

A person wearing a teal long-sleeved shirt is holding a purple smartphone with both hands, looking at the screen. The image has a teal overlay. On the left wrist, there are three bracelets: a blue braided one, a red and white braided one, and a white one. A white strap is also visible. The background is blurred.

Retail **MARKETING**

consumers & mobile devices

Why Location Analytics?

Who

Where

What

Live

Play

Why

Work

CUSTOMER

Segmentation

Technology

Competition

Sentiment

Mobile

How

Connect

Supplier Spending




Supplier	Plant ID	Spending	Volume
Spurrier	2	\$18,873,754.40	233,000
Spurrier	2	\$10,262,007.50	213,750
Surrey Corp	2	\$2,740,382.60	11175,000
Surrey Corp	2	\$4,943,248.40	1,140,000
LYC Inc.	2	\$3,977,659.20	363,500

Customer & Market Discovery



FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW En Maps DESIGN																			
Insert Map		Map Contents		Add Local Search Data		Reverse Map		Bring Forward Send Backward Remove Layer		Select Style Grouping Clustering Add Heatmap		Visible Range Details Layer		Sign Out ArcGIS		Share Layer Share Map Create Slide Copy Image		Help	
Map		Add Data		Organize Layers						Layer				ArcGIS		Share		Help	
A1 OBJECTID																			
	A	B	C	D	E	F	G	H	I	J	K	L	M						
1	OBJECTID	NAME	CLUSTER	CITY	STATE	ZIP	PRICE	COST	Y Lat	X Long	DOM TAPESTRY CODE	LASTNAME	ID						
90	79	90010110.01	276441	Old Greenwich	CT	0670	9915.7617	8455.2928	40.9770505	-73.5787758		1 KUBINSKI	330 CONNECTICUT AVE # 4						
953	952	90091201	279407	Derby	CT	0418	7694.8622	5247.6809	41.3190936	-73.0440576		18 SHERMAN	53 BOSTON POST RD						
1002	1001	90091410	218599	New Haven	CT	06515	6956.257	5343.2324	41.3206113	-72.9629648		22 DILISIO	53 BOSTON POST RD						
1574	1575	100030001	212740	Wilmington	DE	19801	40607.6931	36285.2227	39.740536	-75.5495299		52 MUNSON	4807 CONCORD PIKE						
2929	2928	240054045	109947	Reisterstown	MD	21136	14104.2119	9936.121	39.4598343	-76.8162439		33 ROSER	10400 OWINGS MILLS BLVD						
3641	3640	240276023	313029	Ellicott City	MD	21042	8102.3141	7050.4821	39.261592	-76.8694939		2 FAGERBERG	10300 LITTLE PATUXENT PKWY						
3688	3687	240276030	151972	Glennelg	MD	21737	7601.2898	5264.7317	39.2854566	-76.9805016		2 POWRIE	10300 LITTLE PATUXENT PKWY						
3784	3783	240276055	248264	Columbia	MD	21044	8736.4565	5266.7019	39.1994701	-76.8991773		2 DEMOTTE	10300 LITTLE PATUXENT PKWY						
4985	4984	240317060	241829	Bethesda	MD	20817	6743.0828	5596.1903	39.0073687	-77.1530627		3 BOUVIER	7101 DEMOCRACY BLVD # 2104						
5372	5371	240338074	301735	Beltsville	MD	20705	6945.5191	4872.79	39.0532836	-76.902727		6 VANCE	13919 BALTIMORE AVE # 3						
6062	6061	340030174	291726	Fair Lawn	NJ	7410	8736.3342	3973.4903	40.9318396	-74.1008329		5 WAKELEY	1 GARDEN STATE PLZ # 1077						
6868	6867	340057040.1	291935	Marlton	NJ	8053	15781.9953	12995.0269	39.8828206	-74.9062534		30 KARBOSKI	1420 NIXON DR						
6993	6992	340076085	292222	Berlin	NJ	8009	7022.2267	4595.0675	39.7765761	-74.9693571		19 ASARO							
7039	7038	340090215	260685	Wildwood	NJ	8260	7550.949	4983.2538	38.9833984	-74.8259726		48 ROUSSARIE	100 CONSUMER SQ						
7113	7112	340130086	322961	Newark	NJ	7104	6984.6747	6495.4836	40.7499616	-74.1819717		52 MACK	663 ELIZABETH AVE						
7114	7113	340130087	240016	Newark	NJ	7104	12264.4371	8405.4635	40.7516302	-74.1668671		61 MATTHEWS	663 ELIZABETH AVE						
7357	7356	340130203	234732	Short Hills	NJ	7078	8097.6048	6370.7398	40.7248894	-74.3291021		3 RASMUSSEN	2255 SPRINGFIELD AVE						
7861	7860	340170184	301279	Hoboken	NJ	7030	6692.4202	4632.8834	40.7515277	-74.0283571		8 LANGNER	125 18TH ST # 9						
8014	8013	340190112	232417	Flemington	NJ	8822	7123.6904	4902.1211	40.539567	-74.8273969		2 CROTTY	1042 BUXTON RD						
8763	8762	340230071	302705	Sayreville	NJ	8872	8624.7644	6367.1877	40.4573296	-74.3487316		14 GHOSH	300 STATE ROUTE 18 # 4						
8977	8976	340230087	230753	Cranbury	NJ	8512	9851.2636	7745.0016	40.329175	-74.5094841		2 KANOK	117 W WARD ST						
9005	9004	340258009	246489	Red Bank	NJ	7701	7436.3139	6300.071	40.3690859	-74.0474313		1 ALEXANDER	50 STATE ROUTE 36						
9293	9292	340258117	238640	Clarksburg	NJ	8510	7042.0785	5910.9716	40.1878276	-74.4225702		2 SACKERSON	117 W WARD ST						
9421	9420	340270415	312487	Denville	NJ	7834	6605.3619	4851.2325	40.8832631	-74.4778872		10 THIBODEAU	301 MOUNT HOPE AVE # 1001						
9541	9540	340270428	275655	Chatham	NJ	7928	7959.657	6796.4256	40.7368126	-74.3792792		5 COLEMAN	410 STATE ROUTE 10 # 1						
9726	9725	340270456	327352	Randolph	NJ	7889	7870.7602	6498.3863	40.8676148	-74.5752554		16 LOW	301 MOUNT HOPE AVE # 1001						
10957	10956	360050274	268945	Bronx	NY	10465	10590.1431	8358.1041	40.8451776	-73.8220004		20 ANGELILLO	1865 E TREMONT AVE						
11551	11550	360470258	120963	Brooklyn	NY	11204	11052.4713	9676.7482	40.6144144	-73.9896643		44 STRIZEL							
12008	12007	360470648	289792	Brooklyn	NY	11234	9946.2093	7771.8969	40.6173085	-73.9346903		5 MULLEN	5102 AVENUE U						

C9 =SUM(C3:C8)

	A	B	C	D	E	F	G	H	I	J	K	L
1	Your Top Customer Segments											
2	Tapestry Description	Customers	Percent	US Adults	Percent	Index						
3	5 Wealthy Seaboard Suburbs	2,085	9.28193	3,690,279	1.543291	601						
4	1 Top Rung	2,027	9.023728	2,285,549	0.955827	944	CORE Group					
5	8 Laptops and Lattes	1,975	8.792236	2,036,014	0.85147	1033						
6	2 Suburban Splendor	1,605	7.145083	4,313,789	1.804045	396						
7	3 Connoisseurs	1,404	6.250278	3,100,963	1.296836	482						
8	27 Metro Renters	1,395	6.210212	3,127,380	1.307884	475						
9			46.70347									
10	We have mapped all our customer and Appended a Segmentation code to it.											
11	Profiling Loyalty Customers											
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Esri Maps

Map Contents Search

☒ Excel Layer

1

1 Top 5 DMAs in the US with High Concentration of

2 Laptops and Lattes and Top Rung Population

3 Top Markets



Esri Maps

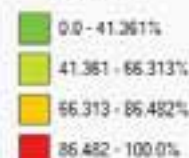
Map Contents Search

Units



San Fran Top Areas to Market

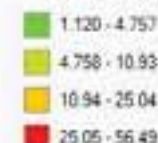
0.0 - 0.0%



Counties Pen

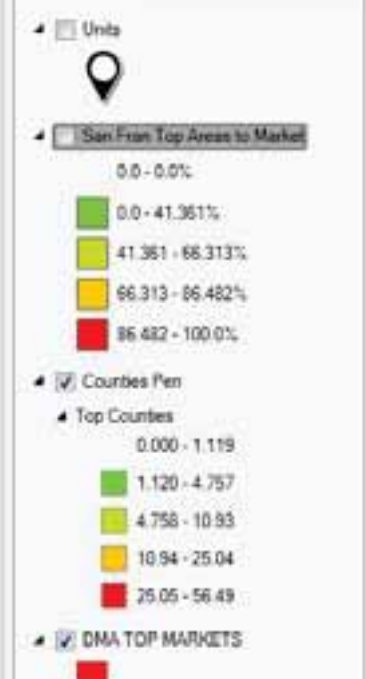
Top Counties

0.000 - 1.119

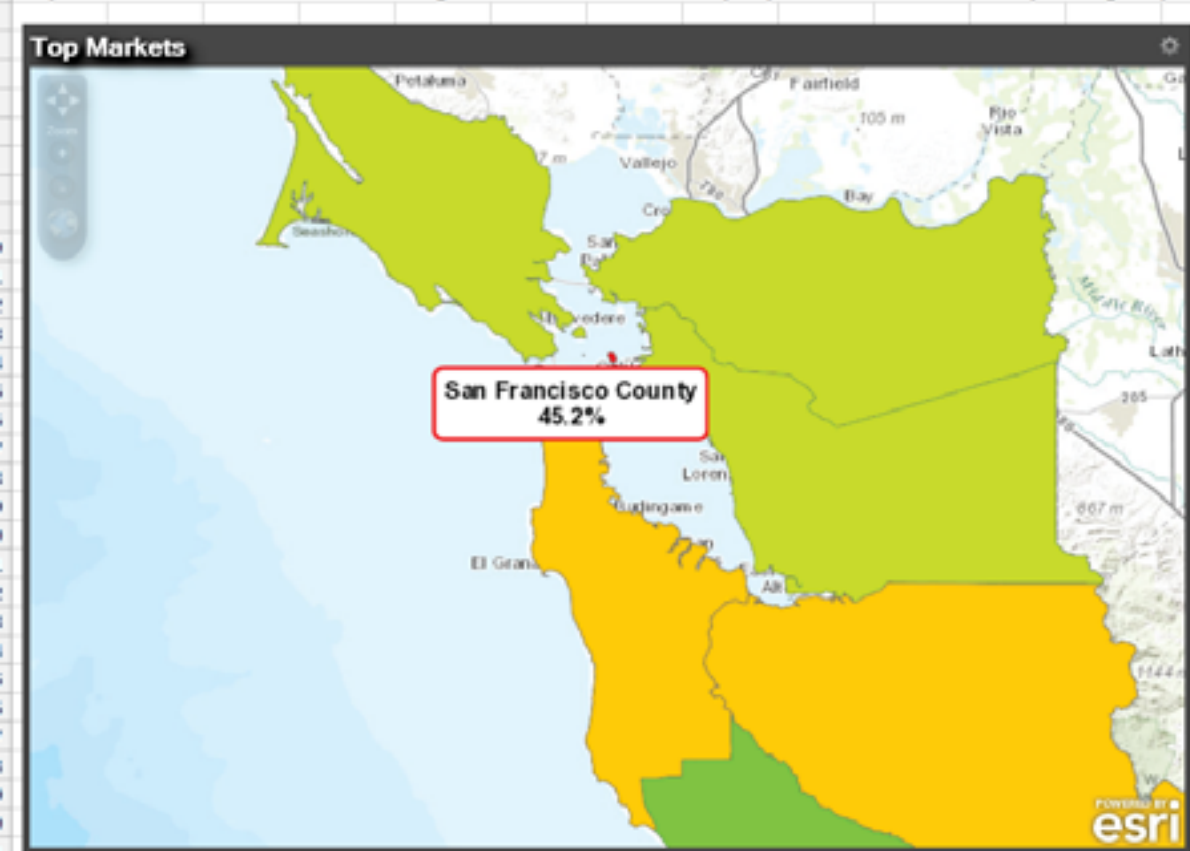


DMA TOP MARKETS

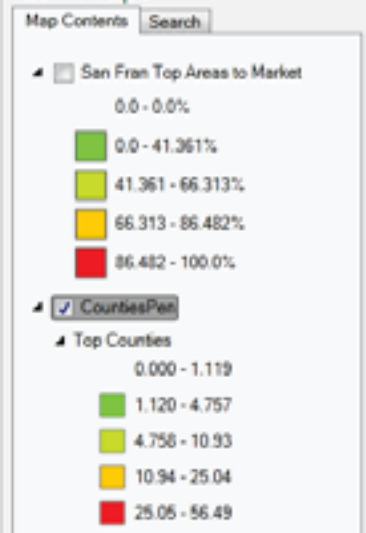




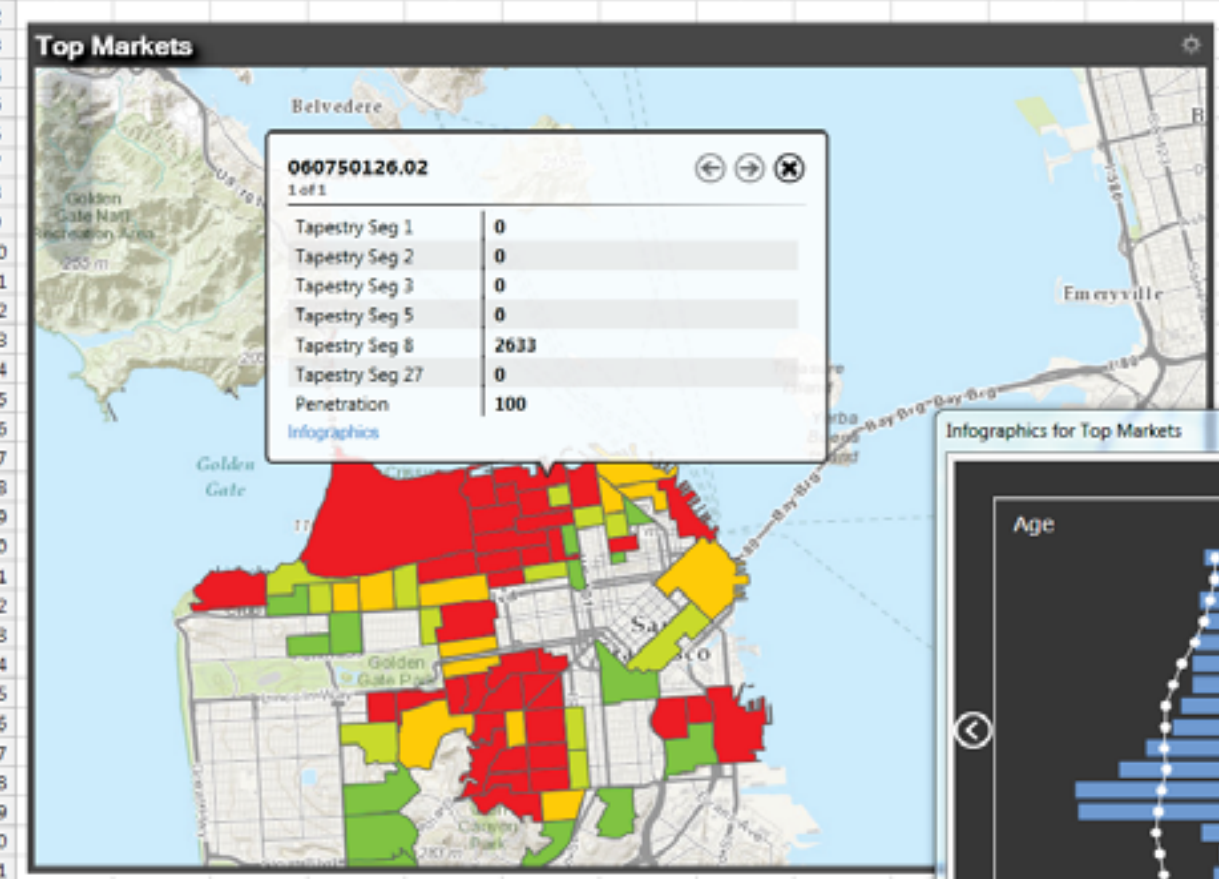
Top 3 Counties in the US with High Cocentrations of Laptops and Lattes and Top Rung Population



Esri Maps



Top 3 Counties in the US with High Cocentrations of Laptops and Lattes and Top Rung Population



Esri Maps

Map Contents Search

- ☒ San Fran Top Areas to Market
0.0 - 0.0%
- 0.0 - 41.361%
- 41.361 - 66.313%
- 66.313 - 86.482%
- 86.482 - 100.0%
- ☒ CountiesPen
- ☒ Top Counties
0.000 - 1.119
- 1.120 - 4.757



Top 5 DMAs in the US with High Concentration of Laptops and Lattes and Top Rung Population

Top Markets



Esri Maps

Map Contents Search

Units

San Fran Top Areas to Markets

0.0 - 0.0%

0.0 - 41.361%

41.361 - 66.313%

66.313 - 86.482%

86.482 - 100.0%

Counties Pen

Infographics for Top Markets

2013 Median Disposable Income ▼

This area

for this area

\$101,614 which is more than the United States average

Area	Value ▼	\$0	\$200,000
This area	\$101,614		
San Francisco County	\$53,003		
California	\$49,665		
United States	\$41,840		

NAME	ADDRESS	CITY	STATE	ZIP	ANNUAL SALES	EMPLS EST	SIZE EST	FIPS	POP2010	MED AGE	HOUSEHOLDS	AVG INCOME	AVG RETAIL
STARBUCKS	299 2ND ST	SAN FRAN CA		94105	640000	16	2,500 - 9,999	6.08E+10	1415	33.5	808	129599	40252.41
STARBUCKS	5455 GEARY BLVD	SAN FRAN CA		94121	600000	15	2,500 - 9,999	6.08E+10	1360	40.1	603	74669	22265.33
STARBUCKS	1231 MARKET ST	SAN FRAN CA		94103	600000	15	2,500 - 9,999	6.08E+10	1060	32.7	440	23954	7532.81
STARBUCKS	680 BEACH ST	SAN FRAN CA		94109	360000	9	2,500 - 9,999	6.08E+10	1354	43.6	770	157258	47294.4
STARBUCKS	99 JACKSON ST	SAN FRAN CA		94111	480000	12	2,500 - 9,999	6.08E+10	1741	48.5	1172	151194	45470.69
STARBUCKS	425 BATTERY ST # A	SAN FRAN CA		94111	480000	12	2,500 - 9,999	6.08E+10	1741	48.5	1172	151194	45470.69
STARBUCKS	27 DRUMM ST	SAN FRAN CA		94111	600000	15	2,500 - 9,999	6.08E+10	1741	48.5	1172	151194	45470.69
STARBUCKS	1 MARKET PLZ # 3	SAN FRAN CA		94105	440000	11	2,500 - 9,999	6.08E+10	1741	48.5	1172	151194	45470.69
STARBUCKS	4094 18TH ST	SAN FRAN CA							1445	40.7	767	117544	35350.65
STARBUCKS	201 3RD ST # 2	SAN FRAN CA							1457	76.7	864	18689	5877.13
STARBUCKS	343 SANSOME ST # 100	SAN FRAN CA							807	45.9	430	50076	14932.01
STARBUCKS	295 CALIFORNIA ST	SAN FRAN CA							807	45.9	430	50076	14932.01
STARBUCKS	555 CALIFORNIA ST # 1	SAN FRAN CA							807	45.9	430	50076	14932.01
STARBUCKS	398 MARKET ST	SAN FRAN CA							807	45.9	430	50076	14932.01
STARBUCKS	333 MARKET ST # 3	SAN FRAN CA							807	45.9	430	50076	14932.01
STARBUCKS	52 CALIFORNIA ST	SAN FRAN CA							807	45.9	430	50076	14932.01
STARBUCKS	201 SPEAR ST # 100	SAN FRAN CA							1911	34.5	1125	173557	52196.23
STARBUCKS	865 MARKET ST # C26A	SAN FRAN CA							39	38.4	21	44487	13989.81
STARBUCKS	2801 JONES ST # 111	SAN FRAN CA							759	34.4	558	78433	24360.66
STARBUCKS	455 NORTH POINT ST	SAN FRAN CA		94133	2800000	70	2,500 - 9,999	6.08E+10	759	34.4	558	78433	24360.66
STARBUCKS	499 BAY ST	SAN FRAN CA		94133	480000	12	2,500 - 9,999	6.08E+10	759	34.4	558	78433	24360.66
STARBUCKS	3735 BUCHANAN ST	SAN FRAN CA		94123	440000	11	2,500 - 9,999	6.08E+10	1339	35.7	814	123066	37011.36
STARBUCKS	100 WEST PORTAL AVE	SAN FRAN CA		94127	800000	20	2,500 - 9,999	6.08E+10	1657	48.3	671	153658	47476.48
STARBUCKS	1899 UNION ST	SAN FRAN CA		94123	680000	17	2,500 - 9,999	6.08E+10	1019	34.9	566	197007	59248.67
STARBUCKS	280 KING ST	SAN FRAN CA		94107	400000	10	2,500 - 9,999	6.08E+10	7931	33	3741	90965	28253
STARBUCKS	1700 OWENS ST	SAN FRAN CA		94158	640000	16	2,500 - 9,999	6.08E+10	7931	33	3741	90965	28253
STARBUCKS	1750 DIVISADERO ST	SAN FRAN CA		94115	600000	15	2,500 - 9,999	6.08E+10	1102	36.5	498	127966	38485.01
STARBUCKS	2350 NORIEGA ST	SAN FRAN CA		94122	640000	16	2,500 - 9,999	6.08E+10	1358	44.3	445	103288	31842.97
STARBUCKS	1800 IRVING ST	SAN FRAN CA		94122	640000	16	2,500 - 9,999	6.08E+10	1423	36.3	546	94453	28840.56
STARBUCKS	350 PARNASSUS AVE # 120	SAN FRAN CA		94117	400000	10	2,500 - 9,999	6.08E+10	1339	35	682	82654	24857.7
STARBUCKS	2165 POLK ST	SAN FRAN CA		94109	640000	16	2,500 - 9,999	6.08E+10	1646	35.4	948	123904	37263.38
STARBUCKS	359 GRANT AVE	SAN FRAN CA		94108	600000	15	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53
STARBUCKS	462 POWELL ST	SAN FRAN CA		94102	1400000	35	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53
STARBUCKS	44 MONTGOMERY ST # 120	SAN FRAN CA		94104	800000	20	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53
STARBUCKS	264 KEARNY ST	SAN FRAN CA		94108	640000	16	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53
STARBUCKS	780 MARKET ST	SAN FRAN CA		94102	840000	21	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53
STARBUCKS	201 POWELL ST	SAN FRAN CA		94102	1600000	40	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53
STARBUCKS	120 DEARBELL ST	SAN FRAN CA		94102	600000	15	2,500 - 9,999	6.08E+10	976	42.1	582	47542	14950.53

Custom AutoFilter

Show rows where:

AVG_INCOME

is greater than or equal to

125000

And Or

Use ? to represent any single character

Use * to represent any series of characters

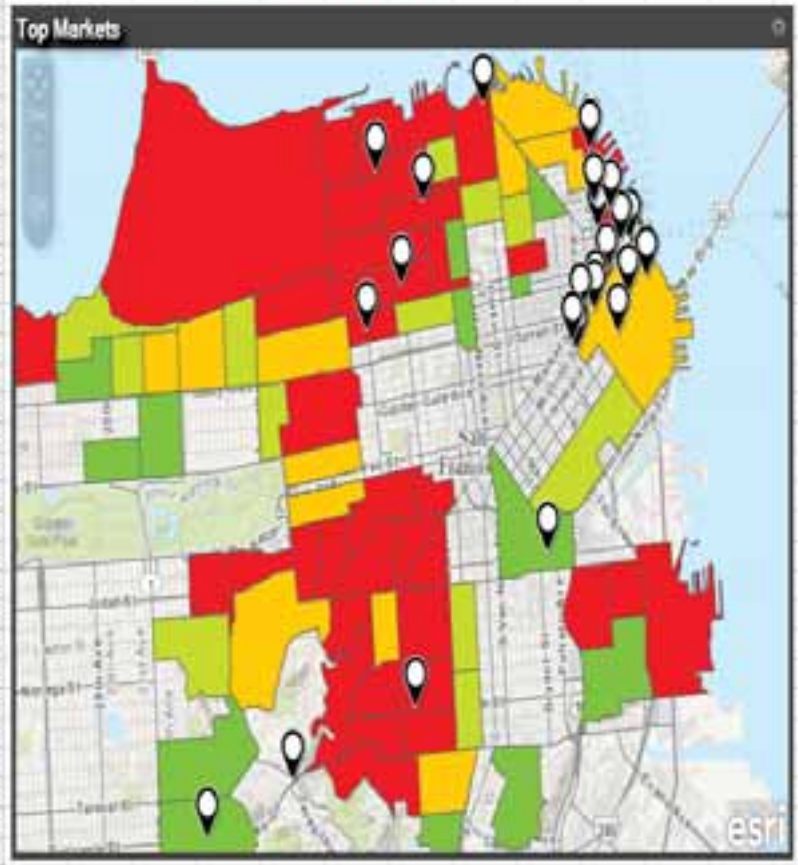
OK

Cancel

Top 3 Counties in the US with High Cocentrations of Laptops and Lattes and Top Rung Population

DETAILS FOR TOP RUNG

DETAILS FOR LAPTOPS & LATTES



Esri Maps

Map Contents Search

Esri Maps



San Francisco Top Areas to Market

0.0 - 0.0%

- 0.0 - 41.361%
- 41.361 - 66.313%
- 66.313 - 96.402%
- 96.402 - 100.0%

Counties

Top Counties

0.000 - 1.119

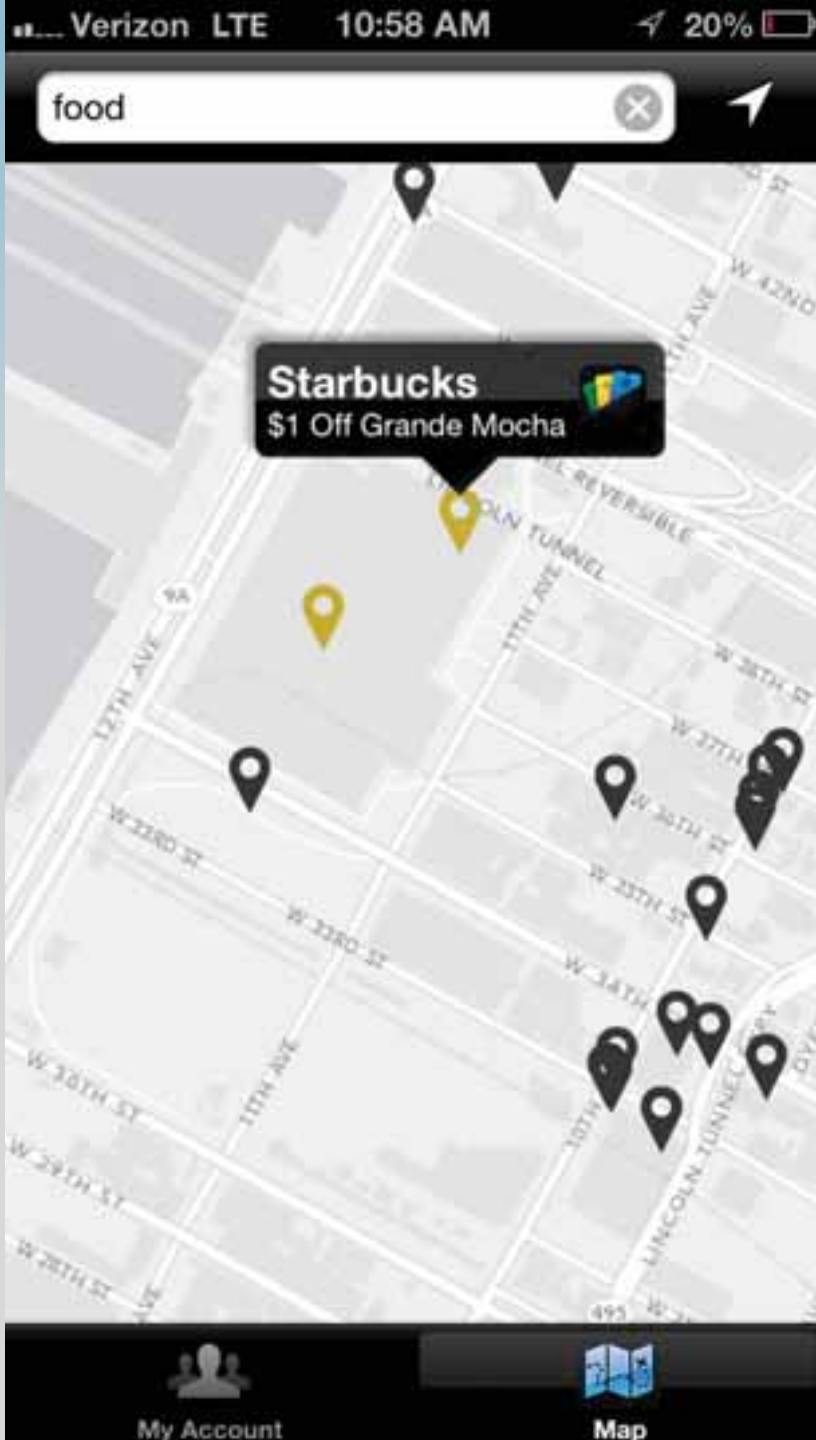
- 1.120 - 4.797
- 4.798 - 10.93
- 10.94 - 25.04
- 25.05 - 56.45

Mobile Coupon Offer

Mobile Coupon Offer

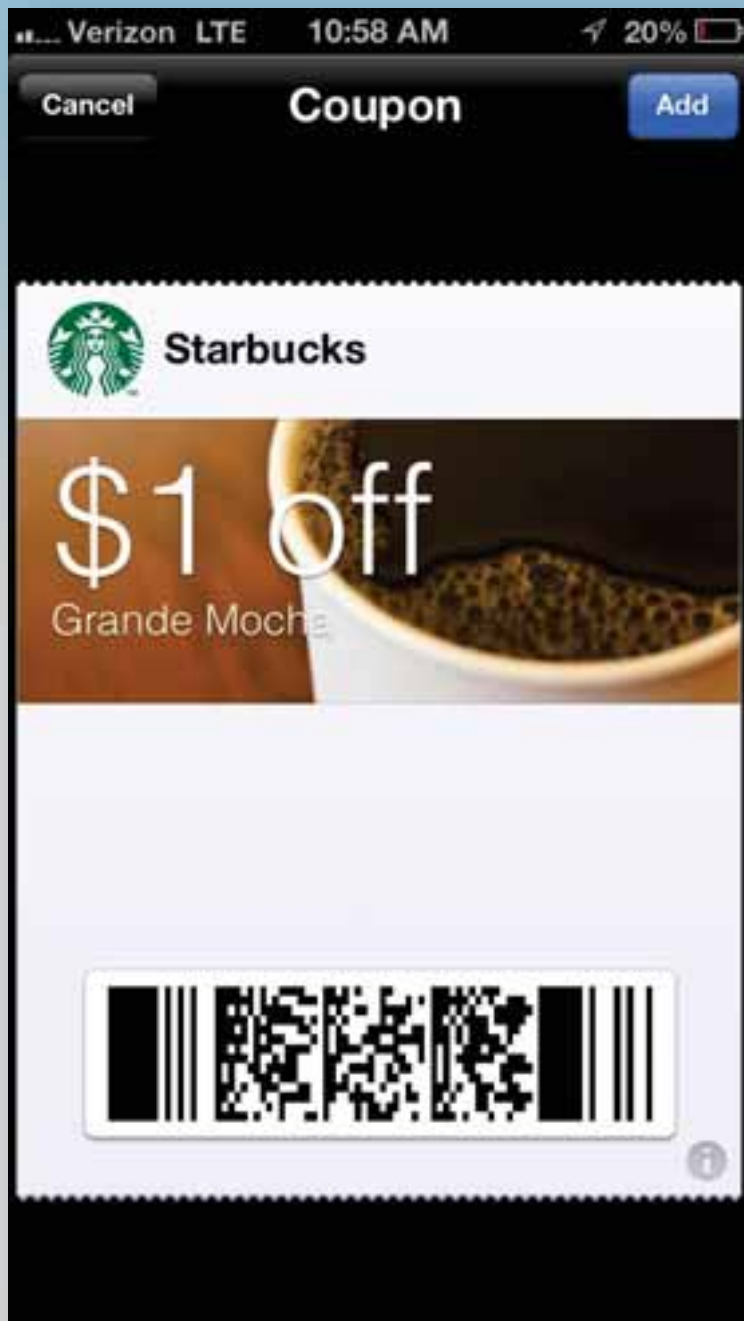
Mobile Coupon Offer





Install client app
Location services on
Push targeted offer





Add deal to Passbook





Geo-fence notification





Redeem Coupon



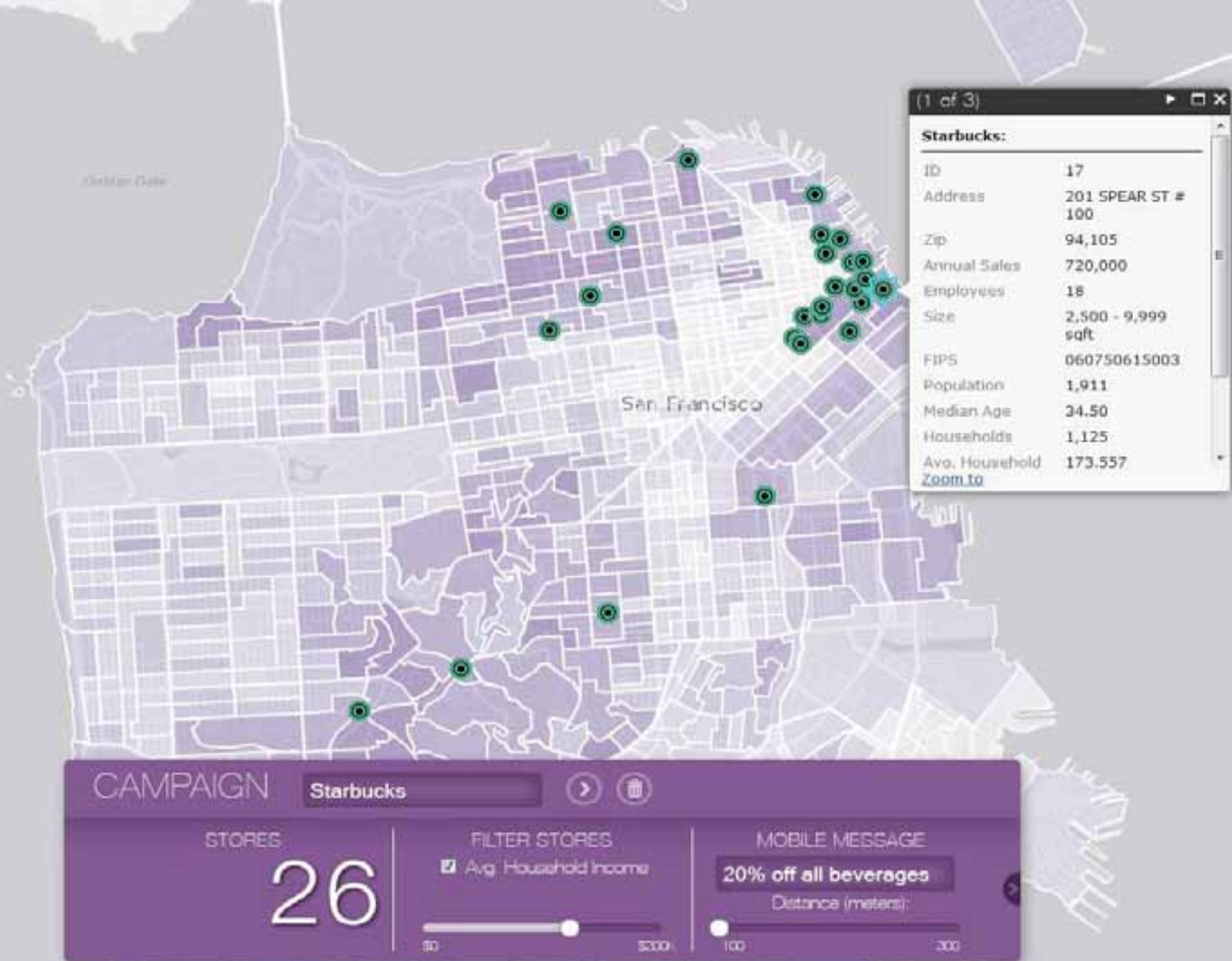
Supplier Spending



Supplier	Plant ID	Spending	Volume
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Measure Performance









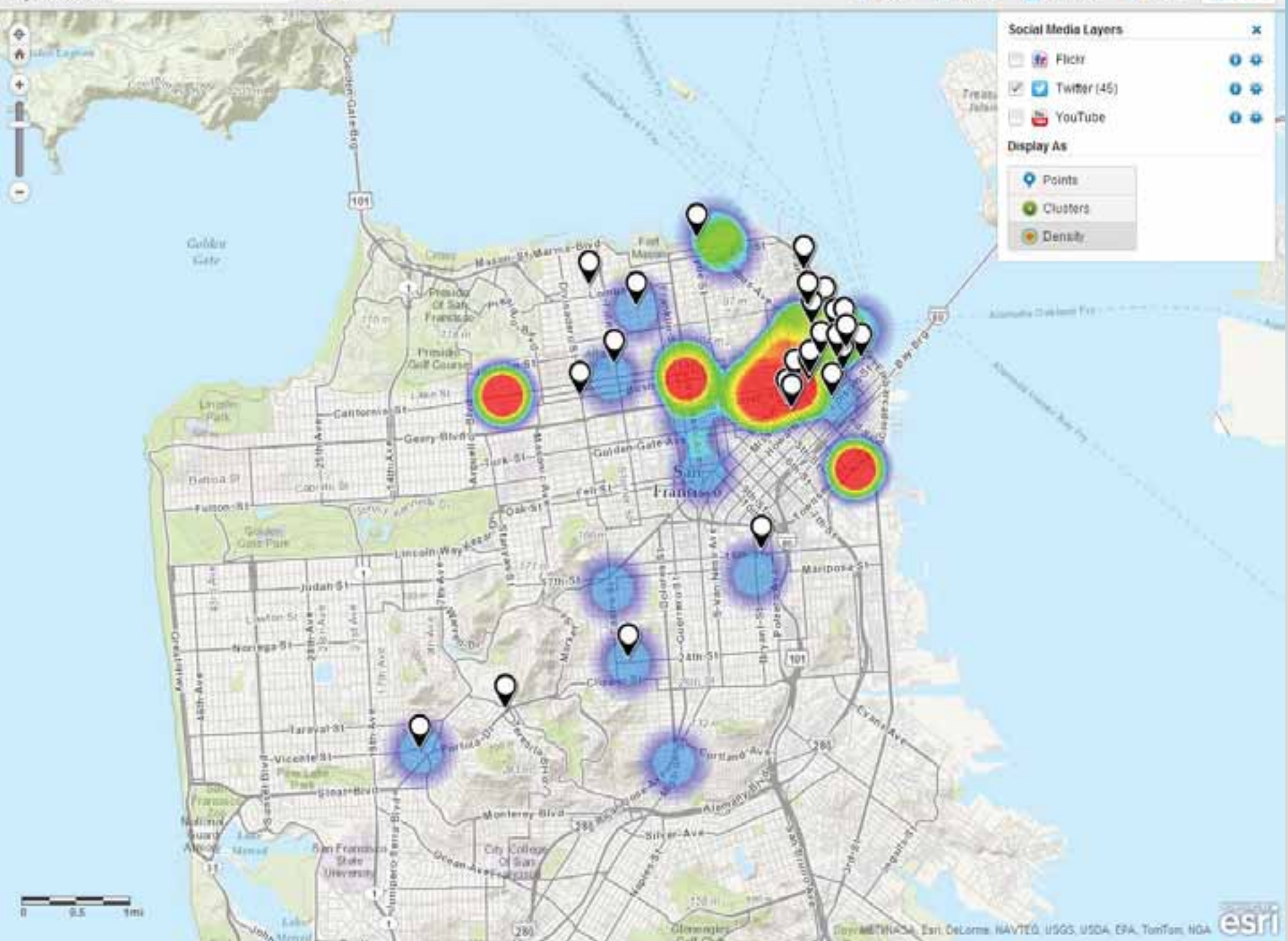
CAMPAIGN ANALYTICS: MOST SUCCESSFUL STORE

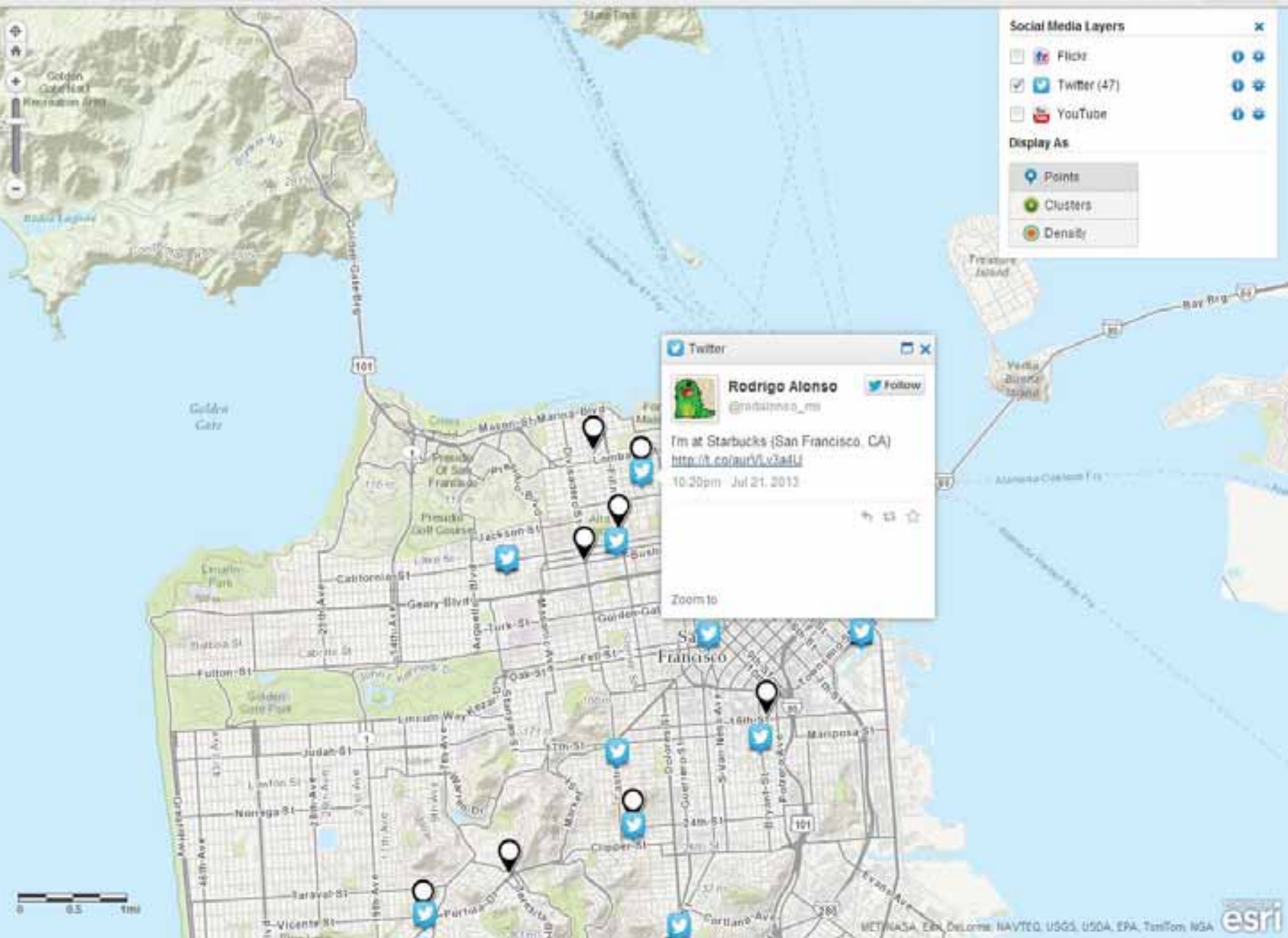
Dominant Lifestyle:

**Laptops and
Lattes**

Household Type: Singles; Shared
Median Age: 37.6
Income: Upper Middle
Employment: Prof/Mgmt
Education: Bach/Grad Degree
Residence: Multifam Rentals

Race/Ethnicity: White
Financial: Bank online
Media: Listens to public radio
Vehicle: Rent car from Budget
Activities: Own Blackberry
Shop at Banana Republic





Social Media Layers

- ☐ Flickr
- ☒ Twitter (47)
- ☐ YouTube

Display As

- ☒ Points
- ☐ Clusters
- ☐ Density

Twitter

 **Rodrigo Alonso** [Follow](#)
@rodrigoalonso_m

I'm at Starbucks (San Francisco, CA)
<http://t.co/gurV6v3aU4>
10:20pm Jul 21, 2013

Zoom to

Location Analytics



In summary....

- **Location Analytics allow you to quickly understand:**
 - **WHO** your customer is
 - **WHAT** they are like
 - **WHERE** they live AND
 - **WHERE** they ARE....right now!
- **With our geo-fencing technology, we can help you :**
 - target key customer segments
 - drive traffic into key locations
 - effectively allocate your mobile media budget
- **With our interactive campaign tools, you can monitor results in real-time**
- **With our social media links you can understand consumer sentiment around your locations**



Understanding our world.