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FINDER

SHOW THE WAY
FOR PRINT & CROSS MEDIA

WHAT IS THE LOCRFINDER?

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Location data is a powerful marketing tool, and personalized maps are proven to make a difference. When we see a route on a map, we are more likely to visit that place. At a glance, people intuitively understand where to go and immediately make a connection with the displayed locations. Numerous marketing campaigns with visual maps have shown that this increases traffic and enhances user experience. Seeing your own position alongside a business location on a map is far more engaging than reading a list of addresses.

The locrFINDER works for websites, apps and all types of digital platforms. It can also be seamlessly integrated into cross-media campaigns via QR codes. When customers scan the code, they receive personalized location information and routes on their mobile device - based on the device's current location. This lets you enhance non-personalized print materials with dynamic, personalized content. QR codes are intuitive and easy to use, eliminating the need for a personalized response element.

Location finders and store locators are essential parts of the customer journey - people need to know where to find you. The locrFINDER is an innovative cross-media location tool that connects customers to your nearest business locations. These locations are displayed on a personalized map, showing one or multiple locations along with the quickest route from the customer to your company.

WHAT YOU GET

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CUSTOMIZED

The locrFINDER is fully adaptable to any industry and campaign, and can be tailored to your specific project. You can add your own icons to highlight company locations. The map's style and colors can be customized to match your corporate design, to create strong connections and increase brand loyalty. We work internationally and provide maps for every country.

TRY HERE!

TRY HERE!

Multiple locations can be organized into categories, making it easier for users to find what they are looking for. For example, you can highlight hotels and restaurants near an event venue, or showcase shopping and sightseeing spots near a hotel. Customers can choose their preferred mode of transportation, such as walking or driving, and receive personalized travel times and distances. This helps visualizing the journey. For detailed directions, users can open the route in any external navigation app.

WHAT YOU GET

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DATA SECURITY

We have always worked in compliance with the GDPR (General Data Protection Regulation of the EU) to provide a high level of security. You retain control of your and your customers' data. It will not be analyzed or used for other purposes by third parties.

All data remains within our severs, which are located in Germany. A separate server is used for each individual customer project.

Our maps are based on open-source data from OpenStreetMap under a clear license agreement.

REPORTING

In addition to personalized, helpful content for your customers, the locrFINDER offers valuable insights for your marketing efforts. You will receive access to a report that includes opening rates, the number of engagements, their location and time of engagement. Based on this you can identify activity hotspots and the most frequently assigned business locations. This allows you to improve future marketing activities, see where customers are most active, and where to reach your target group.
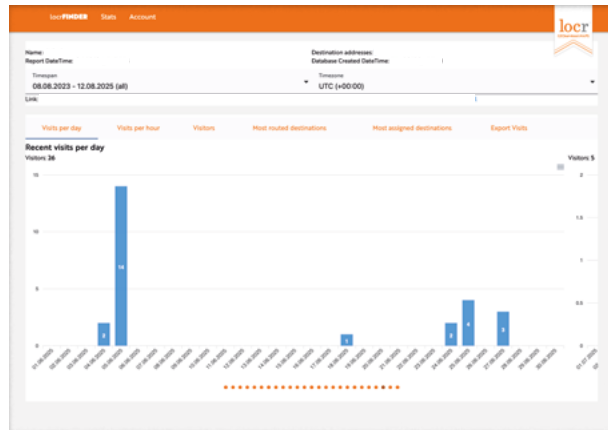
These insights are exclusively available to you via online access. No personal customer data is collected or used. Instead these insights are based on device positions shared with user permission.

This makes it possible to measure the success of even offset-printed, non-personalized marketing material like EDDM campaigns.
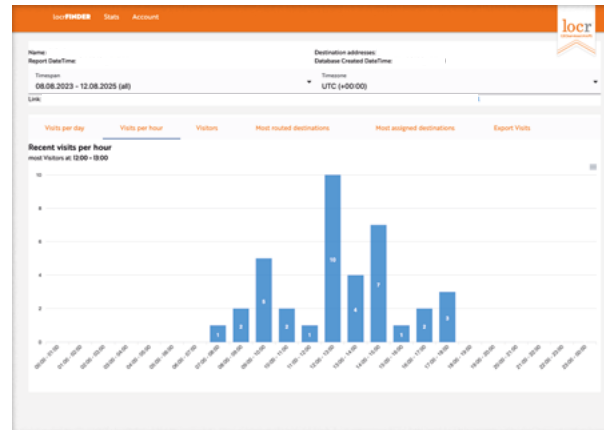
REPORTS

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VISITS PER DAY

This is an overview of engagements per day. Identify dates with the highest activity, track engagements over time, and recognize patterns. From there, you can adjust opening hours or plan events accordingly.

VISITS PER HOUR

Identify the times with the highest engagement rates and determine when your target group is most active during the day. You can analyze these numbers in relation to store visits and plan future marketing activities.
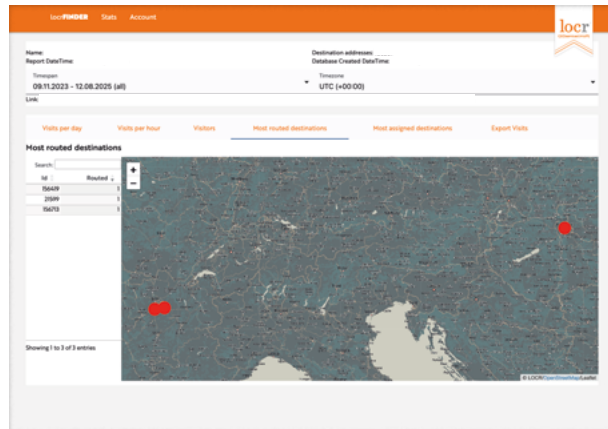
VISITORS
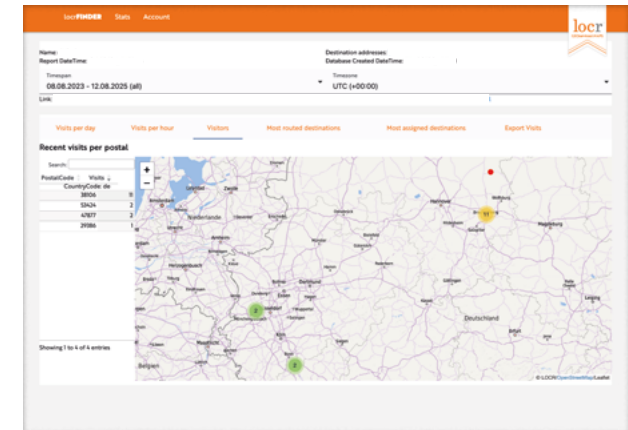
View a map showing the locations of your customers' mobile devices when they used the locrFINDER. Measure the success of your marketing materials and use this knowledge to optimize budgets and target audiences.
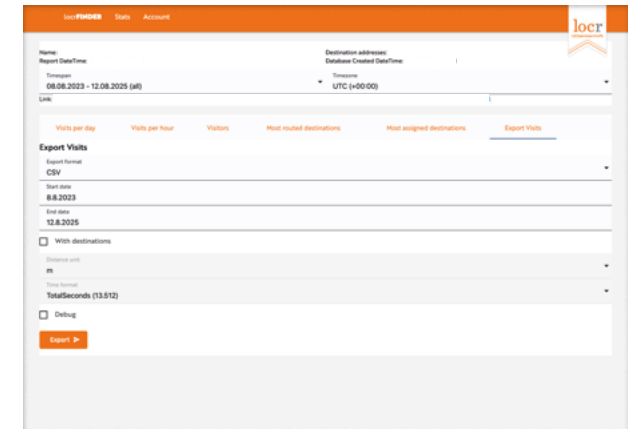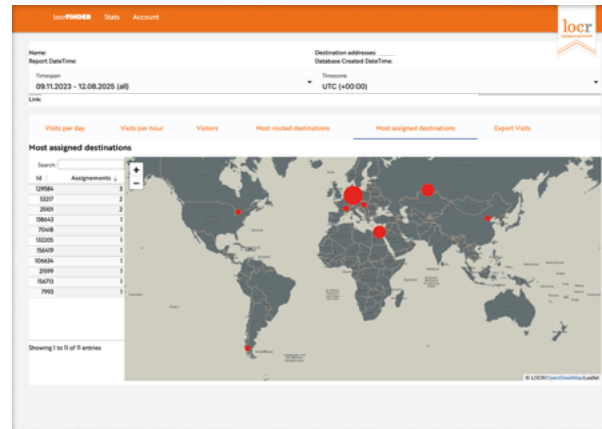
REPORTS

MOST ROUTED

Identify your business location with the most routing requests. This reveals your most popular locations and most attractive offers. You can then adjust marketing activities and plan future company locations accordingly.

MOST ASSIGNED

See the location that has been assigned the most, meaning it had the highest number of nearby users. Compare this to other data, such as the most routed location and gain further insights into your campaign's success.

EXPORT DATA

Gather and download all insights in one comprehensive report. Track your campaign results and analyze the related data. Compare the results to existing customer data to gain valuable insights for your next marketing campaign.

WHAT YOUR RECIPIENT GETS

This is an idea for an EDDM campaign by a fashion retailer. Their goal is to promote the launch of a new collection and attract more visitors to their stores. EDDM mailers are sent to households in the area near the new boutique locations. They provide general information on their business as well as details on the upcoming collection. Right next to that the recipients find a QR code linking to the locrFINDER: they can scan it and find a

dynamic map with the route to the nearest store location on their mobile device. This provides personalized information for every individual customer and instantly creates a connection. The style of the location finder matches the corporate design of the retail stores and instantly highlights their proximity and accessibility. This adds relevant value and an engaging cross media element to the traditional EDDM campaign. Recognizing their own

home location on the locrFINDER has a significant impact on the recipient, as it offers a high level of personalization. EDDM campaigns are a trusted tool for retail marketing, as they easily reach a high number of potential customers, can be produced in a very short time and are very cost-efficient. By adding the locrFINDER, you can tie these to online content and add engaging personalization elements with low effort.

CONTACT

locr GEOservices & MAPS is a leading provider of geomarketing solutions. Our headquarters are in Braunschweig, Germany, and our US location is in New York. We work internationally with marketers, print service providers, and companies in virtually every industry. Marketers use our personalized maps and geo-data-based analytics to make better marketing decisions and more efficient campaigns. Our services are also used in photo books and cartographic projects.

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