

**Location data** offers the ability to contextualize and personalize your marketing campaigns based on real-world consumer activity. Now you have a way to unlock that data for your marketing system of choice.

## HOW GIMBAL CONNECTOR WORKS

### AMASS

Via our network of mobile SDKs, Gimbal captures entry, exit, and dwell-time data.



**CAPTURE LOCATION DATA**

### ASSIGN

That data is fed from Gimbal software into the CRM or CMS of your choosing.



**MAP LOCATION DATA TO YOUR CRM DATA**

### ACTIVATE

Activate personalized, 1-to-1 marketing campaigns based on consumer context.

- Identify existing customers
- Capture new customers
- Plan omnichannel campaigns
- Measure success of campaigns using location data

**PERSONALIZE MARKETING**

## MARKETING CLOUD INTEGRATIONS



## LOCATION UNLOCKS CONSUMER INSIGHTS

- **Unlock app audience insights** derived from massive amounts of contextual data
- **Better segment your audience** for more effective, personalized marketing
- **Unlock foot traffic patterns** such as visitation frequency, dwell behaviors, and competitive visits
- **Map location data alongside mobile deviceIDs** to activate 1-to-1 marketing based on what people buy alongside where they go
- **Map audiences** who visit specific locations and also spend, and market to those groups in real-time
- **Integrate digital and physical** to achieve real-time, omni-channel campaigns (push, email, mail, etc.)

## GIMBAL DATA OVERVIEW

### EXTRACTING INSIGHT FROM TEMPORAL AND SPATIAL DATA

Data Source	Examples	Type of Segment
Gimbal-Defined Geofences & Beacons	<ul style="list-style-type: none"> <li>Auto dealers (Brands; Used/New; Franchise/Independent; City; State; Name/Address)</li> <li>QSR (Brand; City; State; Name/Address)</li> <li>Pharmacies (RiteAid, CVS, etc.)</li> <li>Sports venues (Ski, Golf)</li> <li>Airports (City; State; Name/Address)</li> <li>Casinos (City; State; Name/Address)</li> </ul>	Type of Place Visited
Gimbal-Defined Geofences & Beacons	<ul style="list-style-type: none"> <li>User was passing by target location</li> <li>User visited target location multiple times</li> <li>Frequency of visits within 7 days and 30 days (1v, 2-5v, 6+v)</li> <li>Dwell time (provided upon exit)</li> </ul>	Level of User Engagement
Established Locations	<ul style="list-style-type: none"> <li>Home location at neighborhood, city, state level</li> <li>Visits outside home at neighborhood, city, state level</li> </ul>	Geographic Region of User Use Census for HL Attributes
Gimbal-Defined Geofences	<ul style="list-style-type: none"> <li>User visits target location during weekend or weekday</li> <li>User visits target location morning/afternoon/evening</li> <li>Time of event (lunchtime, dinnertime, nightlife, actual time)</li> </ul>	Engagement by Time of Day and Day of Week
Segments & Established Locations	<ul style="list-style-type: none"> <li>Fitness Lovers</li> <li>Auto Intenders</li> </ul>	Lifestyle Segments

Don't market in the dark. Unlock your location data to power the relevancy of your omnichannel communications.