



TELL YOUR LOCATION STORY

THE VALUE ADD – PERSONALIZED MAPS LEVERAGE PRINTED COMMUNICATION

You may have already learned directly from your own experience that the effectiveness of direct mail as a marketing channel can be significantly enhanced through personalization.

But just adding a name and address to an otherwise static mailer is no longer enough.

To create that “mail momentum” marketers must create communications that catch the reader’s eye and provide relevant information for the individual recipient.

Personalized maps – which show consumers exactly how to travel from their home to your business – are a powerful way to stand out with a printed direct mail campaign.



When used in certain kinds of direct mail campaigns, maps that are personalized to each recipient strengthen the marketing message because they are attractive, relevant and useful.

Personalized maps are also effective because they connect with the human need for context and perspective.

People can see a location in relation to their home and other points of interest that they may know and make a mental connection that aids memory and drives response.

VISUAL

USING DETAILED AND BRANDED IMAGES CAN HELP YOU GAIN 67% MORE AUDIENCE ATTENTION.

Visuals are a powerful form of communication – they're like an intuitive form of communicating if you will. In Marketing, visuals help the customer to engage and identify with the product. Maps in particular do the same thing with locations, they make a location more reachable and highlight how near an address really is. You literally see yourself going or driving there.

PERSONAL

77% OF CONSUMERS HAVE CHOSEN, RECOMMENDED, OR PAID MORE FOR A BRAND THAT PROVIDES A PERSONALIZED SERVICE OR EXPERIENCE.

Maps that highlight not only a sales location but also the addressee's location immediately create a personal context. Now imagine the image itself is also customized to the recipient.

CONNECTION

35.5% STRUGGLE WITH MAINTAINING TIMELINESS AND RELEVANCE WHEN CREATING VISUAL MARKETING.

Maps give marketers a way to create visual content that provides relevant information that can easily be integrated in nearly any form of media communication channel. Maps connect locations, immediately causing the reader to engage with the business location.

DESTINATION

40% OF PEOPLE RESPOND TO (AND UNDERSTAND) VISUAL INFORMATION BETTER THAN PLAIN TEXT.

The next business location is just 3 blocks away? Put the pedestrian map on your direct mail! Is the business location in a rural or suburban area? Put the driving route on personalized maps and provide travel time and distance – because you can!

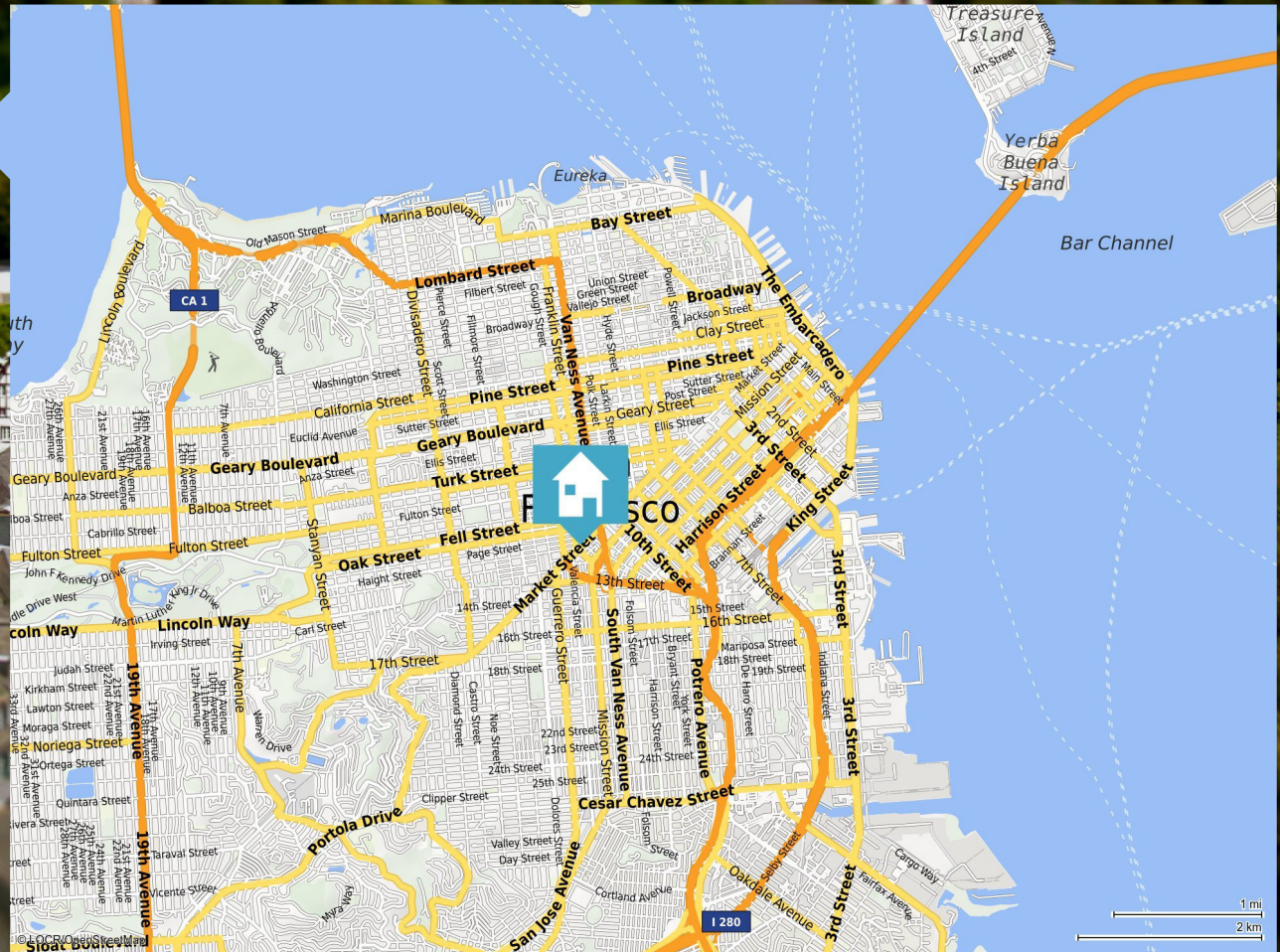
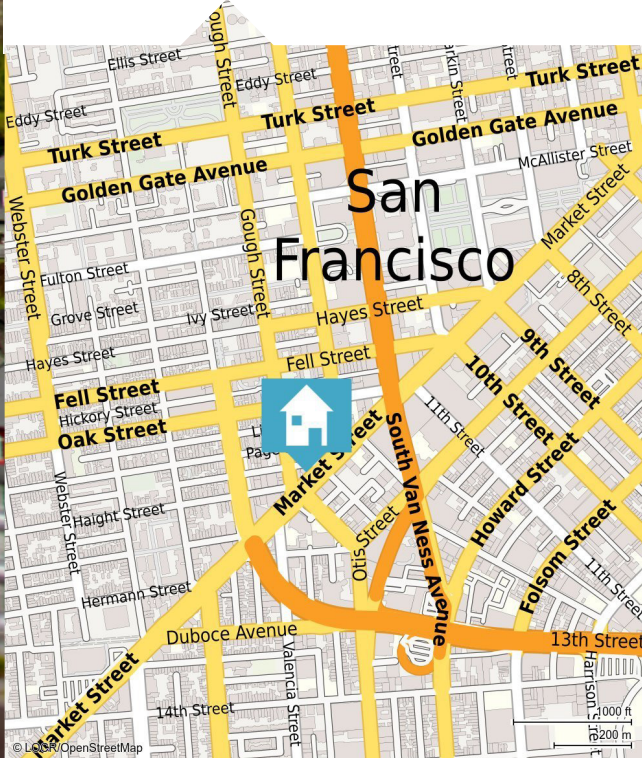
CALL TO ACTION

HUBSPOT FOUND THAT CALLS-TO-ACTION TARGETED TO THE USER HAD A 42% HIGHER VIEW-TO-SUBMISSION RATE THAN CALLS-TO-ACTION THAT WERE THE SAME FOR ALL VISITORS.

Personalized maps picture the customer's address and highlight the fastest route to a relevant business location—plus distance and driving time. It's an invitation for the customer to take the route and see if it's really "*just a 3 minute walk to the best coffee place in town*".

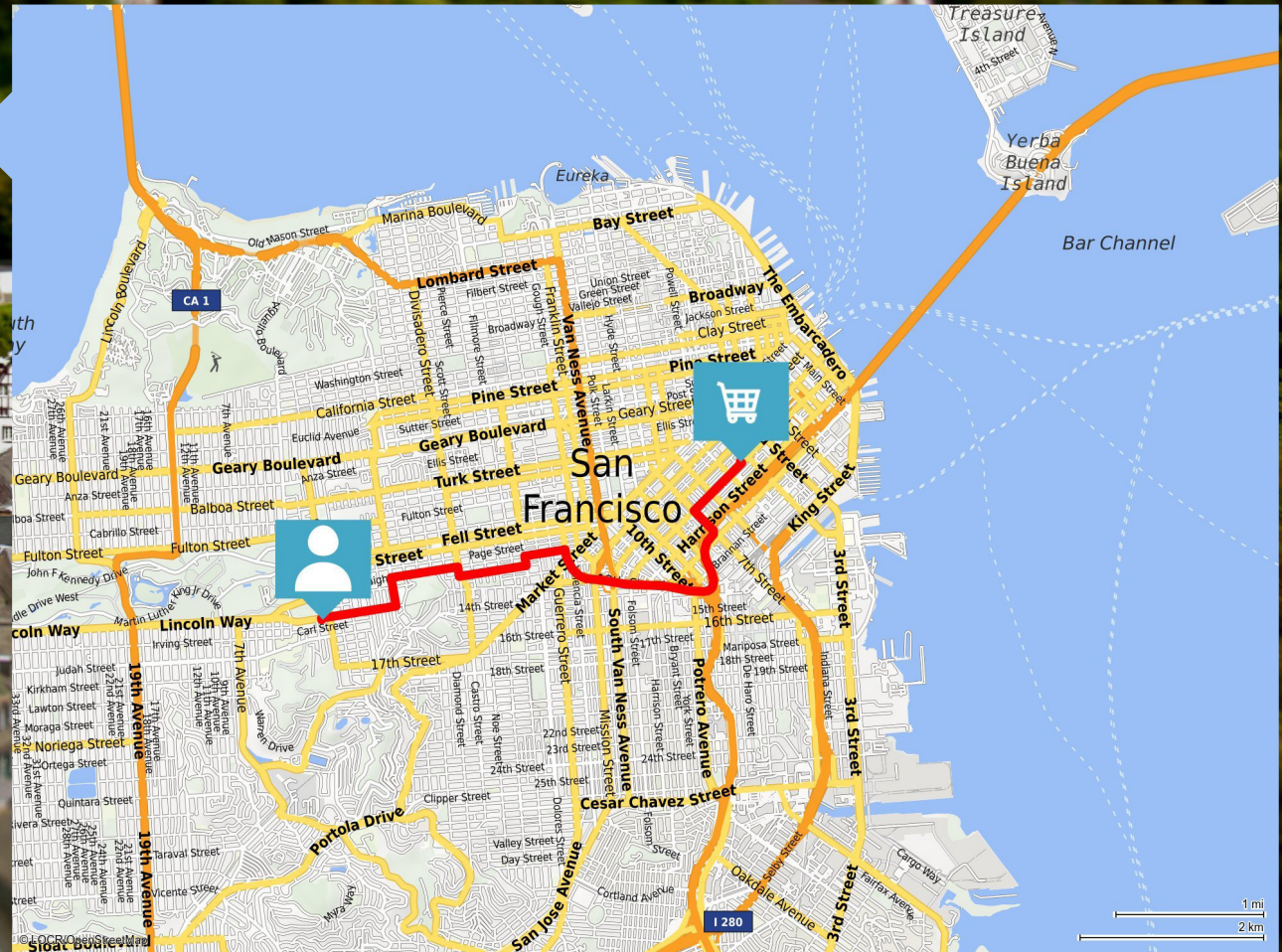
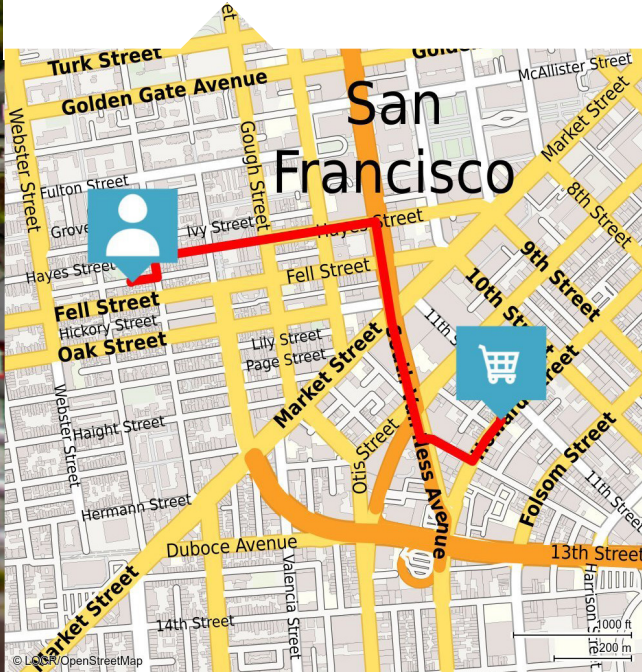
LOCATION MAPS | LOCALmaps

These are the simplest personalized location maps. They can display a single location, the destination, near a recipient's address.



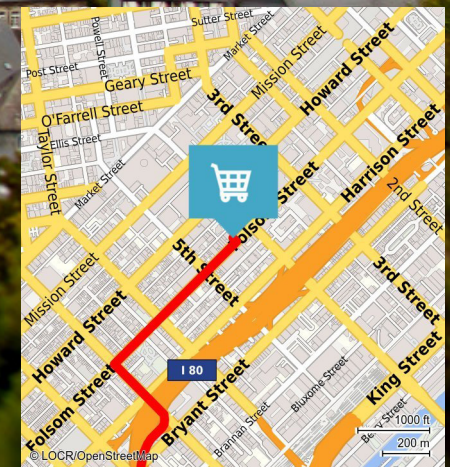
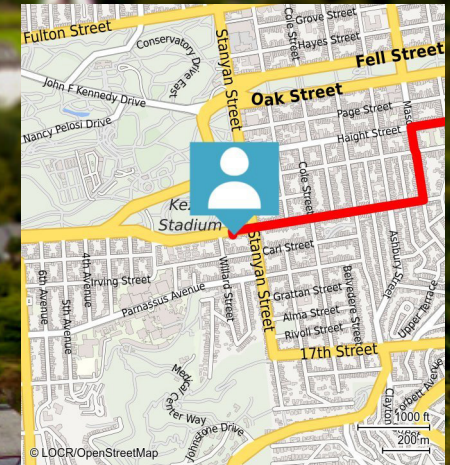
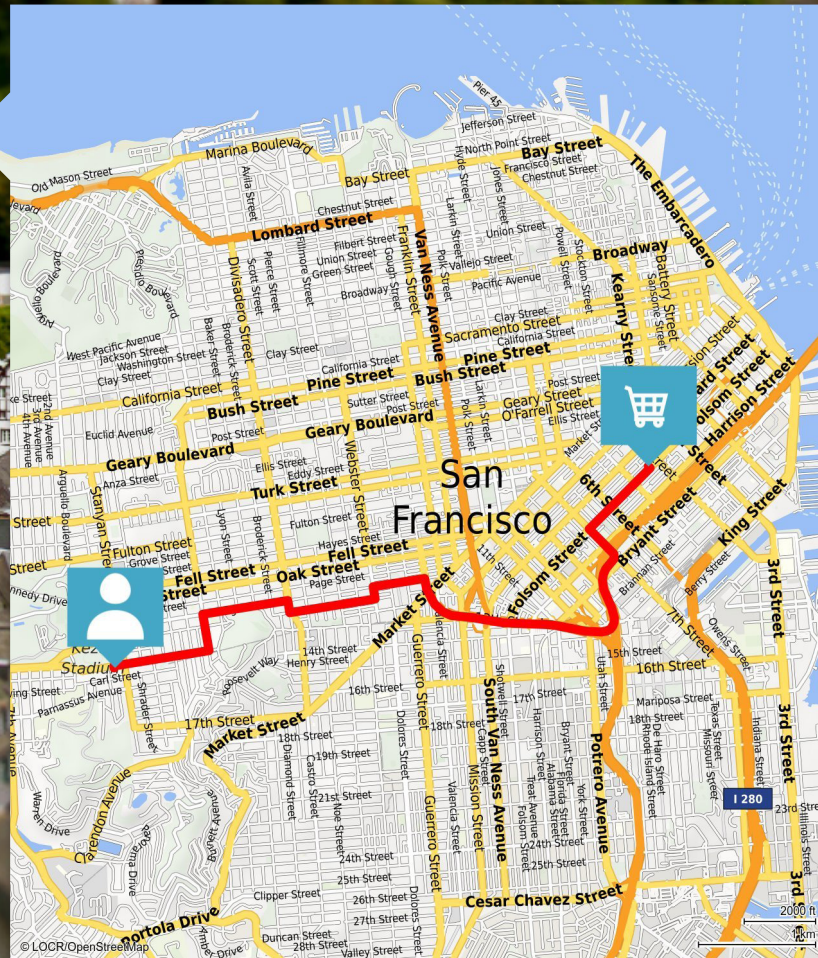
NAVIGATION MAPS | NAVImaps

They show a unique route from a recipient location to the destination. The route may be the shortest or the fastest driving time (which are not always the same) or a pedestrian walking route.



MULTI MAPS | MULTImaps

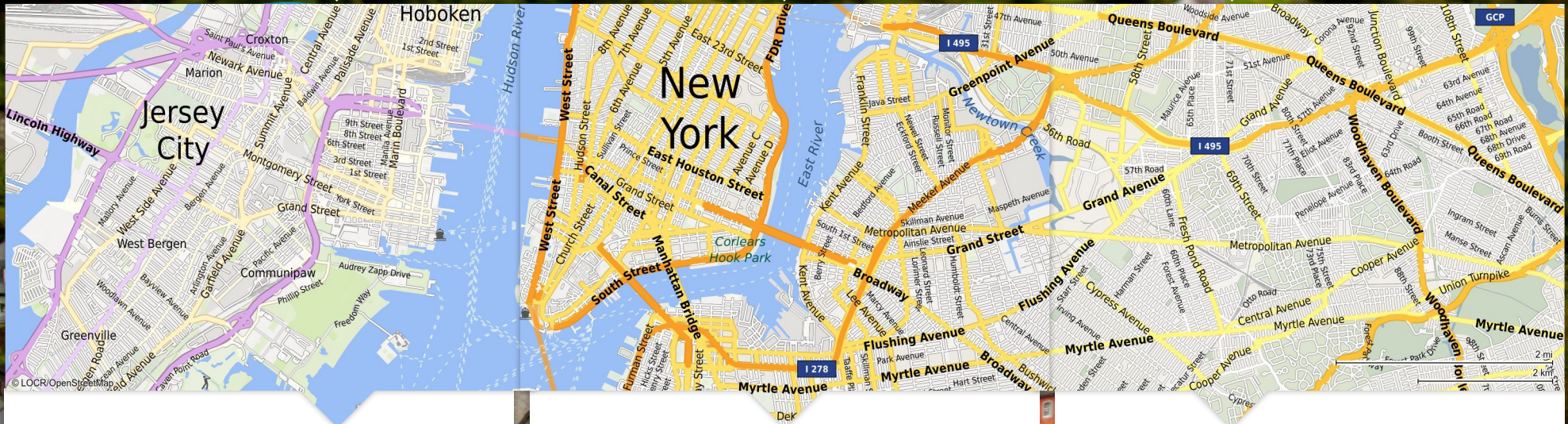
MULTImaps provide a large scale inset map of either or both ends of the route. These enable the recipient to see exactly where the destination is in detail.



STYLE 1

STYLE 2

STYLE 3



This style is for colorful maps in which the major roads are strongly highlighted and terrain types are gently shaded for a 3D effect. They are more suited to larger areas to show the major routes between cities and towns as well as any custom coloring of a route in a NAVImap.

The coloring of all the main roads in this style is in familiar orange or yellow shades. When used for LOCALmaps or NAVImaps, any pins or custom routes in contrasting colors will clearly stand out.

This is a 2D style which flattens out the terrain shading and also reduces the contrast between background colors. It has been optimized by locr to help brand logos and travel routes stand out very well. It is the most popular style for direct mail designs.

STYLE 4

STYLE 5

GRAYSCALE

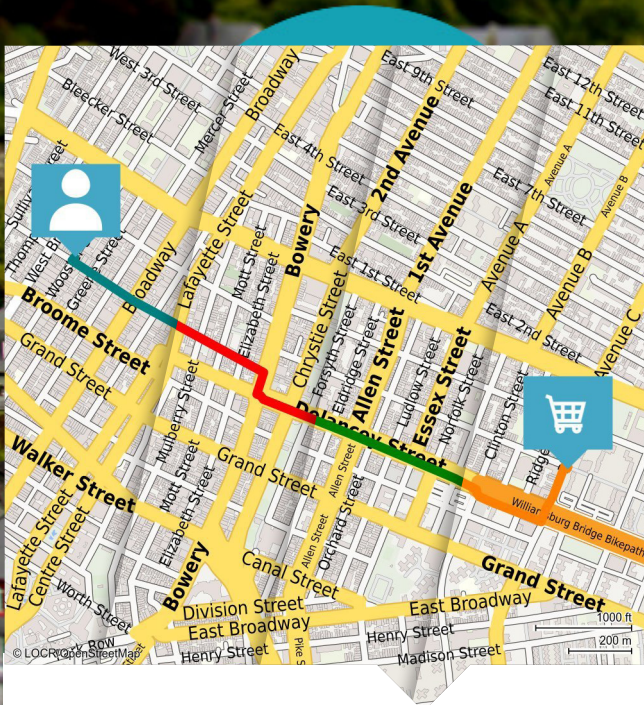


This style is adjusted to the coloring of the earth for a dramatic "satellite view" effect. It can be used to add interest in direct mail maps where there are longer distances or less urbanized areas involved.

For cartographic applications such as photobooks or tourism maps this style enhances the terrain of rural or wilderness areas. Altitude differences are highlighted in various color shades for a familiar world atlas display.

Whatever suits your campaign's design best! This maps style is perfect for minimalistic or grayscale design.

LOCAL DESTINATIONS AND UNIQUE ROUTES

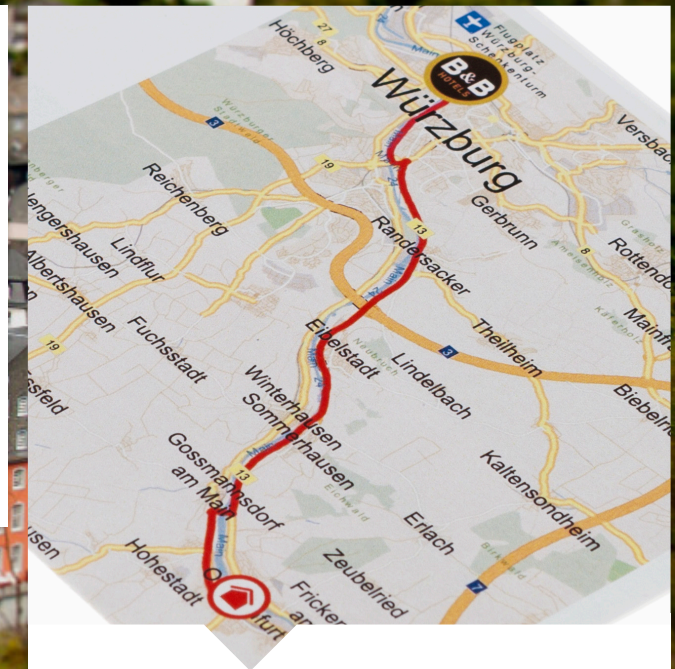


Choose individual route colors matching the campaign or corporate design colors.

DRIVING AND WALKING TIME OR DISTANCE ROUTE

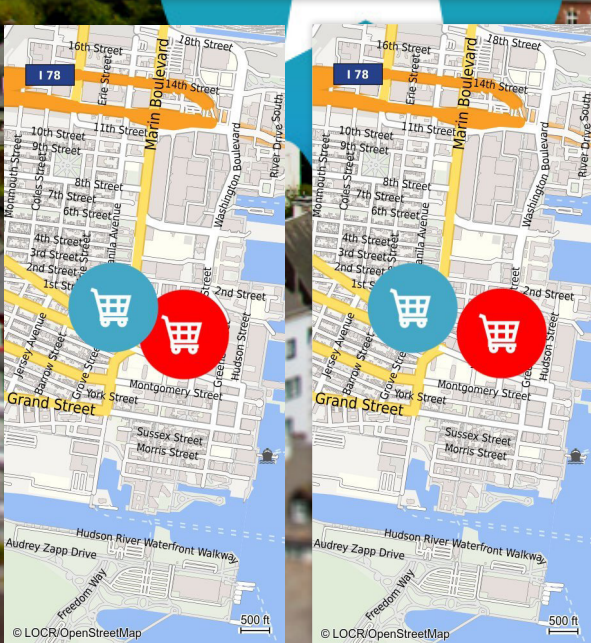
- Select locations within a driving time of 15 minutes or a distance of 10 miles or a walking time of 10 minutes.
- Select the first, second and third nearest dealers for each subscriber.
- Calculate distances to each of these dealers for each subscriber.

CUSTOMIZING MAPS WITH BRAND ICONS

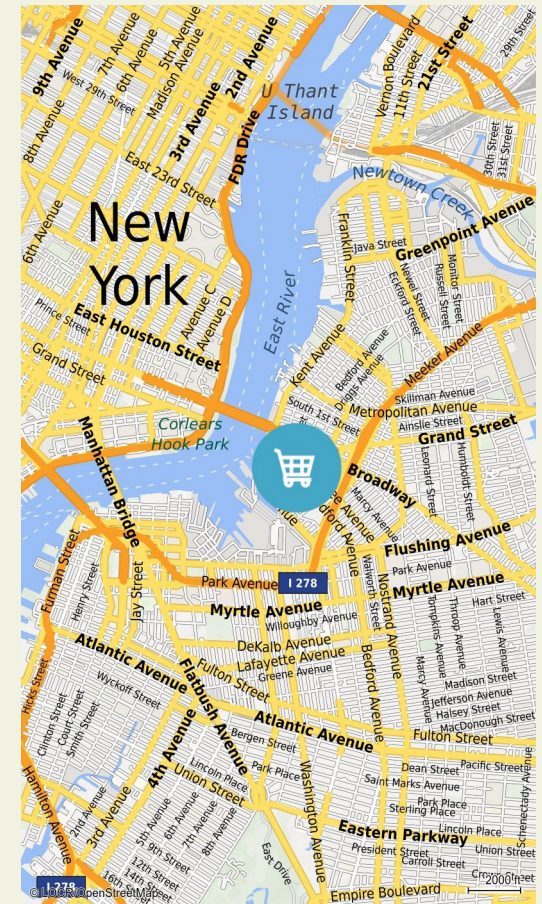


Locations can be shown with icons which can be customized with brand logos or chosen from a wide variety of our standard icons, pins and symbols.

SPECIAL FEATURES OF LOCR MAPS



- The amount of detail in each map, such as place names, varies according to the scale so that maps never appear too cluttered.
- Type matter, such as place names, is never clipped at the edge of a map.
- Overlapping icons or pins can be "bumped apart" by our algorithms.



HOW DOES IT WORK?



locr maps uses OpenStreetMap, enabling us to provide extensive geographic coverage down to the street level.

OSM is a rich dataset, comprising over 25 million miles of accurately surveyed roads and a huge range of geographical features which are continuously updated by hundreds of thousands of volunteer members.

And because OSM is open source data which locr converts into visually beautiful maps, using rendering styles and formats that we have designed, it means that locr maps are available under a clear licensing agreement for the underlying geodata.