

GEOFENCING SOLUTION GUIDE



What is Location Data?

Location Data: n,

actionable insights about your customers' real-world behaviors that come from location permissioning on devices and setting virtual geofences



DUNKIN'!

“Bluedot has significantly reduced wait time in frictionless drive-thrus. This is a game changer.”

Jack Clare, Former Chief Information and Strategy Officer, Dunkin'

Why Location Data Matters

Location delivers relevance and intent.

It connects digital and real-world experiences, allowing brands to engage customers at perfect moments.

With Bluedot's web and app-based solutions, businesses can tap into precise, first-person, real-time location data.

100% software. No hardware nor beacons needed.
Globally scalable.



Drive-Thru Efficiency

Use location to reduce wait times and give customers a personal welcome.

Increase Drive-Thru Throughput

Automatically identify mobile order pick-ups to keep the line moving.

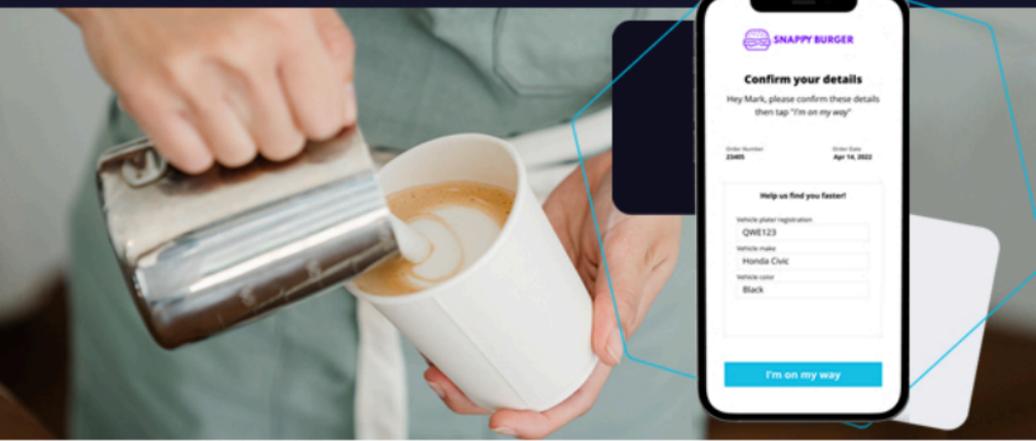
Deliver Fresh Food

Know when to fire off well-timed kitchen tickets to ensure food quality is at its peak when customers arrive.

First-Arrive, First-Out (FAFO)

Fulfill orders and tickets based on FIRST-ARRIVE, FIRST-OUT (not first-to-order, first-out) so you can prioritize your backend processes effectively.

MOBILE PICK-UP



Click & Collect, Curbside Pick-Up

Give your customers the flexibility and convenience they want when they buy online or place mobile orders and pick-up in store (BOPIS).

Frictionless Pick-Up

Know when customers are on the way, approaching or have arrived. Meet them curbside.

Improve Staff Visibility

Use Bluedot's Arrival Toolkit to give staff a complete picture of customer arrival.

Provide Real Convenience

Whether the parking lot is full or if weather is bad, meet customers on the fly at curbside for a seamless customer experience.

CONTEXTUAL MESSAGING



Location data helps increase offer relevancy, reduce redemption friction, and boost loyalty.

On-Site Reminders

Auto-prompt customers with push notifications to use loyalty cards / rewards when entering the store. *"Don't forget to use your rewards points! Click here."*

Contextual Offers

Share relevant offers to win back customers who haven't visited in the past week. *"Special offer today: Upgrade any medium coffee to large!"*

Timely Nudges

Make sure visitors never forget to bring their reusable shopping bags, insurance cards or other useful items with them.

ENHANCED FIRST-PARTY DATA



CRM Enrichment

Improve your understanding of customer behaviors so you can influence how they experience your brand.

Identify Loyalty Customers

Automatically know when customers are at your stores and how long they stay there.

Data Enrichment

Capture rich, first-party data on customer visits, frequency, dwell times and more for your CRM profiles.



Gamify Foot Traffic

Use real-world, physical locations to engage, retain, and delight your customers.

In-Store Prizes

Increase foot traffic by rewarding your users when they visit your store with campaigns like “Spin-the-Wheel.”

Location-Based Augmented Reality

Take your users on a next-level AR scavenger hunt. When a user enters designated geofences or finds points of interest, they find rewards in augmented reality.

Create a Challenge

Promote healthy habits by rewarding users with points when they spend time at a park or running trail. Users can spend points on sponsored prizes.

CONTEXTUAL, ACTIONABLE INSIGHTS



Location-Aware Insights

Mobile users are turning to their phones more than ever to navigate the world safely.

Safety Alerts

Send alerts to people in designated areas so only those affected will receive your communications.

Density Management

Safely engage users with real-world experiences by dynamically adjusting parameters to manage crowds.

Timesheet Validation

Provide contactless, mobile-based timesheets at multiple job sites to automatically check workers in and out.



More Than a Quick Stop

Move Foot Traffic from Pump to Register

When a customer starts to fuel up, automatically trigger promos and offers to get them in the door.

Store Visits

Understand who is visiting your store (or not) and their dwell times.

Share Timely Offers

Notify customers within a mile radius when pizza is fresh from the oven, or hot coffee and donuts are waiting.

Imagine the possibilities.

