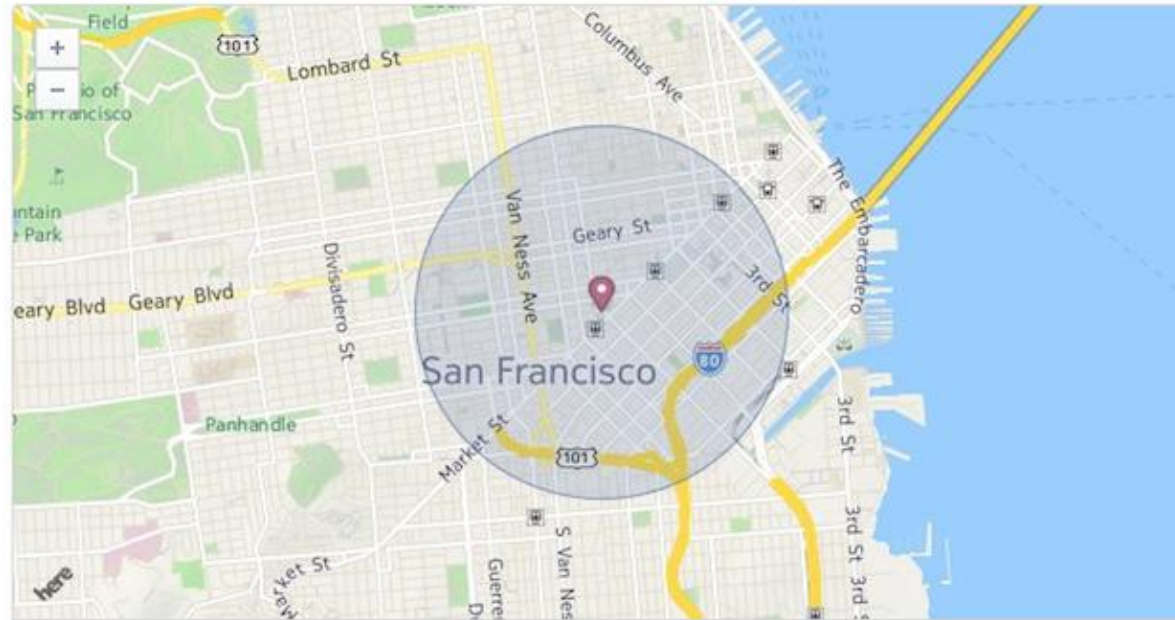
Reach ⓘ ×

— ×



Facebook Ads

Audience



83 McAllister St, San Francisco, CA, United States

Radius 1 mile

Age 21 - 40

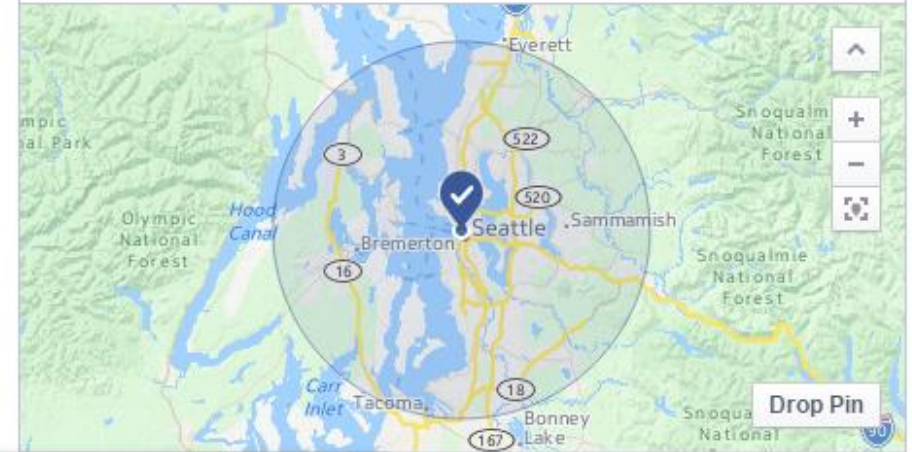
Gender All Men Women

Locations

United States, Washington

Seattle + 25 mi

Include Add a country, state/province, city, ZIP, DMA or address



Drop Pin

✓ Everyone in this location

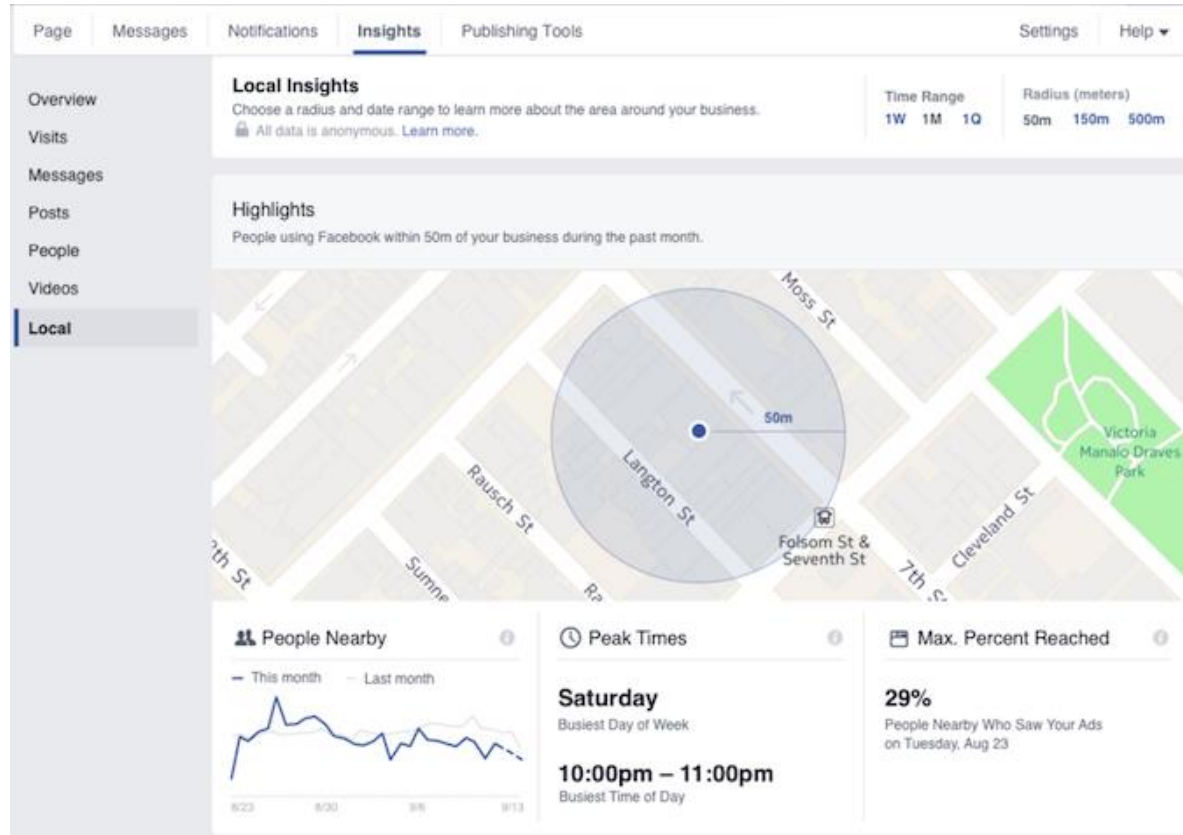
People who live in this location

People recently in this location

People traveling in this location

People whose home is within the selected area.

Facebook Insights



Mobile Content

Text based

Audio content

Image content

Video content

Apps

Email

2-dimensional barcode



Content

Text-based message

Audio content

Video content

Image

RSS Feed

Mobile website

Mobile App

SMS / Messaging Platform

Email

2Dimensional barcode

Bluetooth trigger

Location Aware application

2-dimensional barcode / QR

2D Barcodes Can Store a Variety of Data

A traditional 1D barcode (UPC/EAN) stores up to 30 numbers, while a 2D barcode (QR) can store up to 7,089 numbers. The additional storage capacity accommodates a variety of data beyond numbers:

Text

Hyperlink

Telephone number (Phone call)

SMS/MMS message

Email (Send message)

Contact entry (vCard or meCard)

Calendar entry (vCalendar)

Storing a hyperlink presents a myriad of possibilities beyond just loading a web page — play a video, download a mobile app, check-in on Foursquare, update a Twitter status, “Like” a Facebook page, display map directions, and more.

QR Isn't the Only Type of 2D Barcode

The most popular 2D barcode formats are QR code, DataMatrix, ScanLife EZcode, and Microsoft Tag (Tag).

There are several key differences in these code formats. ScanLife EZcode and Microsoft Tag are proprietary formats only decodable by their tools, while QR and DataMatrix formats are open standard. (Additional format differences can be addressed in another blog post.)

In a Quick Response (QR) code, one of the most common types of 2-D bar codes, the design includes a finder pattern, an arrangement of squares that shows the scanner how big a QR code is and how it is positioned. There is also an alignment pattern, another pattern that provides accuracy for scanners. These 2-D codes are often "redundant" in the sense that they have a particular "margin of error" so that the code can be compromised and still be read well by a scanner.

<https://www.techopedia.com/definition/15051/two-dimensional-barcode-2-d-barcode>



QR Code



DataMatrix



ScanLife EZcode



Microsoft Tag

<https://www.searchenginewatch.com/2011/12/30/top-14-things-marketers-need-to-know-about-qr-codes/>

Social Media

Smartphone

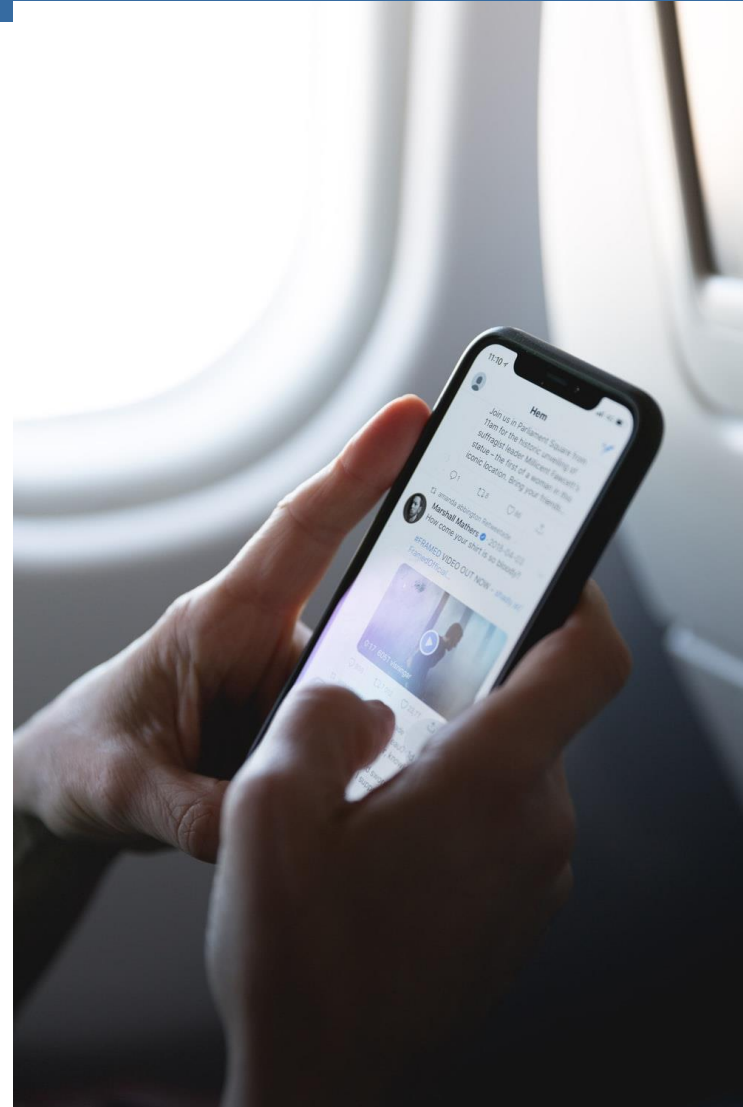
Tablet/pad

Gaming device

Motion sensing gaming device

Mobile Application

Mobile Website



Social Media

Social networks

Video channels

Audio channels

Applications

RSS

Location aware games

Location aware triggers

Bluetooth games

Discount vouchers

Brand awareness

Increased network of mobile consumers

Increased brand awareness

Consumer motivation

Consumer requirements

Location based marketing

Viral marketing

Social Media Audience & Attention

Age of the audience

Location of the audience

Typical mobile usage pattern of the audience

Disposable income of the audience

Attention span

Amount of words

Amount of scrolling

Font size

Length of audio play

Length of video play

Existing and potential customers

Competitors

Suppliers

Demographics

Influencers

Partners

Location, Location, Location

Location aware applications

Geo-marketing vouchers

Games

Social media

Search

Maps

Hyperlocal Information



GPS

WiFi

Bluetooth

Competitive nature of location based application

Points, Prizes, Badges

Perceived esteem

Commitment

Community

Viral

Engaging

Competition

Excitement

What location aware apps could benefit your business?

To retain customer loyalty such as check-in

To win new customers using competitive advantage

Advantages

- Peer competition
- Viral
- Fun
- Engaging
- Exciting

Disadvantages

- Data plan cost
- High speed connectivity
- Over sharing of information
- Does not appeal to all demographics

Examples

- Facebook Places
- Check-in

The Steps

Steps that a business could take to implement a location aware application

- Application design

- Application build

- Merchant registration

- Consumer registration

- Set up

- Reward schemes

- Publicise

- Monitor

Geomarketing

Geomarketing describes any form of marketing that incorporates location intelligence in order to improve the odds of a particular message reaching the right consumer at the right time.

To give a basic example, a consumer who has visited several car dealerships over the past several days is probably shopping for a car. Dealers who can deliver a relevant ad or offer on a new car to this interested person are more likely to make a sale.

<https://geomarketing.com/geomarketing-101-what-is-geomarketing>

Geomarketing

If you've been paying attention to developments in marketing, you've likely heard the term "geomarketing" as the next big trend for promoting your business. With the number of mobile phone users worldwide [predicted to reach 4.8 billion](#) within the next year, it's no surprise that this location-based technology is becoming more important.

Audience Targeting

GroundTruth's [audience targeting](#) feature helps businesses to:

Show ads to people who have visited a location, brand or category within a certain time frame.

Combine visitation data with demographics for fine-grained behavioral targeting.

Use data on behavior, purchases and more to create your own custom audiences.

Location Targeting

[Location targeting](#) helps you get more insight into how your customers behave in particular localities. This includes:

On-premise mobile location targeting, so you know whether your potential customers are on their way to your store, in the parking lot or is already inside the building. Depending on which it is, you can target appropriate promotions.

Proximity targeting, which lets you [geofence](#) a location in order to show particular promotions to nearby customers.

Neighborhoods, which allow you to use visitation and demographic data to show promotions within geographical boundaries.

Weather Targeting

Customer behavior changes according to the weather.

GroundTruth's [weather targeting](#) features help you tap into that information to influence customer behavior to improve sales

One popular option is in-app ads. This allows you to target promotions to people who are actively using your app, based on the behavior they're already exhibiting. Users of GroundTruth's geomarketing services have found in-app ads an excellent way to keep promotions relevant so that more of their customers take action.

Other ads you can use include:

Display ads on digital billboards

Push notifications from your app

SMS messages, which have a [high trust factor](#)

<https://www.groundtruth.com/insight/geomarketing/>

Location

63% of smartphone users frequently use apps that require them to give their location (2010). [»tweet«](#)

Local online advertising expected to grow 255% to \$35b by 2014 (U.S.) [»tweet«](#)

90% of U.S. marketing agencies had clients requesting geographically targeted online ad campaigns (2011). [»tweet«](#)

65% of companies are focusing on geographical context for their mobile marketing tactics (2011). [»tweet«](#)

50% of the visitors to Google Maps only do business with the top 3 results. [»tweet«](#)

60% of advertising professionals say that geo-targeted ads deliver a stronger ROI than other buys (2011). [»tweet«](#)

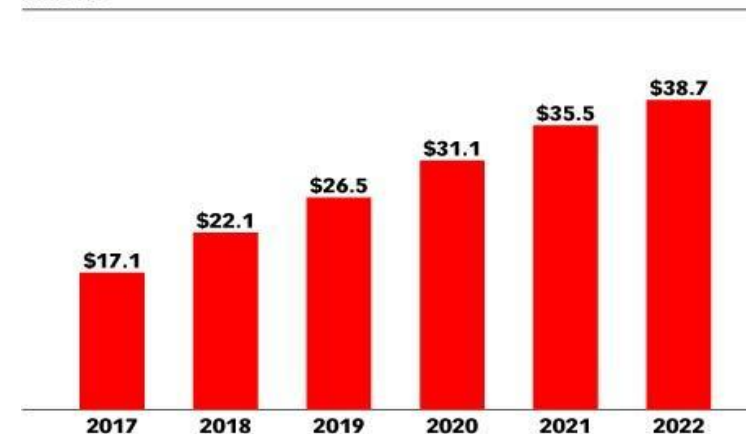
A test conducted by one company suggested that hyper-local CTR was 30% higher than CTR for traditional search engine marketing (SEM). [»tweet«](#)

<https://neilpatel.com/blog/location-location-location/>

Professional and collegiate sports teams use location-based targeting to reach the audiences that visit their venues each season to encourage future ticket purchases.

We have also seen [travel and tourism boards](#) successfully using geotargeted campaigns. For example, a marketer working to promote tourism in Charleston, SC, might want to convince visitors of Savannah, GA, to visit their location instead next summer.

US Mobile Location-Targeted Ad Spending, 2017-2022
billions



Note: includes mobile ads sold by traditional media players (e.g., newspaper/magazine publishers and TV/radio broadcasters)
Source: BIA/Kelsey, "U.S. Local Advertising Forecast 2018: Mobile and Social" as cited in press release, Feb 1, 2018

An example is a location-based campaign that targets users when they are close to a physical store or venue. When the user enters a pre-defined location they are given a message that informs them of the CTA that is nearby.

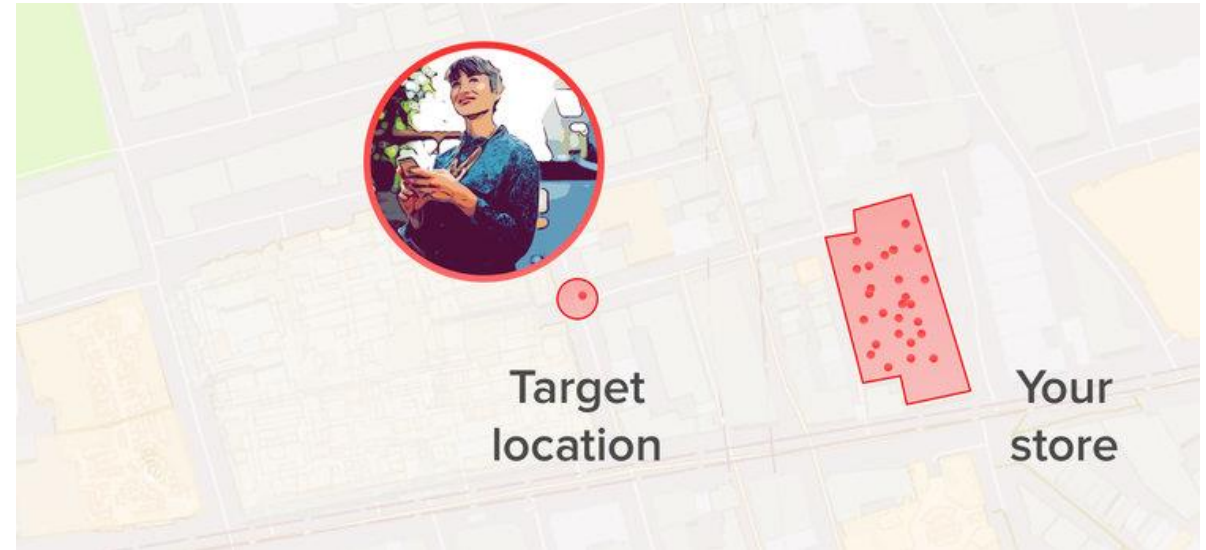
This can be in the form of a push notification via a third party app on their phone.

How does location-based marketing work?

Location data is sourced from mobile devices. Sensors are used to understand and pinpoint these devices. This process is anonymized so that the user's personal details are kept private.

These sensors come in a variety of forms – from beacons to Wi-Fi to geofences. Using a combination of sensors allows for greater accuracy and better scalability of data.

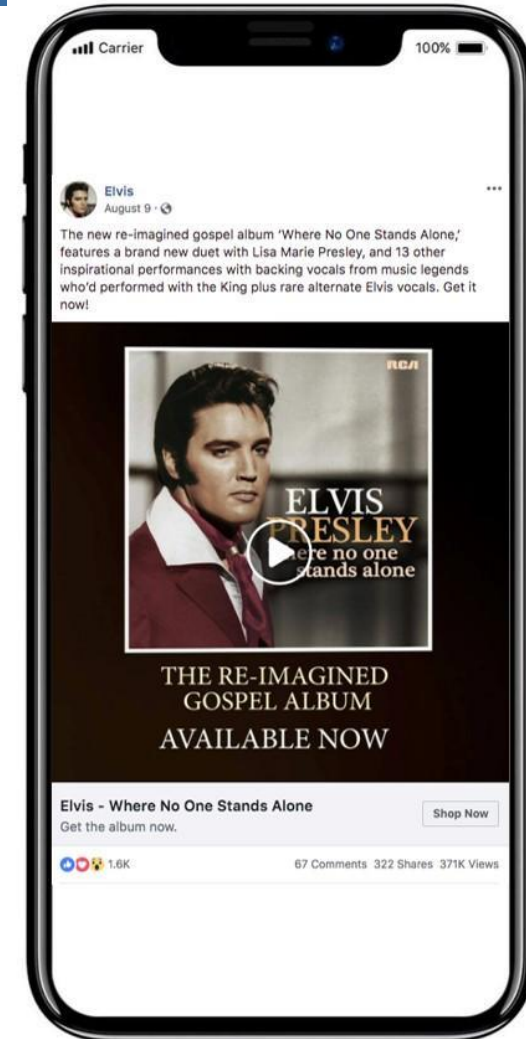
<https://www.tamoco.com/blog/marketing-advertising-location-data-intelligence/>



Where is the best place from which to build a location-based audience of Elvis fans? Graceland, of course! The agency created an audience of visitors to Graceland over an extended period of time, and then imported that segment to Facebook as a custom audience. The ad appeared on both Facebook's website and mobile app, reaching over 55% of the desired audience in the first week.

Because the audience was highly targeted, the CPM cost was 35% higher, but remained 20% lower than the cost for their email list targeting. Despite this slightly higher cost, the value of a targeted audience and excellent results justified the campaign.

<https://www.wordstream.com/blog/ws/2019/06/19/location-based-marketing>



All accounts > Google Merchandise Store

1 Master View ▾

Search reports and help

- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences NEW
- User Explorer
- Demographics
- Interests
- Geo
- Language
- Location

	29,939 % of Total: 100.00% (29,939)	27,221 % of Total: 100.02% (27,216)
1. United States	13,207 (43.81%)	11,027 (40.51%)
2. India	1,905 (6.32%)	1,825 (6.70%)
3. Brazil	1,337 (4.44%)	1,319 (4.85%)
4. United Kingdom	1,008 (3.34%)	949 (3.49%)
5. Japan	887 (2.94%)	868 (3.19%)
6. Canada	835 (2.77%)	781 (2.87%)
7. Germany	609 (2.02%)	577 (2.12%)

Cohort Analysis BETA	1. Mountain View	1,085 (26.04%)	606 (23.19%)
Audiences NEW	2. Sunnyvale	549 (13.18%)	289 (11.06%)
User Explorer	3. San Francisco	520 (12.48%)	344 (13.16%)
Demographics	4. San Jose	296 (7.11%)	185 (7.08%)
Interests	5. Los Angeles	226 (5.42%)	180 (6.89%)

According to Statista, there are around 2.3 billion smartphones on the planet. That's likely to be closer to 3 billion by 2020. And data from Kissmetrics reveals that around 63% of smartphone owners regularly use apps that require location data.

Geomarketing can include:

Geotargeting, which is showing content to visitors based on their location, region, country, state, zip code, or other positional data.

Geofencing, which means using GPS data to target messaging to users only within a particular location or area.

Geomarketing also helps you target mobile and social media users by using techniques like social check-ins to create more relevant offers.

<https://optinmonster.com/how-to-use-geomarketing/>

There are three categories of location-based marketing: geo-targeting, geo-fencing, and beacons. All three target customers at varying levels of distance and can be used to trigger automated messages, such as push notifications.

Geo-targeting generally uses a visitor's IP address rather than GPS location, so geo-targeting actually predates mobile. Of course, IP addresses aren't very precise, and it's cumbersome for marketers to target specific neighbourhoods based on IP address blocks. That's why this type of geo-targeting is more commonly used for broad regions, like an entire city.

On the other hand, geo-fencing is the mobile era's answer to traditional geo-targeting. Geo-fencing uses a mobile device's GPS location rather than its IP address, so the data is much more precise. A geo-fence can be as wide as a city, but it's more effective when targeting smaller regions like specific neighbourhoods or streets.

Finally, beacons are the narrowest of all three location targeting methods. A beacon is a small, physical object that receives location data from nearby devices via Bluetooth. Because it's Bluetooth-based, beacons can be deployed in areas with poor cell reception, such as the interior of a store.

<https://www.leanplum.com/glossary/location-based-marketing/>

<https://www.bluebroadcaster.com/>

Proximity Marketing, Bluetooth Marketing & WiFi Marketing.

Our iSender proximity marketing device and associated technology will enable any organisation anywhere in the world to broadcast any relevant or important message to anyone with a mobile phone within its range, typically around 100 meters.

Proximity Marketing

Proximity Marketing is a term that typically describes the communication of digitally based content to mobile devices within a particular range or proximity. Our iSender device broadcasts your message using a combination of Bluetooth & WiFi, and typical ranges can vary around 100 meters dependent on line of sight.

The Proximity Marketing term can also be used to include other technologies like NFC (Near Field Communication) or iBeacons, which are small close range Bluetooth based radios that are used to push alerts to smart phones if that have a pre-installed mobile app.

Our iSender device sends content to smartphones and does not require an app.

Bluetooth Marketing

Bluetooth Marketing is a term that is used to describe the sending of digital content to a mobile device via the Bluetooth frequency.

The process starts with a push alert message (or permission request), that anyone with a Bluetooth-enabled device will receive.

Pretty much all Bluetooth enabled devices and smartphones can receive a Bluetooth signal in this way except iPhones, iPhones are out of scope for Bluetooth Marketing unless they have a pre-installed app. So to include iPhone's into your Proximity Marketing campaigns, you need WiFi Marketing too.

Our iSender device enables you to broadcast over both frequencies simultaneously.

WiFi Marketing

WiFi Marketing is a term that describes the availability of a WiFi hotspot that when users join directs them to a particular web page or website. This can be a local or an external web page or website.

Our WiFi Marketing is one of the most exciting forms of digital marketing currently available today. It can present interactive content to your clients that can include survey requests, data capture forms, or even direct app downloads. It can include smartphone wallet coupons for iPhone mobile wallet redemption.

WiFi Marketing is ideal for businesses that want to attract mobile savvy customers. We just recently introduced a first direct Apple & Android mobile wallet distribution system through our iSender device, enabling businesses to send vouchers to mobile-savvy customers which can be saved directly onto their mobiles to use when appropriate or shared.

What Is Beacon Technology?

Beacons are small, wireless transmitters that use low-energy Bluetooth technology to send signals to other smart devices nearby. They are one of the latest developments in location technology and proximity marketing. Put simply, they connect and transmit information to smart devices making location-based searching and interaction easier and more accurate.

Improved offline attribution with Google Ads

<https://www.wordstream.com/blog/ws/2018/10/04/beacon-technology>

<https://youtu.be/NrmMk1Myrxc>

One of the most ambitious use cases of beacons has got to be Amazon's cashierless convenience stores, which have opened up across Chicago, New York, San Francisco and Seattle. [Amazon Go](#) stores use beacons to remove the queues and checkouts from every day in-store purchases.

That's not the only way Amazon was using beacons in 2019, either. The eCommerce giant also used the devices to [track attendees at its AWS conference in Las Vegas](#) to gain insights into foot traffic throughout the event.

[This guide from Shopify](#) runs through the key use cases of beacons technology for smaller retailers:

- Deliver messages to customers as they move through your store
- Send personalised offers
- Track in-store customer behaviour
- Increase mobile app downloads, usage

Here's a look at some of the key benefits/opportunities beacons have to offer:

Location targeting: Beacons let you target users with messages based on their specific location.

Mapping: The ability to "see" where consumers go in-store and attribute actions to these journeys – e.g. gauge how many buy a product after seeing promotional signs.

Frequency: Measure how often people visit the same locations, how long they spend there and how these relate to sales.

In-store messaging: Send promotional offers to people as they look through your store or business location.

Guide users: With full beacon systems, you can guide people through entire shopping centres, stadiums, airports and entire cities.

Gamification: Brands are using beacons to create treasure hunts and gamify the consumer process.

Cross-selling: Target shoppers with related products, special offers and other purchases as they queue up to pay.

Loyalty: Send loyalty rewards to people as they complete purchases.

Customer recalls: Send promotions and other messages to people who leave without buying anything to entice them back into the store.

<https://www.vertical-leap.uk/blog/google-beacons-proximity-marketing/>

Did you know that [88% of consumers trust online reviews](#) as much as personal recommendations? If someone uses the Check-In function on Facebook when they visit your business, they are telling their friends on social media that they are currently at and enjoying your services or products. This results in free advertising, increased brand awareness, and is essentially an endorsement from that user. That's why the more check-ins you can garner on [social media](#), the better!

Checking in to a business on Facebook is a very easy thing to do for anyone that has a smartphone ([which is 77% of all cell phone users](#)). When a user comes to your business, they can search and find your company on Facebook and simply click the "Check-In" button.

<https://www.tributemedia.com/blog/utilizing-facebook-check-ins-your-business>

Create a Facebook business page for your business if you haven't already done so. Select the "Edit Page" option on your business page's admin panel. Click "Update Info" and select the "Deals" option that appears on the resulting page. Click "Create a Check-In Deal for this Page" and, if prompted, select the option to continue using Facebook as yourself.

<https://smallbusiness.chron.com/set-up-facebook-checkin-promotion-56765.html>

What happened next?

Many of my friends soon commented on my check-in on Facebook. Some of them had not realised that a new drive-thru location had opened. And I can honestly say that I know of at least 2 or 3 friends who followed me there on particular days because my “coffee” Check-In had them crave coffee while being nearby. At a simple level it increased brand awareness. At another level it actually brought in customers on the same day!

1) Facebook Nearby – this is one that I am excited about. I could have jumped in and talked about it in this post, but I wanted you to see the power of the simple Check-in function first. But to give you a teaser: Facebook's recent update allows all users on iOS and Android to see not only which friends have checked into to a particular location but they can also discover places and businesses “nearby”. This includes business pages on Facebook – a HUGE opportunity for your business.

(2) Facebook Offers – Facebook describes Offers as where you can “get discounts from businesses when they post an offer on their Facebook Page. To claim an offer, all you need to do is click Get Offer from the story anywhere you see it on Facebook”. More to come!

<https://sociallysorted.com.au/how-to-use-facebook-location-based-marketing-check-ins/>

COMPLIMENTARY UPSIZE!

 Check into Zarraffa's Coffee Maroochydore on Facebook to receive a complimentary upsize*



Show a staff member your internet enabled device when you have checked in and receive your complimentary upsize.

Zarraffa's Coffee Maroochydore
Shop 1, 28 Aerodrome Rd, Maroochydore

Opening Hours
5.00am - 10.00pm Monday to Sunday

zarraffas.com
Now You're Talking Serious Coffee!®

*Upsize from Short to Tall or Tall to Grande. Maximum of 2 upsizes per check in. Hot and Cold standard menu beverages only. Extras will incur relevant charges. Maximum of 2 check ins daily. Must prove the check in by showing an internet enabled device. Check in to be completed max 10 mins prior to purchase.



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7. [Pocket Rally LITE](#)

What multiplayer list is complete with a good old racing game? Pocket Rally LITE is a classic rally racing game that can be played against other players over Bluetooth or bots. The best thing about the game is that it has a pretty good physics engine for driving and car mechanics.

Price: The app is free and contains ads.



[Pokémon Go](#) was a sensation when it first launched, and for many people it may have been their first brush with the idea that the GPS locator in their phone could be used for gaming. For those not in the know, you wander around the real world collecting Pokémon you encounter. Using AR, you can throw Poké Balls at them as if in real life. You'll receive a variety of rewards for collecting, going out on long walks, and being social.

They'll all use GPS to encourage you to go for lovely walks and likely use the power of AR to bring content to life on your phone. Either way, they'll get you out into the real world at least, perhaps even forcing you to be social. Fancy that?

MINECRAFT EARTH

Minecraft Earth provides a pretty novel take on the location-based formula. Effectively, this is Minecraft as you know and love it, except you can take it on the go with you. The big feature is the ability to bring your creations with you everywhere you go, and fire them into the real world using the power of AR. Then, you and your friends can collaborate or simply explore them together



Ethical Issues

Privacy

Consent

GDPR

Use of information

Security

Cookies

Opt-in/opt-out

Push notifications

Location tracking

Business policies and practices

Potential

Population

Numbers of mobile device owners / users

Sales data

Interdependency

Globalisation

Deregulation

Retail habits

Brand identity

Emerging markets

A mobile social media marketing plan will be a subset of the overall social media marketing plan but tightly integrated with it.

Existing, changing/evolving

Benefit

Cost benefit links time to money:

Increased productivity and efficiency,

Improved response time

Ability to have faster market intelligence

To know what the customers are using and where they are accessing and when.

Country ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	19,259 % of Total: 100.00% (19,259)	14,014 % of Total: 100.09% (14,002)	33,646 % of Total: 100.00% (33,646)	37.01% Avg for View: 37.01% (0.00%)	8.12 Avg for View: 8.12 (0.00%)	00:06:13 Avg for View: 00:06:13 (0.00%)	795 % of Total: 100.00% (795)	£114,473.54 % of Total: 100.00% (£114,473.54)	2.36% Avg for View: 2.36% (0.00%)
1.  United Kingdom	16,635 (85.82%)	11,881 (84.78%)	29,358 (87.26%)	36.32%	8.20	00:06:14	735 (92.45%)	£99,434.30 (86.86%)	2.50%
2.  United States	665 (3.43%)	597 (4.26%)	816 (2.43%)	52.33%	5.56	00:03:47	8 (1.01%)	£1,339.13 (1.17%)	0.98%
3.  Ireland	454 (2.34%)	305 (2.18%)	822 (2.44%)	32.85%	9.62	00:07:03	20 (2.52%)	£4,957.52 (4.33%)	2.43%
4.  Netherlands	151 (0.78%)	118 (0.84%)	222 (0.66%)	48.65%	6.38	00:05:06	4 (0.50%)	£920.11 (0.80%)	1.80%
5.  France	127 (0.66%)	92 (0.66%)	190 (0.56%)	47.89%	6.71	00:03:59	4 (0.50%)	£908.57 (0.79%)	2.11%

Region ?	Acquisition			Behavior			Conversions	eCommerce ?	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	16,635 % of Total: 86.38% (19,259)	11,881 % of Total: 84.85% (14,002)	29,358 % of Total: 87.26% (33,646)	36.32% Avg for View: 37.01% (-1.85%)	8.20 Avg for View: 8.12 (1.08%)	00:06:14 Avg for View: 00:06:13 (0.36%)	735 % of Total: 92.45% (795)	£99,434.30 % of Total: 86.86% (£114,473.54)	2.50% Avg for View: 2.36% (5.96%)
1. England	14,308 (84.86%)	10,110 (85.09%)	24,841 (84.61%)	36.80%	8.11	00:06:08	643 (87.48%)	£85,251.65 (85.74%)	2.59%
2. Scotland	1,196 (7.09%)	869 (7.31%)	1,920 (6.54%)	35.26%	8.55	00:06:16	50 (6.80%)	£7,816.88 (7.86%)	2.60%
3. Wales	1,025 (6.08%)	679 (5.72%)	2,043 (6.96%)	31.47%	8.78	00:07:27	37 (5.03%)	£5,016.47 (5.05%)	1.81%
4. Northern Ireland	305 (1.81%)	209 (1.76%)	508 (1.73%)	36.61%	9.11	00:06:40	5 (0.68%)	£1,349.30 (1.36%)	0.98%

City ?	Acquisition			Behavior			Conversions	eCommerce ?	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	16,635 % of Total: 86.38% (19,259)	11,881 % of Total: 84.85% (14,002)	29,358 % of Total: 87.26% (33,646)	36.32% Avg for View: 37.01% (-1.85%)	8.20 Avg for View: 8.12 (1.08%)	00:06:14 Avg for View: 00:06:13 (0.36%)	735 % of Total: 92.45% (795)	£99,434.30 % of Total: 86.86% (£114,473.54)	2.50% Avg for View: 2.36% (5.96%)
1. London	2,570 (14.33%)	1,741 (14.65%)	4,041 (13.76%)	41.00%	6.98	00:05:08	83 (11.29%)	£12,458.15 (12.53%)	2.05%
2. (not set)	1,983 (11.06%)	1,328 (11.18%)	3,244 (11.05%)	33.45%	8.27	00:06:19	101 (13.74%)	£13,628.35 (13.71%)	3.11%
3. Birmingham	428 (2.39%)	299 (2.52%)	659 (2.24%)	39.15%	7.60	00:05:34	15 (2.04%)	£2,118.97 (2.13%)	2.28%
4. Liverpool	347 (1.94%)	232 (1.95%)	578 (1.97%)	30.80%	9.42	00:06:07	13 (1.77%)	£2,023.01 (2.03%)	2.25%
5. Leeds	341 (1.90%)	227 (1.91%)	527 (1.80%)	38.90%	7.47	00:05:36	13 (1.77%)	£2,446.69 (2.46%)	2.47%
6. Manchester	323 (1.80%)	202 (1.70%)	516 (1.76%)	37.21%	7.83	00:06:04	14 (1.90%)	£1,202.30 (1.21%)	2.71%
7. Bristol	311 (1.73%)	185 (1.56%)	487 (1.66%)	34.91%	9.02	00:07:06	14 (1.90%)	£1,548.36 (1.56%)	2.87%
8. Newcastle upon Tyne	306 (1.71%)	176 (1.48%)	449 (1.53%)	40.76%	6.57	00:05:16	11 (1.50%)	£1,862.83 (1.87%)	2.45%
9. Glasgow	277 (1.54%)	189 (1.59%)	435 (1.48%)	35.17%	8.11	00:06:22	9 (1.22%)	£1,277.86 (1.29%)	2.07%
10. Cardiff	264 (1.47%)	167 (1.41%)	513 (1.75%)	34.50%	8.37	00:06:28	7 (0.95%)	£704.38 (0.71%)	1.36%

Techniques

Search engine optimisation

Paid search

Display advertising

SMS and MMS

Barcodes

Mobile apps

Social media

Vouchers redeemed

2Dimensional barcodes accessed

Location aware incentives used

Measurement

Primary Dimension: Device Category

Plot Rows		Secondary dimension		Sort Type: Default				advanced			
	Device Category	Acquisition			Behavior			Conversions eCommerce			
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate	
		19,259 % of Total: 100.00% (19,259)	14,014 % of Total: 100.09% (14,002)	33,646 % of Total: 100.00% (33,646)	37.01% Avg for View: 37.01% (0.00%)	8.12 Avg for View: 8.12 (0.00%)	00:06:13 Avg for View: 00:06:13 (0.00%)	795 % of Total: 100.00% (795)	£114,473.54 % of Total: 100.00% (£114,473.54)	2.36% Avg for View: 2.36% (0.00%)	
	1. mobile	12,294 (63.12%)	9,290 (66.29%)	21,346 (63.44%)	41.51%	7.08	00:04:53	326 (41.01%)	£39,143.07 (34.19%)	1.53%	
	2. desktop	6,312 (32.41%)	4,145 (29.58%)	10,783 (32.05%)	28.35%	9.94	00:08:41	420 (52.83%)	£69,155.13 (60.41%)	3.90%	
	3. tablet	870 (4.47%)	579 (4.13%)	1,517 (4.51%)	35.20%	9.77	00:07:33	49 (6.16%)	£6,175.34 (5.39%)	3.23%	

Show rows: 10 Go to: 1 1 - 3 of 3

Analytics

Manual Analysis

Conversions: Register, Purchase

Set-up reward schemes