

# CASE STUDIES

Scan the QR code & see the proof that GEOmarketing works



**DeBradelei**  
RETAIL

QR code



**McNellies**  
HOSPITALITY

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NON-PROFIT

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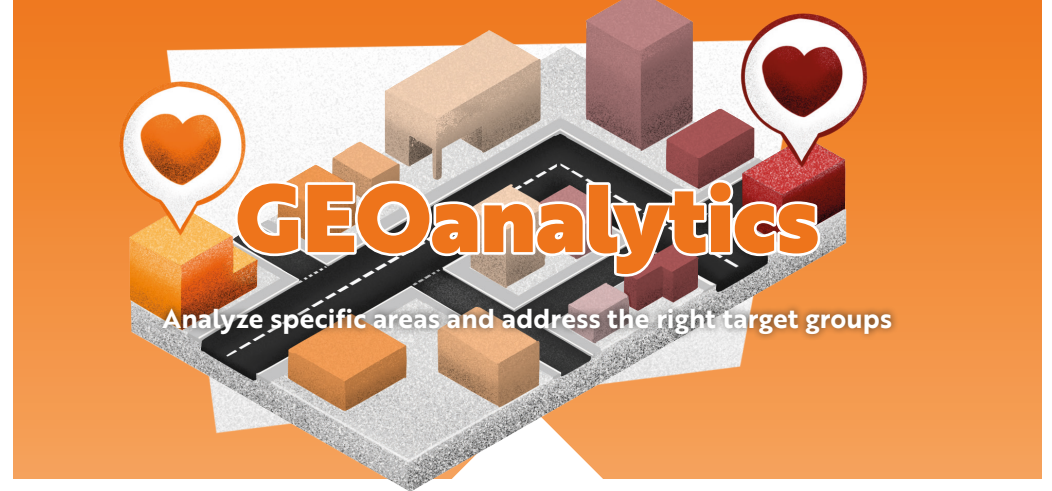
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**locr**  
GEOservices & MAPS

THIS IS WHY  
*Geomarketing*  
WORKS

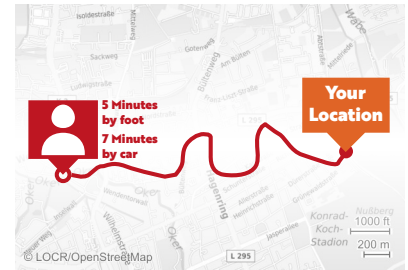
PRODUCTS & SERVICES BY LOCR





### Address Assignment & Address Optimization

- Assignment of nearest locations to a customer address
- Based on distance or travel time
- Check for duplicate or incorrect addresses



### Travel Time, Distance & Routing

- Calculation of estimated travel time and distance
- Calculation of route from customer to destination address

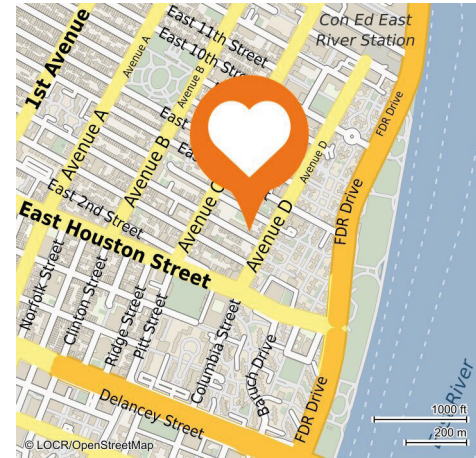


### Address Geocoding & Reverse Geocoding

- Enrichment of postal addresses with missing or incomplete geodata
- Determination of postal addresses from received geodata

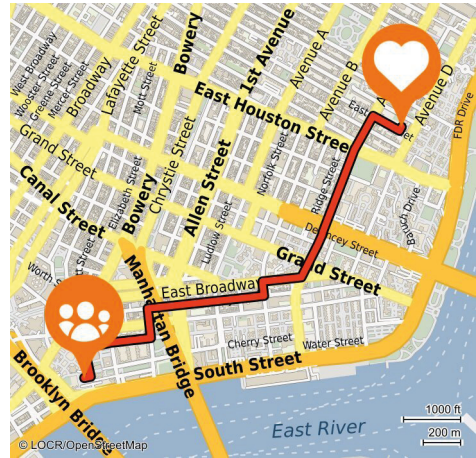
### LOCALmaps

Display one or more locations with customizable icons



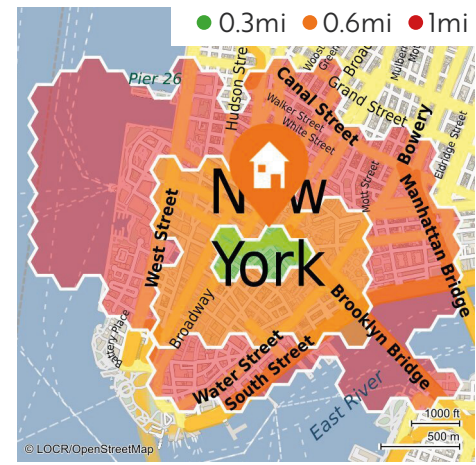
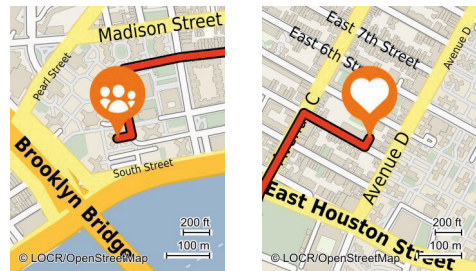
### NAVImaps

Route from the recipient address to one or more destinations



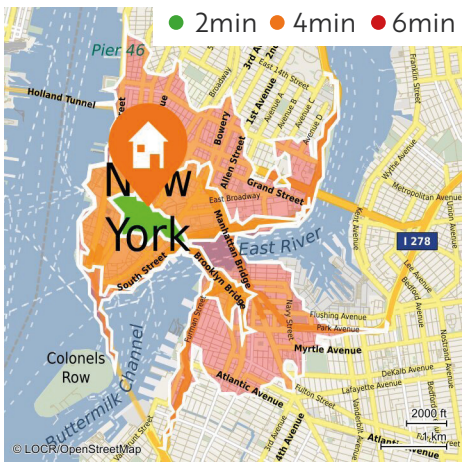
### MULTImaps

Combination of both: makes both route and surroundings visible



### ISOdist

Visualization of target areas by distance



### ISOchron

Visualization of target groups according to travel time



### HEATmap

- Distribution and density of a selection of locations in a defined environment
- Segmentation of sales territories by a distribution of customer base