



Building Your Geofencing Business Case



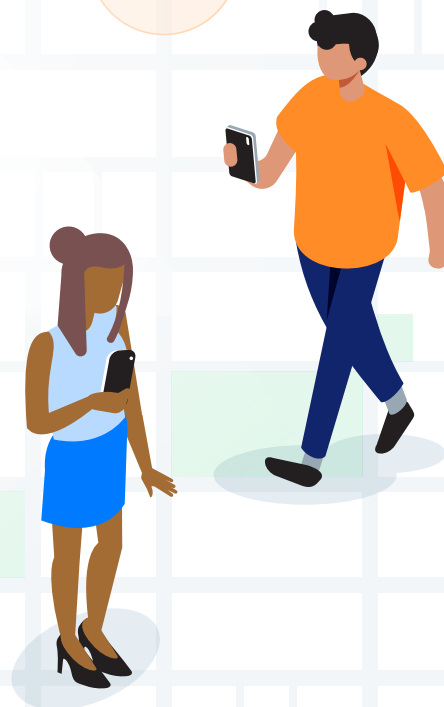
Leaders are investing in great experiences

Engaging your audience at just the right place and time has always been key to strong customer relationships. 2020 upped the ante in a huge way with consumer expectations for convenient, personalized experiences accelerating like never before.

Consumers vote with their thumbs, and ruthlessly. Most mobile apps are deleted within a week of download. Irrelevant messages, confusing interfaces, hard-to-find features, and inefficient service delivery all play a big role in that churn.

Location is dynamic and relevant to a customer's goals, activities, and state of mind. Understanding user location provides the context to capture intent, drive desired behaviors, and tailor every interaction. Whether the user is at an airport, at home, or en route to a store indicates intent and expectation. Communicating with your users in a tailored way as they move through the physical world allows you to inspire and guide them effectively. COVID-19 trends have raised consumers' standards of convenience, on top of the existing expectation for personalized experiences.

Along with new consumer demand, the alignment of technical and privacy advances has ushered in the rise of geofencing as an essential technology. Leaders are investing in great experiences, and the smartest brands are going to capitalize on this opportunity to leverage geofencing to supercharge engagement and improve operations.



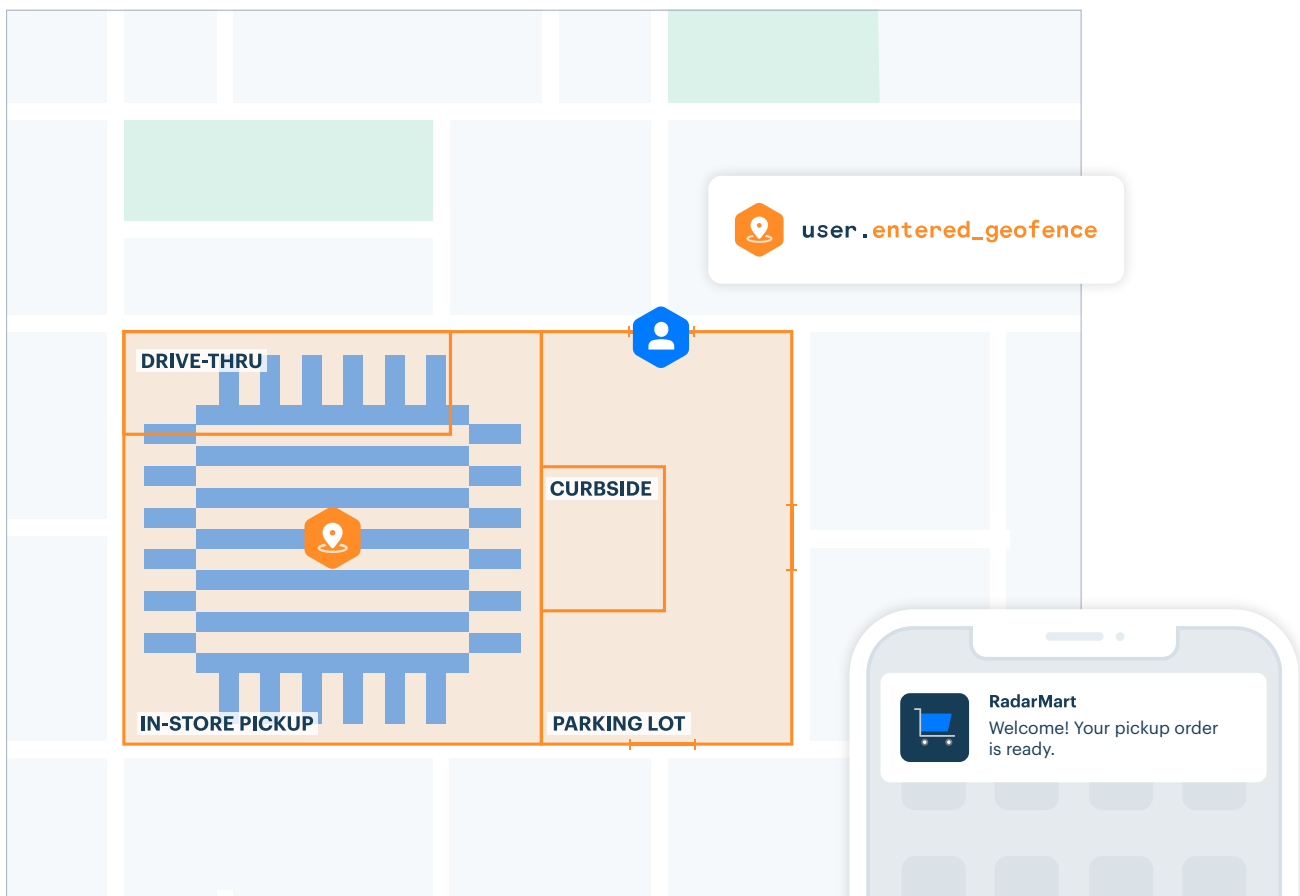


What is geofencing? The basics

Think of geofencing as a virtual boundary that triggers an alert when a device enters or exits. (Note that the device, typically a mobile phone, will use GPS, Internet, or a cellular connection in order to trigger the geofence.)

A geofence boundary can be as big as a country or as small as a parking spot.

Administrators define these boundaries inside a tool like [Radar](#), then choose the action they want to trigger—whether it be an ETA update, a specific feature in the app, or a timely push notification. In short, the goal of geofencing is to turn raw location data into valuable context that businesses can use to build better app experiences.





Bringing together your geofencing team

While many technology investments service an individual department, incorporating location can have far broader benefits.

Start by asking yourself “where do I want to move the needle first?” Based on your highest priorities, you may want to focus on a starting use case that improves either your operations or your audience engagement.

Next, identify one or two key metrics you want to impact. If your curbside pickup process is leaving customers frustrated and staff confused, focus on operations to improve wait times and post-pickup satisfaction scores. If your mobile audience is prone to infrequent usage or churn, then focus on engagement to drive monthly active users (MAU) or usage of key features.

Now ask yourself:

- Who owns these metrics, and who is impacted by the shortcomings of the status quo?
- Do I have a working theory about where we’re falling short?
- Who will I need to help implement a solution?

Based on the above, build your committee:



Engineering

Engineering teams are ultimately responsible for implementing geofencing, and integrating it with the rest of your tech stack.



Product

The product team will own the app experience. They’re responsible for taking what the engineering team implemented and making the technology come alive, so it’s important that their input is a part of the initial development.



Marketing

Marketing teams will own the timely, relevant geofencing-based marketing campaigns. As the marketing team sees and tracks results, they’ll also be responsible for creating continuous marketing initiatives that operate with geofencing at their core, such as location-based notifications pushed at all times whenever a user is within range of a relevant location.



Operations

Operations teams will own arrival detection and, if applicable, programs like curbside pickup. They’re responsible for ensuring the product and marketing efforts unite and run smoothly in real life. Make sure to emphasize the “glue work” the operations team does. It’s their responsibility to ensure the product and engineering team’s implementation works and the marketing team’s promises are delivered, so their voice in how this technology is executed is vital.



Build your business case

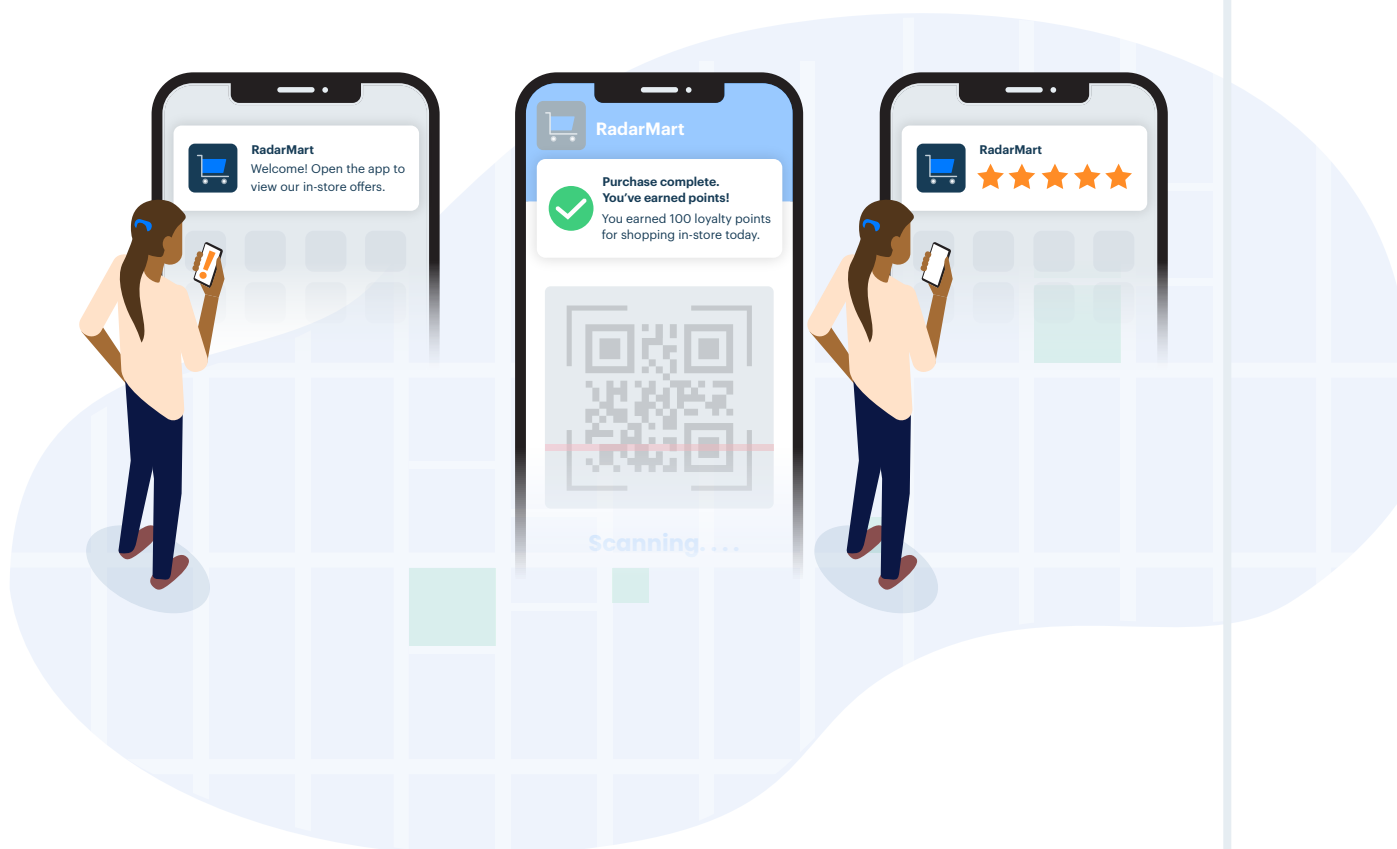
Every time you make a point about the benefits of geofencing, return to your thesis: An investment in geofencing will increase engagement and improve operations, driving returns that exceed any initial investment.

#1: Geofencing improves the mobile experience

You've already spent a lot of time and money developing your app. (If you have the data, it may be worth reminding leadership just how much). Geofencing is a small investment in comparison, and it greatly enhances the value of your app by creating contextual experiences that integrate with the lived realities of your users. Consider examples like:

- Location-based offers and coupons that users can apply during checkout
- Personalized recommendations for items available at a user's local store
- Automatic check-in to eliminate congestion and reduce wait times
- In-store app features like scan-to-pay to reduce contact
- Address autocomplete to streamline the online checkout experience
- Improved off-premise guest experiences to drive sales in order-ahead channels

Each of these features may seem small when taken alone, but together, they create an experience that meets your user where they are, and makes your app more valuable and convenient—and that pays off by increasing engagement and improving operations.



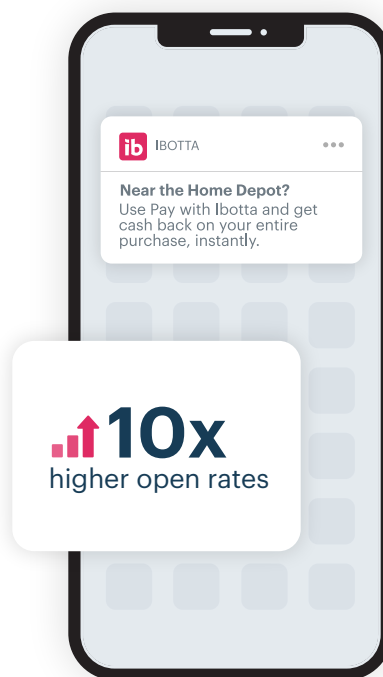


#2. Geofencing helps you attract and engage users

Innovators maximize engagement by connecting the physical and digital. Geofencing enables companies to connect physical and online experiences to engage customers wherever they are.

This was the case when [Traveloka](#), a leading digital travel and lifestyle booking platform in Southeast Asia, launched a mobile app with the goal of creating an all-in-one platform for travelers. Using geofencing, Traveloka began to surface recommendations to its customers based on their locations and actions. Users love it because they're only offered what's relevant, which keeps Traveloka a go-to app. Traveloka benefits from higher app engagement, **including a 300% increase in open rates.**

Smarter messaging, such as location-based reminders to use a feature, boosts app engagement by reminding users of its value. Using Radar, marketing teams at [Ibotta](#) are able to deliver smarter messages without a significant drain on engineering resources. Ibotta **increased app opens by 10X** with location-based reminders that prompted users to use the Pay with Ibotta in-store self-checkout feature.



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#3. Geofencing helps you protect and retain users

The consumer experience is fragmented between so many channels, sites, and apps. It's easy to lose a customer and even tougher to win them back.

As good as one store experience may be, consumers may not return to the store—possibly because of convenience, possibly because they don't see a reason. Geofencing lets companies turn one-off experiences into long-lasting relationships by sending shoppers customized prompts and augmenting in-store shopping.

[T-Mobile](#), for example, was already on the trail of creating more loyal customers. The company saved its customers over \$1 billion with exclusive offers via its mobile app. This solution created a welcome problem: Customers complained that they didn't have access to deals in their areas. Most of them didn't realize that they did have the ability to get local deals—especially since T-Mobile's manual geotargeting was error-prone.

T-Mobile fixed this problem by using Radar to automatically deliver local deals to customers. They now customize offers to a user's regions, breaking down a barrier to loyalty, increasing the value of their app, and making their customers much happier.



#4. Geofencing helps you drive purchase behaviors

Location context provides incredible opportunity to make a purchase more attractive, less effortful, and therefore more likely.

In addition, geofencing gives businesses the ability to creatively expand their service offerings and build new streams of revenue. This is especially important with the rising preference for low-contact (or contact-free) shopping experiences.

This was the case for [Raise](#), a digital-first payments company, when they launched Slide, a mobile app that enables users to make contactless purchases online and in-person. A key part of Slide's value proposition to users is a 4% cashback offer for purchases at partner locations. This value proposition is essential to attracting partners to Slide's program (which is how the app generates revenue).

Raise used geofencing via Radar to help users find nearby partner locations quickly. Slide uses prebuilt libraries of physical stores, and end users use a search API to find stores from within those libraries.

Without this location data, Slide wouldn't have provided such value to users, and in turn, wouldn't have met the demands of Raise's partners. For Raise, geofencing was literally the key to unlocking revenue with their Slide concept.

#5. Geofencing helps you streamline operations

Powering a curbside experience became a necessity for most restaurants when the pandemic hit, but initial solutions had gaps that led to painful customer experiences and operational challenges for restaurant teams.

Using Radar's trip tracking and geofencing, Fiesta addressed the operational challenges of curbside pickup to minimize wait times and drive repeat orders.

This location-enabled service empowers staff to manage time and orders effectively and ensures a more convenient experience for customers, who no longer experience the frustration of having to call the restaurant to retrieve their order. Once a customer enters a restaurant's geofence boundary for a pickup, an arrival event triggers a notification providing timely curbside instructions to the customer.



Furthermore, new insight into their average wait time and contributing factors across locations enables the Fiesta team to optimize further and continue to build brand loyalty.

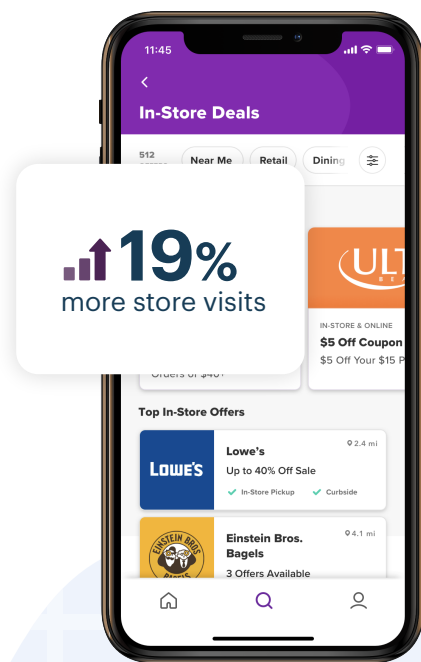
#6. Geofencing helps you strengthen attribution

Many businesses struggle to measure their activities in a way that allows them to assess the value of specific marketing and partnership programs.

[RetailMeNot](#) helps customers save money by offering strategic promotions, deals, and discounts. Location is one of the best ways to ensure offers are relevant, but with 26 million mobile users and 5,000 retail partners, the potential complexity made location-relevance hard to implement at scale.

Drawing on Radar's extensive POI database, RetailMeNot integrated geofencing into their app. Now offers are more relevant, which drives more visits to stores and boosts redemption. Beyond direct increases in conversions, RetailMeNot has also gained the visibility to connect and attribute visits to partner stores to RetailMeNot campaigns, proving ROI to their network of retail partners and allowing for iteration to maximize results.

With geofencing tying store visits to localized deals, RetailMeNot offers more to both partners and end users.



RetailMeNot





How to choose the right geofencing platform: 5 questions to ask your provider

Buying a new tool is like hiring a new employee or team. As such, your examination of each tool must go beyond feature and pricing comparisons. Instead, interview your new tool with the care its influence requires. We recommend you ask your tool—and the team behind it—these five questions:

- ☐ **Speed and ease: Can I put it to use today?**
- ☐ **Extensibility: Will it serve my needs tomorrow?**
- ☐ **Privacy: Will my users be secure?**
- ☐ **Integrations: Is it plug-and-play with my other tools?**
- ☐ **Peace of mind: Does it scale?**

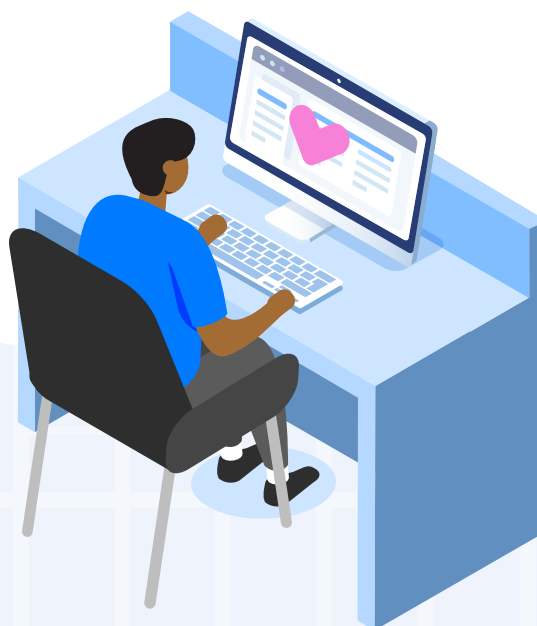


#1. Speed and ease: Can I put it to use today?

A major part of geofencing implementation success is time to value, which is why it's important for your developers to be able to test and implement quickly. There's a fine but important distinction between a tool that you have to convince your developers to use and one they're excited to use.

One issue with many geofencing platforms is transparency—they're black boxes, and developers can't access or test the platform until they sign a contract. This too often leads to developers getting stuck with a tool that creates more friction than it's worth. Elements like transparency, thorough documentation, and user-friendly interfaces are essential parts of a platform developers like to use.

Radar is designed to make developers' lives easier, from our intuitive dashboard that simplifies complex actions to our [open-source SDK](#) and thorough documentation. Radar also offers [Toolkit apps](#) for iOS and Android—basically, sample apps—that enable developers to test Radar before they integrate the SDK and to test their Radar implementations against another, complete implementation. You can sign up for free and start using it within seconds and begin measuring metrics quickly.





#2. Extensibility: Will it serve my needs tomorrow?

You don't want to invest in a geofencing platform that's only right for your company's current use case or stage of growth. Today, you might just want to improve curbside pickup, but tomorrow you may want to start offering in-store digital experiences. You need a platform that can handle a wide range of functions equally well.

Radar supports the whole user journey, from search and geocoding APIs that support location search on both web and mobile to trip tracking that supports users on the way to locations with walk and drive times to geofencing and beacon support for on-premise user experiences.



Looking at the long-term a little bit, we wanted a partner we can grow with . . . and we're confident Radar has the capacity to help us get there."

Aldo Tedjomoeljono, Product Manager **T-Mobile**

#3. Privacy: Will my users be secure?

In a [SAS survey](#), nearly 75% of consumers indicated their concerns about personal data were rising. A geofencing platform that isn't privacy-first is a business risk. Users put a lot of confidence in the apps they entrust with their location; make sure your technology won't betray that trust.

Some geofencing platforms have adjacent advertising businesses, meaning they resell data and use it for retargeting or attribution, so you need to be extra careful.

Radar is [not an ad tech company](#). No data is resold, and Radar doesn't use manipulative pricing games to incentivize data sharing.

Radar is private by default, offering privacy controls and custom data retention, and we [offer best practices for our partners and customers to respect privacy](#) like minimizing location data collection and always delivering value to the end user as well.



#4. Integrations: Is it plug-and-play with my other tools?

A tool that doesn't play with other tools will keep you from realizing a technology's full potential. Look for a geofencing platform that not only integrates with your tech stack but amplifies the features of your other tools.

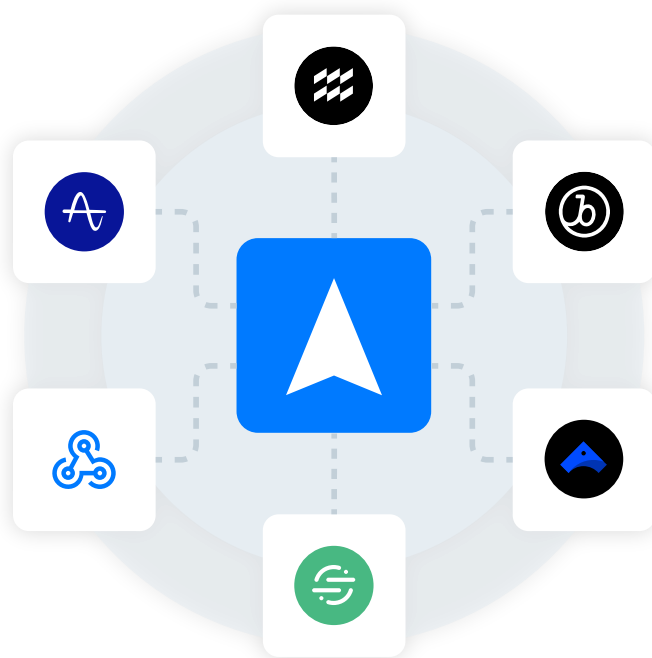
Get granular when making this assessment. Does the platform you're considering document its integrations? (Be sure to ask your developers if the documentation is any good.) Is the integration support robust, or merely present? Can you customize integrations via webhooks? These are the questions you need answered before committing to a platform.

Radar offers integrations with a variety of tools, including mParticle, Segment, Braze, Yext, and Airship. Plus, via its integrations with mParticle and Segment, Radar can further integrate with hundreds of other platforms, such as Amazon Redshift, Mixpanel, and Amplitude.

#5. Peace of mind: Does it scale?

Your company is growing, and you want a tool that can scale with you. If you pick a platform that won't scale, you'll be stuck with technical debt once your company exceeds what your geofencing platform offers. You don't want to have to rip out and replace the geofencing platform you choose.

Radar processes over 100 billion locations per year from over 100 million devices. As your company grows, Radar has enterprise plans ready for you, including features that enable you to [support multiple projects](#) and switch between them with one login.





Get started with geofencing today!

Location-based features used to be a cool add-on to apps, or a way to differentiate from your competitors. Now it's mission-critical for competing in a landscape where the line between physical and digital grows ever blurrier. And the best part? It doesn't take a team of rocket scientists to implement.

Geofencing technology makes it possible to create integrated, personalized app experiences that drive higher engagement and operational efficiency. The right geofencing platform makes it secure and easy.

About Radar

Radar is connecting digital experiences to the physical world with a location platform for every app, every device, and every developer.

Radar's leading geofencing platform helps product and growth teams build timely and relevant location-based experiences that boost engagement and improve operations.

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