



MOBILE COUPONING



KEY HIGHLIGHTS

ShopAlerts® is Powered By Locaid®

The North Face designs, distributes, and retails high-tech outdoor apparel and gear. The brand's products are sold in specialized sporting goods stores and in 180 retail locations worldwide. Early this year, The North Face decided to adopt a novel strategy of location-enabled mobile ads.

The company wanted to send promotional text messages to customers who were within a defined radius of their stores. The North Face campaign, featured in the New York Times article, "Take a Step Closer for an Invitation to Shop" on February 22, 2010, was location-enabled by Locaid.



FIRST PLACE 2011

"Deep carrier relationships, location expertise and flexibility in meeting our needs made Locaid an obvious partner for ShopAlerts. We are delighted to be working with Locaid to deliver location-enabled communications to the world's leading brands and retailers."

Anne Bezancon, Founder & President, 1020 Placecast

Solution

ShopAlerts, Powered by Locaid, delivered the campaign, tailoring offers to The North Face customers when they came within the desired range of the North Face stores. The unique mobile technology was based on geo-triggers that can be integrated into an overall CRM program. This location-finding technology was provided by Locaid's mobile location gateway. Locaid provided a cross-carrier, "zero-client" solution for ShopAlerts, delivering network-initiated Cell Sector Location Fixes across all Device types. Locaid simplifies getting "adoption yield" by reducing registration opt-in barriers while providing ShopAlerts with the location data necessary for location-triggered messages.

Results

Placecast created 1,000 geo-fences surrounding The North Face stores in cities with rainy and snowy climates, such as New York, San Francisco, Seattle, and Boston, so that the company could tailor its messages to the weather. In urban areas, the fences were designed to surround an area of up to a half-mile around stores, while in suburban areas this could be expanded up to a mile.

About ShopAlerts by Placecast

ShopAlerts is an opt-in, location-based mobile marketing solution. By reaching out to people while they are shopping in and around a defined radius, ShopAlerts creates an unparalleled relevancy to consumers' time and place. The LBS program provides marketing as a service rather than as an intrusion, and offers direct access to consumers in a purchase mindset. ShopAlerts's technology delivers tailored offers based on geo-triggers that can be integrated into an overall CRM program, resulting in an unmatched scale to drive foot traffic into stores.

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, and get your LOCATION API at <http://developer.loc-aid.com/getit>.

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>