

MAKING SALES WITH GEOMARKETING

WHO

Shops
Stores
Supermarkets
Manufacturers

Hospitals
Urgent Care Centers
Clinics
Dentists
Opticians

Mixed Destination Types promoted by a Loyalty Card Operator

WHY

A personalized map can show exactly

- where the store is
- how to get there and
- how long it will take from the recipient's home location
- It is a direct, visual way in which a marketer can get the marketing message across

Personalized maps are proving to be a valuable tool in many healthcare direct marketing campaigns to show patients exactly

- where their nearest health center is
- the best route to take from their own home
- and how long it will take to get there

The highly personalized nature of typical loyalty program marketing can make full use of personalized maps to guide recipients to locations where they can collect and redeem loyalty points.

HOW



RETAIL
HEALTHCARE
LOYALTY