



## PROXIMITY MARKETING



### KEY HIGHLIGHTS

#### American Eagle Outfitters is Powered by Locaid®

American Eagle Outfitters offers high-quality, on-trend clothing, accessories, and personal care products at affordable prices. The American Eagle Outfitters® brand targets 15 to 25 year old girls and guys, with stores in the U.S. and Canada.

American Eagle Outfitters was one of the first major brands to launch location-based proximity marketing campaigns in 2010. Locaid, the world's first and largest Location-as-a-Service company, provided carrier location data via a patented, privacy-protected gateway to the American Eagle Outfitters mobile marketing campaign platform.



FIRST PLACE 2011

*"For us, our customers use the mobile channel for everything from entertainment to peer-to-peer communication to shopping, and a leading lifestyle brand like American Eagle is in a constant pursuit of relevance to our customers. That led us to decide that we needed to take and maintain a leadership position in the mobile channel, where consumers are looking to access our brand."*

*Mike Dupuis, Vice President of Marketing and Operations  
American Eagle Outfitters*

### Challenge

With an increasing number of mobile users in their customer base, American Eagle needed a better mobile marketing approach.

### Solution

By interfacing with the award-winning, patented Locaid Xchange Gateway™, American Eagle's advertising platform partners can now send automated SMS alerts to consumers who are in close proximity to retail outlets. As American Eagle customers travel, move about their neighborhood, or commute, they are automatically alerted via their mobile device when they are near an American Eagle retail location. The location data provided by Locaid to the ad serving platform allows hyper-local targeted marketing, whether the customer has a smartphone or not.

### Results

According to an advertising partner, analysis from American Eagle's campaigns demonstrated that "location, coupled with time of day, [was] hugely predictive of interest and intent for consumers considering the purchase of any real-world product or service—and the mobile phone is becoming the tool consumers turn to for help navigating the physical world." With locally-relevant mobile marketing campaigns, the retailer witnessed a measureable shift in behavior. Location from Locaid allowed for location-relevant messages to be sent at the most opportune time in a consumer's day, with "purchase behavior as high as 65 percent."

### Got Location?™

To learn how Locaid, the world's only Location-as-a-Service (LaaS) provider, provides mobile location and more, visit [www.locaid.com](http://www.locaid.com), and get your LOCATION API at <http://developer.loc-aid.com/getit>.

\*Source: Butcher, Dan. "American Eagle drives retail sales with mobile triple play." Mobile Commerce Daily, August 25, 2010.

### About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including **América Móvil, AT&T, Rogers, Sprint, T-Mobile** and **Verizon Wireless**. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>

