

Mall IQ & Zubizu & Adidas Case Study // Increasing Foot Traffic

Adidas Turkey and their marketing partner ZUBIZU Loyalty Platform trust Mall IQ Location Based Mobile Engagement solution to deliver most relevant campaigns to their customers, increasing engagement and purchases on their mobile platform.

The Challenge

ZUBIZU is the largest loyalty platform in Turkey that have 200+ retail brand partners, serving 2.5M+ members with thousands of simultaneous campaigns. In order to deliver marketing value to their retail partners, without overwhelming their members, they realised they need to inform the right segment of their members about campaigns relevant to them **at the right time and right location.**

Before Mall IQ, the closest they could get to messaging the right segment was via analysis of **previous purchases** on their platform. Although past purchase behavior is an input for segment selection, the lack of capability to identify the **purchase intent of customers** was a big handicap.

Mall IQ Solution

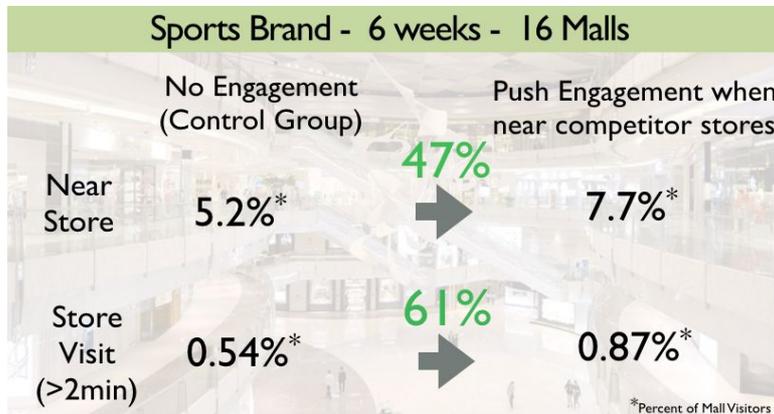
ZUBIZU easily integrated Mall IQ SDK to their app and immediately started using the location aware campaign management tools provided by Mall IQ.

Using Mall IQ's campaign management dashboard, Zubizu started managing 2000+ micro-location campaigns with ease. Mall IQ delivers the micro-location campaigns at targeted locations indicative of purchase intent of its member for a category of products.

Retail stores that are in the same category with Adidas, namely sports apparel & equipment, are used for micro-location triggers. Mobile push messages were delivered only to the segment of customers in or near sports good stores to drive foot traffic to Adidas stores in 16 Shopping Malls for 3 weeks, after a 3-week control period.

The Results

When **compared to baseline store visits** of ZUBIZU members in Adidas stores, micro-location targeted push messages increased foot-traffic outside **Adidas stores by 47% and visitors staying more than 2 minutes by 61%**. This allowed ZUBIZU to provide more value to Adidas from existing customers.



ZUBIZU increased visits to Adidas retail stores by **61%** leveraging Mall IQ Location Based Mobile Engagement technology to deliver micro-location campaigns.

“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 technology company providing indoor and outdoor location based mobile engagement & analytics platform.

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