

## Fashion Retailer

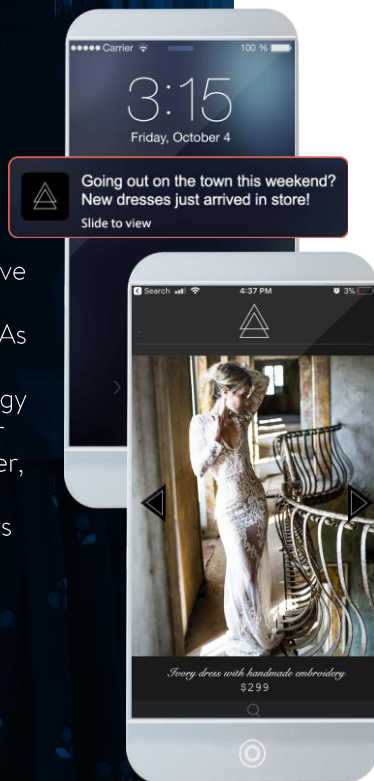
### LOCATION-TRIGGERED PUSH CAMPAIGNS TO INCREASE VISITS & SALES

#### CHALLENGES

Retail is a highly competitive industry, especially within the fast fashion category. As any fashion retailer knows, having a mobile app strategy is an integral piece to their marketing efforts. However, batch-and-blast push notifications are not always the most effective way to communicate to their customers and can lead to missed opportunities to engage when it matters most.

#### OBJECTIVES

A specialty fashion retailer was looking to increase their app's open rate and usage by testing mobile notifications with location triggers, in addition to the impact it has on time spent in app.



## CASE STUDY

### SOLUTION

- Utilize Gimbal's proprietary location technology to setup custom geofences around the retailer's locations.
- Highlight deals and new products with a unique in-app experience.
- Enhance product marketing with "push" and "pull" messaging.

### RESULTS

- **31% increase** in time spent in app during push campaign.
- **2x – 5x higher** open rates throughout the campaign.
- **30% open rate** for location-triggered campaigns (vs 4% for campaigns not triggered using location).
- Campaigns that ran with location-triggered notifications resulted in an **additional \$15-30K lift in sales** (for short, one weekend campaigns).



Gimbal geofences are set up around retail stores



Gimbal's location technology detects when an app user is in close proximity to a retail store



Push notification is sent alerting user of new products or special deals