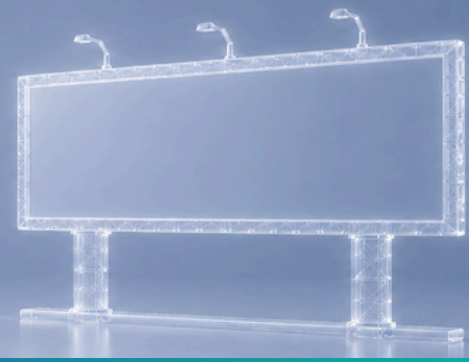


How Applied Post Uses Location Intelligence to Measure Campaign Effectiveness and Drive Retail Growth

Customer Success Story



ABOUT APPLIED POST

Website: www.placeintelligence.com.au

Industry: Architecture & Planning (Public services)

Headquarters: Canberra, Australian Capital Territory

PROFILE

Applied Post is a Canada based leader and innovator in consumer analytics. They provide data driven solutions to small and medium sized businesses, helping them unlock actionable neighborhood intelligence.

Applied Post has developed proprietary technology that enables organizations to transform mobile location data into meaningful consumer insights. By contextualizing real world consumer behavior, businesses can improve online and offline marketing performance, optimize campaigns, and identify new opportunities for growth.

HIGHLIGHTS - GOALS

- Measure Offline Campaign ROI
- Access Comprehensive Location Data
- Identify Growth Opportunities
- Analyze Competitive Performance

HIGHLIGHTS - RESULTS

- Achieved Extensive Data Coverage
- Built Advanced Analysis Models
- Optimized Resource Allocation
- Enabled Data Driven Growth

OVERVIEW

Applied Post partnered with Quadrant to access high quality mobile location data across Canada. Using these insights, Applied Post helps retail customers evaluate store performance, understand competitive dynamics in specific markets, and improve marketing effectiveness through data driven decision making. In this case study, we explore how Applied Post uses granular geospatial insights and real world consumer behavior data to help retailers make smarter marketing investments and growth decisions.

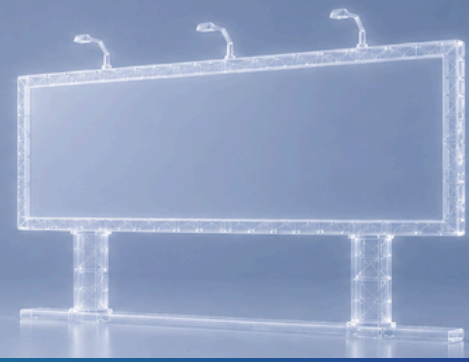
CHALLENGES AND GOALS

Applied Post's goal was to help retail customers identify potential consumers and better measure the effectiveness of their marketing initiatives. They wanted to gain deeper insights into traffic attribution at retail locations, evaluate the performance of Out of Home (OOH) advertising campaigns, and develop remarketing strategies that could engage and convert high value audiences.

While evaluating mobile location data providers for these projects, Applied Post reviewed numerous data sources and vendors. However, many providers lacked sufficient coverage, particularly in rural regions across Canada. In a geographically diverse country with uneven population distribution, Applied Post required a scalable and comprehensive location data source capable of supporting a wide range of customer analytics and business intelligence use cases.

SOLUTION

Below are several examples of successful projects where Applied Post leveraged Quadrant's location intelligence to deliver actionable geospatial insights for customers across industries including direct mail, retail, digital marketing, and OOH advertising.



USE CASE - OOH ATTRIBUTION AND ROI

Using Quadrant's mobile location data, Applied Post created geofences around specific retail outlets to correlate store visitation patterns with the potential reach of OOH advertising campaigns in the physical world. Applied Post monitored movement data within each billboard's view cone and compared it against visitation activity at the associated retail locations over a period of several weeks.

Location intelligence within these areas of interest was also analyzed after the campaign to measure attribution and campaign effectiveness. Through this analysis, the business was able to estimate conversion rates and better understand the real world impact of its advertising investments.

USE CASE: LOCATION BASED RETARGETING FOR A HOME IMPROVEMENT RETAILER

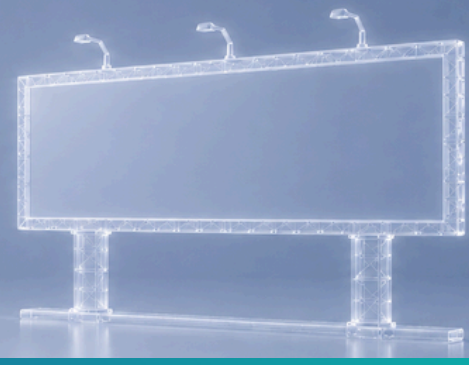
In another project, Applied Post geofenced home improvement retail locations across multiple Canadian cities to monitor both current visitation trends and historical movement patterns. The customer used these insights to evaluate consumer visitation behavior at both their own stores and competitor locations.

Applied Post combined mobile location data with third party loyalty program information, surveys, purchase behavior data, and postal code insights to create a more complete view of consumer behavior. Using data visualization and advanced analytics techniques, they developed audience intelligence that enabled the business to launch targeted monthly marketing campaigns focused on customer retention, acquisition, and competitive conquering strategies.

USE CASE: DATA DRIVEN EXPANSION FOR A LANDSCAPING EQUIPMENT COMPANY

Applied Post mapped dealers, prospective partners, and related businesses including architecture and landscaping firms within targeted areas of interest for a landscaping equipment manufacturer and retailer. They then geofenced these locations across the country and used mobile location data to identify potential customers and business partners.

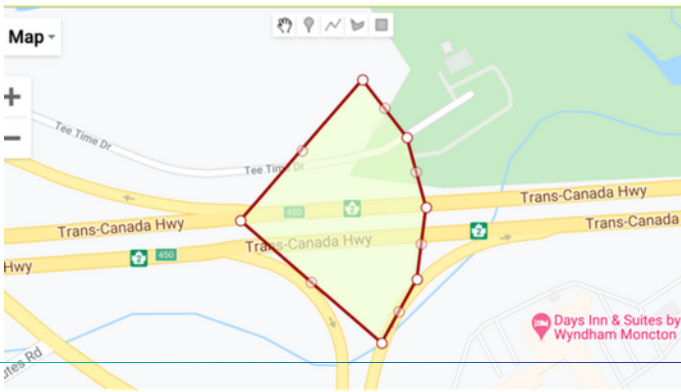
The resulting analysis supported digital marketing initiatives designed to increase awareness, engagement, and customer acquisition. Applied Post also helped the organization identify valuable B2B partnership opportunities and expand its customer base using location based market intelligence.



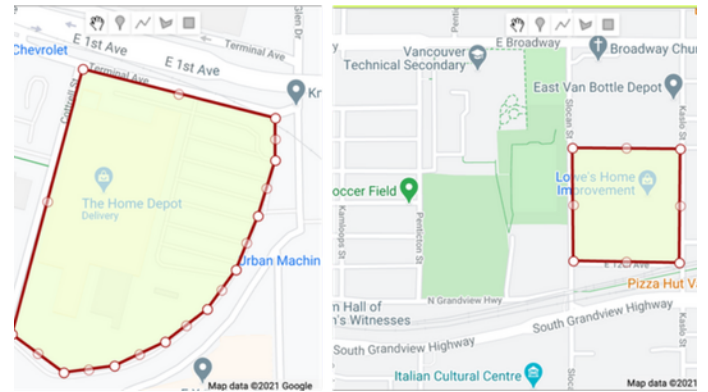
BENEFITS

Applied Post's partnership with Quadrant helped them achieve extensive coverage across both urban and rural Canada, coverage that was difficult to source from many alternative providers. They continue to leverage Quadrant's location intelligence to build actionable analytics solutions for customers across multiple industries, including retail.

By combining geospatial insights with proprietary analytics models, Applied Post helps organizations measure campaign effectiveness, optimize marketing investments, evaluate competitive performance, and make more informed business expansion decisions. Quadrant's data enables Applied Post to conduct granular market analysis for customers ranging from large retail chains to highly specialized niche businesses.



Graphical representation: Determining ROI of an offline OOH campaign by geofencing a billboard's view cone and correlating data with actual traffic at the retail outlets to assume conversion rates.



Graphical representation: Geofencing similar outlets in various neighbourhoods to assess foot traffic and tailor marketing programs to attract, engage and retain consumers.



Quadrant's coverage of location data across Canada is thorough and valuable for us. Especially the availability of data for rural Canada, which is very difficult to find. We have seen some great results in assessing campaign performance and ROI attribution for our retail customers across the country. We are really happy with our partnership and continue to work with Quadrant to bring more value and actionable location based insights to our customers.

Glen Lougheed – CEO and Founder, Applied Post

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point-of-Interest (POI) data. With coverage across 200+ countries, Quadrant delivers trusted, high quality geospatial datasets that help organizations build location powered products, applications, and solutions.

[BOOK A MEETING](#)

[VISIT OUR WEBSITE](#)

