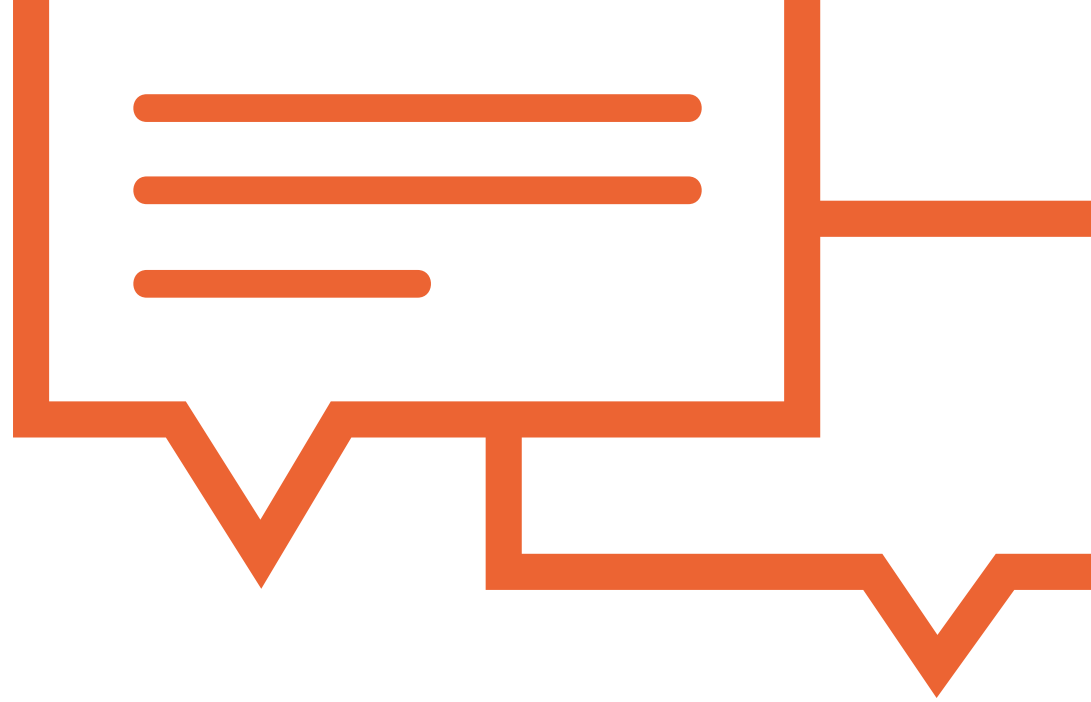




CASE STUDY

IOS APP FOR LOCAL MARKETING PLATFORM



DESCRIPTION

Local Marketing Platform is an industry-leading provider of location-based digital marketing solutions that provides brands with a better understanding of their connection to their customers. Local Marketing Platform does this by capturing data as well as providing strategy and customized services to help brands maximize their online presence and drive customers to their locations.



Every step a user takes on the path to purchase is a chance for your brand to become more relevant, valuable and visible. Use display, search and social advertising to connect with local searchers and track your efforts through Local Marketing Platform.

OVERVIEW

OVERVIEW

- 50 % OF CUSTOMERS WOULD TRY A NEW BRAND OR A COMPANY FOR A BETTER SERVICE EXPERIENCE



- MORE THAN HALF OF 100 BILLION MONTHLY SEARCH REQUESTS ARE COMING FROM MOBILE DEVICES;
- BRANDS CAN SEE ANYWHERE FROM 0.30-0.95% HIGHER CTW WITH RETARGETING

- 92% OF CUSTOMERS USED THE INTERNET TO FIND A LOCAL BUSINESS IN 2014
- AUDIENCE SPEND 18X MORE ON APPS THAN WEB VISITORS

OVERVIEW

- 2 OF 3 OF MOBILE CONSUMERS ARE LOOKING TO MAKE A PURCHASE THE SAME DAY



DEVELOPMENT

Our challenge was to build blocks of Mobile-Local Customization such as

SOFTWARE DEVELOPMENT KIT

The tool that enables user to add local layers to existing mobile branded properties from store locators, to local pages, native apps and more;

CONTENT MANAGEMENT

Provide users with solution that allows them to manage key content like text, images and coupons in a centralized hub and distribute this information instantaneously to mobile local pages, locators or even mobile wallet promotions

PUSH DELIVERY

The Local Marketing Platform mixes push delivery messages while detecting devices and identifying prime users. Location-based offers are then sent through direct notifications, emails, SMS and targeted advertising across devices

DEVELOPMENT

Our challenge was to build blocks of Mobile-Local Customization such as

BEACON INTEGRATION

It allows users to track the data from your beacon technology strategies to attribute develop individual profiles of hyperlocal customers

WEARABLE INTEGRATION

Integrates the most personalized user data into users localized strategy with data from wearables like Apple Watch to better reach users near locations.

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HAVE A QUESTION?
WRITE TO
WEARE@DDRAGONS.COM

