

## Location-Based Advertising (LBA)

Bring Brand New Experience to Customers through Location Awareness



Imagine a retailer being able to 'identify' when a customer is physically close to the store, and promptly 'inform' that customer of the current sales promotions or best seller items which is just a few meters away! This will no longer be a fantasy with Location-based Advertising!



## What is Location-based Advertising

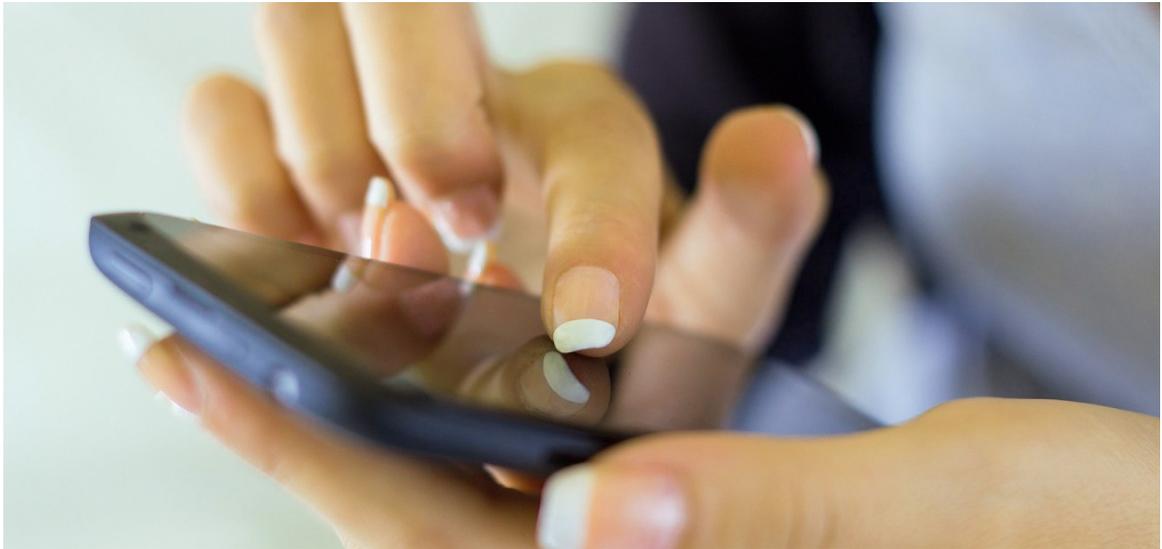
Location-based Advertising (LBA) integrates mobile advertising with location-based services. By pinpointing consumers, LBA enabling retailers deliver targeted strategic advertising to them based on their location as well as interest on products and/ or specific topics. By allowing marketers to better personalise their advertising, LBA is promising an impressive click-through rates of 3% to 4%, according to a study put on by Verve Mobile.



## Current challenges to physical stores on advertising

When running a retail business, capital may be your greatest concern in promotion planning. Traditional advertising vehicles such as posters, magazine, and TV cost a lot without promising a sales increase. This is because the effectiveness of traditional advertisements is largely depended one's ability to make it visible, attractive and focused.

It is common that your potential customers don't see your advertisement, don't know about your promotion campaign and don't aware of your discounts. Another problem concerning traditional advertising lies in effectiveness measurement - you never know who has read your posting, which make it hard to evaluate the real conversive power of these campaigns.



## Smartphones are transforming the buying decision process

With the popularisation of smartphones and the mobile marketing boom, consumers are now on a 24/7 lookout for buying opportunities. They look for and interact with information via their mobile devices about the surrounding world as they are out and about and on the go. In Google's Mobile In-Store Research, it showcases 79% of smartphone owners are 'smartphone shoppers', who use their mobile to assist in shopping, while 9 in 10 of the group use their smartphone for pre-shopping activities such as 'find location/ directions', 'find promo offers' and 'find product information'.

## How does Location-based Advertising Help

According to a recent research, 76% of purchase decision are made in-store. Thus, the is to draw your potential customers into your store. A newly released study found that 42% of interviewed reported that they've clicked on an ad for a nearby business. As a result, location and proximity have become more important than ever before. LBA allows your company to capture and turn passer-by into store visitor, then further into your customer. With this strength, the revenue generated by LBA is expected to triple in 3 years' time.

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