

CASE STUDY

INCREASING % OF CUSTOMERS SHARING LOCATION

ZUBIZU trusts Mall IQ Location Intelligence Platform to deliver the most relevant campaigns to their customers, increasing engagement and purchases on their mobile platform.

2.5x increase in the percentage of customers choosing to provide location permission with Mall IQ Location Intelligence solutions.



THE CHALLENGE

ZUBIZU is a loyalty platform with 2.5M+ members offering hundreds of simultaneous campaigns for their members.

The challenge was to increase the percentage of customer base with location permission.

Before working with Mall IQ, ZUBIZU utilized geofencing for right place messaging.

Only 10% of their campaigns were location-based (rest were mass campaigns) due to the low conversion rates with geofencing.



MALL IQ SOLUTION



ZUBIZU easily integrated Mall IQ SDK into their app and immediately started using the location based campaign management tools provided by Mall IQ.

Using Mall IQ's Campaign Management Dashboard, ZUBIZU started managing 2000+ location-based campaigns.

Mall IQ delivered the push notifications of the micro-location campaigns when the targeted users are in or near the stores with active campaigns.



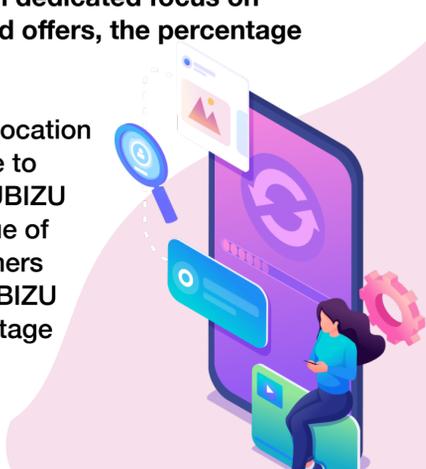
THE RESULTS

After Mall IQ integration, the ratio of location based campaigns reached up to 85%.

Increasing the location-based segmented campaigns with Mall IQ's store-level accurate indoor & outdoor location technology improved the ratio of customer base with location permission. The main reason behind this is that customers choose to share location when they see the value via personalized and timely offer reminders.

Before Mall IQ integration, the percentage of customers sharing location was 30%. Within 9 months, with dedicated focus on engaging customers with location-based offers, the percentage improved to 75%.

After the iOS 13 update, customers with location permission were re-prompted to continue to share their location periodically. Since ZUBIZU customers had already observed the value of location-based offers, 87% of the customers continued to share their location with ZUBIZU and were not willing to give up the advantage of timely & personalized campaigns.



ZUBIZU increased its customer base with location permission by

2.5x

via leveraging Mall IQ store-level location based engagement technology.



"We offer many benefits and campaigns to our customers and it's vital to inform our users of these benefits. It's equally important to keep this messaging relevant and non-intrusive.

Mall IQ is an important contributor to the success of our campaigns, allowing us to target our customers when their purchasing intent is highest"

- Director

- Data, Analytics, CRM and Digital Corporate Products Management at DMS

Mall IQ, Inc. is a San Francisco based location intelligence company focused on the development of scalable indoor and outdoor location based analytics and engagement platforms.

Mall IQ empowers payment & banking, retail, loyalty and e-commerce apps to understand their customers' behavior in shopping malls and high-streets and engage them with relevant messages at the right time and location to monetize offline purchase intent.

Founded in 2015 in Silicon Valley, CA, Mall IQ, Inc. develops cutting edge, scalable, location-based engagement, analytics & AI platforms.

Mall IQ has customers in 6 countries including USA, Turkey, Middle East and Asia.

