Radar + AIRSHIP

Location & personalization:

Winning strategies for retailers

Consumers are [returning to brick-and-mortar stores](#) after online shopping [surged](#) during the Covid-19 pandemic.

> **Based on data from the U.S. Department of Commerce, in the first quarter of 2022,** [e-commerce sales grew 6.7% and retail sales grew by 7.9%](#) **– showing steady growth for both in-store and online shopping methods.**

Retailers who want to grow across both in-store and e-commerce channels face a highly competitive market. The best opportunities to stay top-of-mind for consumers lie in implementing solutions that exceed customer expectations and provide flexibility in an ever-changing marketplace.

Retail brands can use location and engagement technology to boost customer retention and spending. These strategies allow retailers to capture and act on robust customer analytics, increase staff productivity, and deliver frictionless and personalized shopping experiences – both in the retailer's app and in-store.

Provide stellar in-store app experiences

Mobile app experience is a critical piece of overall customer experience – and right at your customers' fingertips. In-store app experiences empower retailers to drive revenue through incremental orders, power personalized experiences and communication, push loyalty program offers, and more. 49% of retailers say that in-store mobile app experiences are a priority. Additionally, a whopping 79% of customers use their mobile devices to help while shopping.

First-party location data can be used in conjunction with a mobile app experience platform to tailor experiences in real-time based on a customer's region, proximity to a store, and entry and exit events. Mobile app experiences, such as self-checkout, mobile wallet, and item locators offer added convenience, speed of service, and visibility into product availability. In fact, over two-thirds of consumers are willing to share their location with brands in exchange for improved experiences or other benefits.
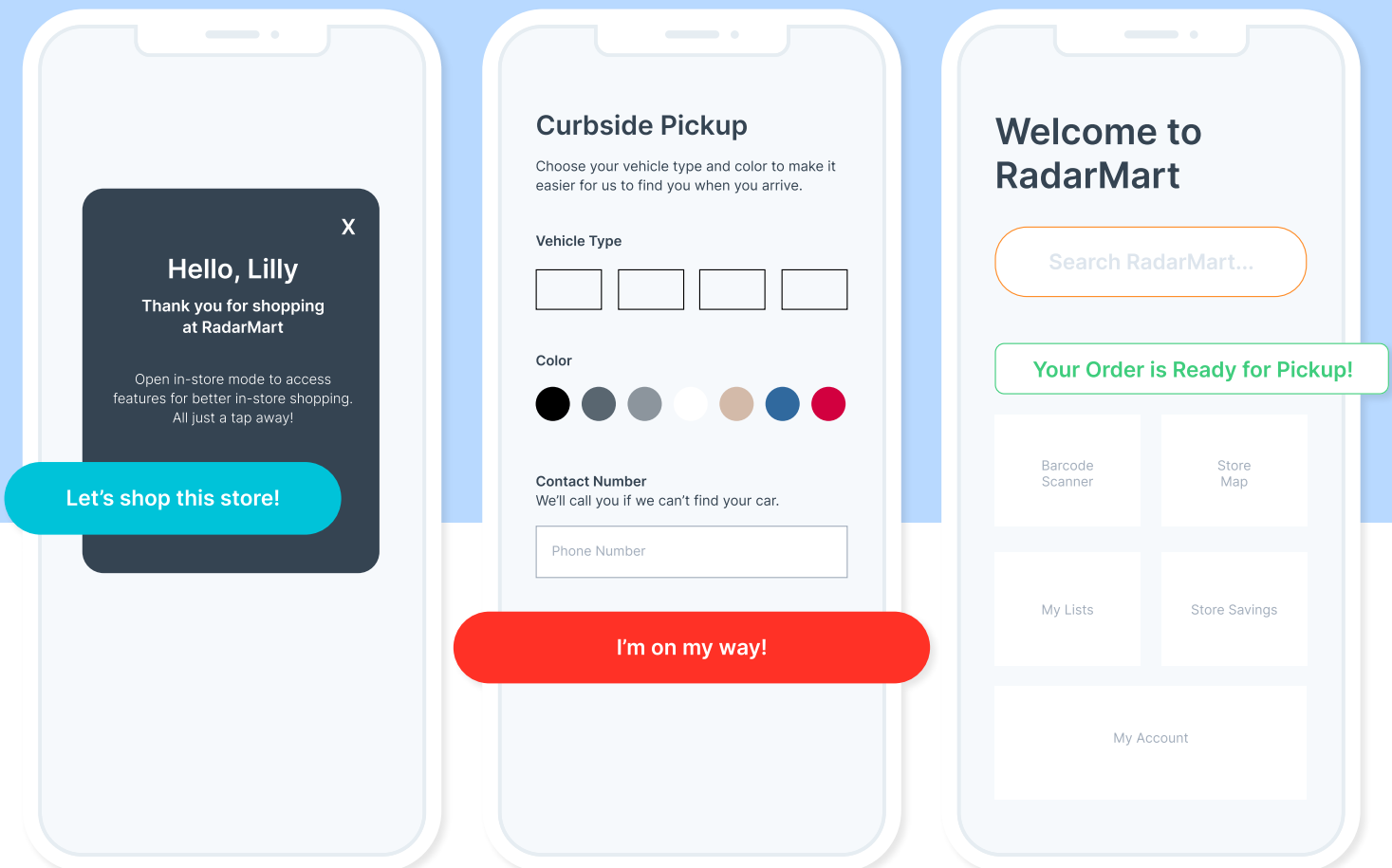
Airship App Experience Platform (AXP) gives brands the ability to tailor every step of the customer lifecycle. Airships' Scenes feature drives app engagement by offering valuable app experiences based on customer interests and previous engagements and Experiments allow for easy creation of A/B tests and feature rollouts for segmented groups of users. **Radar's** location-based experiences enrich the app experience by integrating with Airship tools to deliver the ultimate in-store journey.

Location-based experiences improve customer satisfaction, brand loyalty, and revenue:

+ **Loyalty programs** offer a range of incentives for customers to engage with a retailer's app and make repeat purchases. Retailers can tailor loyalty rewards to a customer's purchase history or region to further personalize the experience and keep customers engaged.

+ **In-app self-checkout** can reduce wait times for customers and offset the pressures of labor shortages at retail stores. Retailers can automatically prompt the option for customers who have opted-in to share location data when they open their app inside a store location.

+ Online fulfillment when items aren't in stock. By creating exclusive in-store offers such as free shipping, retailers can incentivize customers to place online orders when an item they're searching for in-store isn't in stock.

+ Mobile wallet features make contactless payments and digital coupons readily available at the click of a button.

+ Item locators are a popular on-premise app experience that can be launched in-store. Customers can easily navigate stores to find items on their shopping list and view product availability and retailers can surface relevant offers based on customer preferences.

+ Store locators allow customers to search for retail locations nearby. 88% of shoppers who search for a local business end up visiting or calling that store within 24 hours. By providing this information directly within the app, retailers can make their apps more sticky – meaning that customers will continue to return to the app for the benefits it provides them.

+ In-store modes allow retailers to capture actionable data in order to segment groups of customers for further experience improvements and tailored outreach. These events can trigger push notifications inviting customers to check in to loyalty programs, take advantage of in-store promotions, reserve a fitting room, book time to speak with a store associate or professional, and more.

X

Hello, Lilly
Thank you for shopping at RadarMart

Open in-store mode to access features for better in-store shopping. All just a tap away!

Let's shop this store!

Curbside Pickup

Choose your vehicle type and color to make it easier for us to find you when you arrive.

Vehicle Type

Color

Contact Number
We'll call you if we can't find your car.

Phone Number

I'm on my way!

Welcome to RadarMart

Search RadarMart...

Your Order is Ready for Pickup!

| Barcode Scanner | Store Map |

| My Lists | Store Savings |

My Account

Streamline order ahead and pickup

Over [60% of consumers](#) use click and collect methods in addition to shopping in-store because order ahead and pickup provides convenience, speed, and savings on shipping costs. Curbside and in-store pickup also provide retailers opportunities to upsell additional items during checkout, with many [consumers often purchasing an additional 1-2 items during pickup](#). Retailers can take advantage of foreground location tracking during pickup to provide instructions to customers. This functionality also triggers updates to in-store staff around ETAs to increase staff efficiency when preparing orders and reduce customer wait times.

Radar's [Trips](#) feature allows retailers to begin tracking foreground location when a customer identifies that they are en route. These updates can also trigger events in **Airship AXP**, used to deliver personalized messages like order pickup instructions and inventory alerts. Power [in-app messages](#) with Airship to remind customers to add additional items to their cart before checkout.

Location #158

ORDERS

● **Arrived, waiting 2 min**
#568 • Tom
[See order](#)

● **1 min away**
#569 • Jane
[See order](#)

● **12 min away**
#570 • Luis
[See order](#)
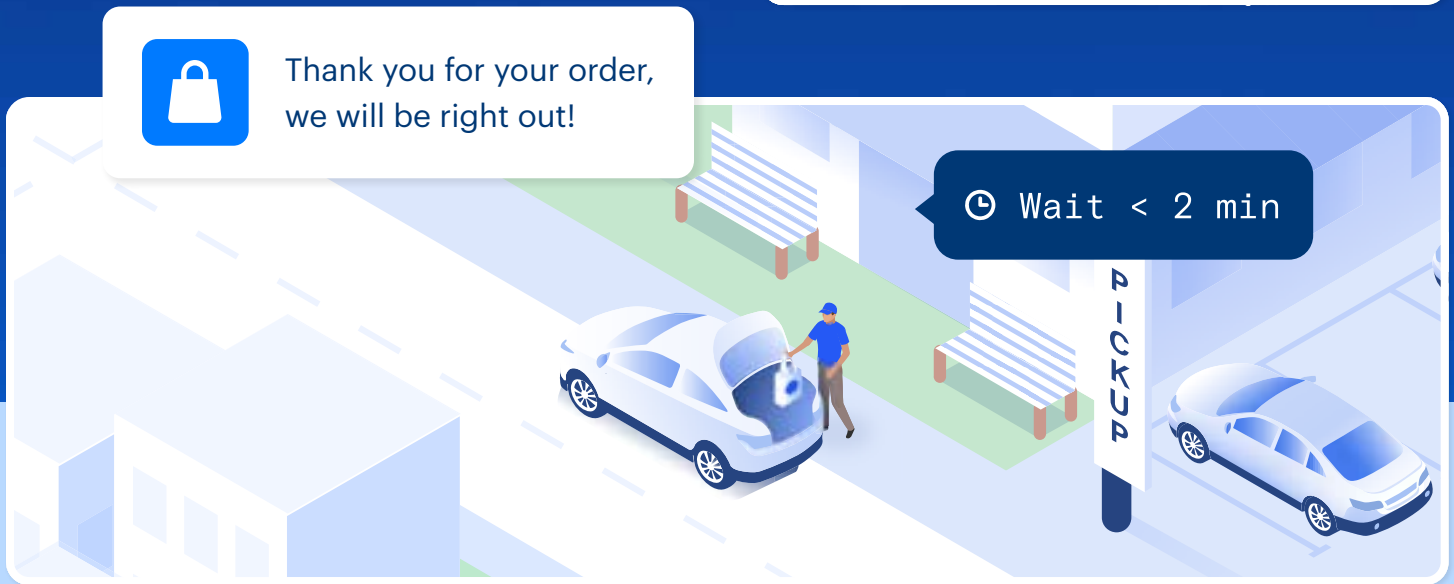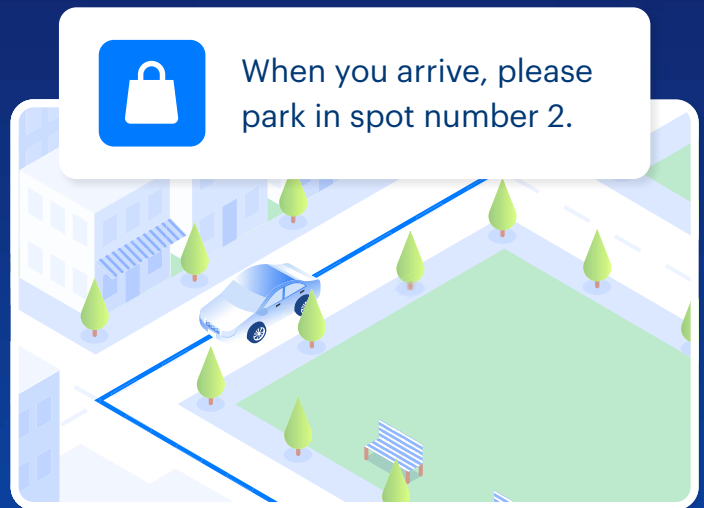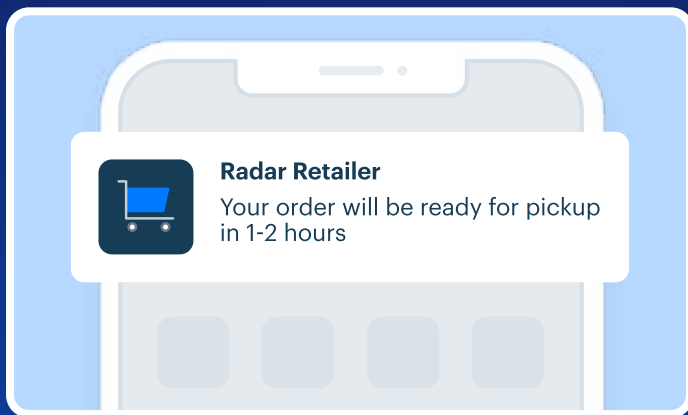
Streamlining the pickup process for customers can unlock benefits for retailers like larger basket sizes, improved satisfaction, and decreased wait times:

+ Order-related notifications create a tailored experience for customers at checkout based on saved items and past purchases. If items are out of stock at a customer's preferred store location, retailers can surface free or expedited shipping offers to avoid losing customers to the competition that's only a click away.

+ Live ETAs and arrival notifications for in-store staff increase staff productivity around order preparation and ensure orders are ready upon customer arrival to reduce wait times.

+ Pickup instructions once a customer is on their way to pick up their order can reduce customer wait times and eliminate potential frustrations from the pickup experience.

By improving click and collect services, retailers can offer personalized, streamlined experiences for their customers, encouraging repeat visits.

Personalize messaging

The demand for personalization has increased over the years. In 2021, 60% of consumers said they were likely to become repeat buyers after a personalized experience, compared to only 44% in 2017. Personalization provides immediate value to customers and improves their perceived relationship with a brand. Not all brands get personalization right, however, and over 60% of consumers will stop purchasing from a brand that does not offer relevant enough (or accurate) communications or experiences. Brands that accurately deliver tailored offers and recommendations can increase marketing spend effectiveness by up to 30%.

Airship Surveys allow for continuous optimization of personalization campaigns by capturing user feedback and behavior. Power location-based Push Notifications to deliver relevant right-time, right-place offers and reminders to customers that provide a seamless experience. **Radar's** geofences trigger entry and exit notifications based on a customer's location to power feedback prompts or push notifications through Airship AXP.
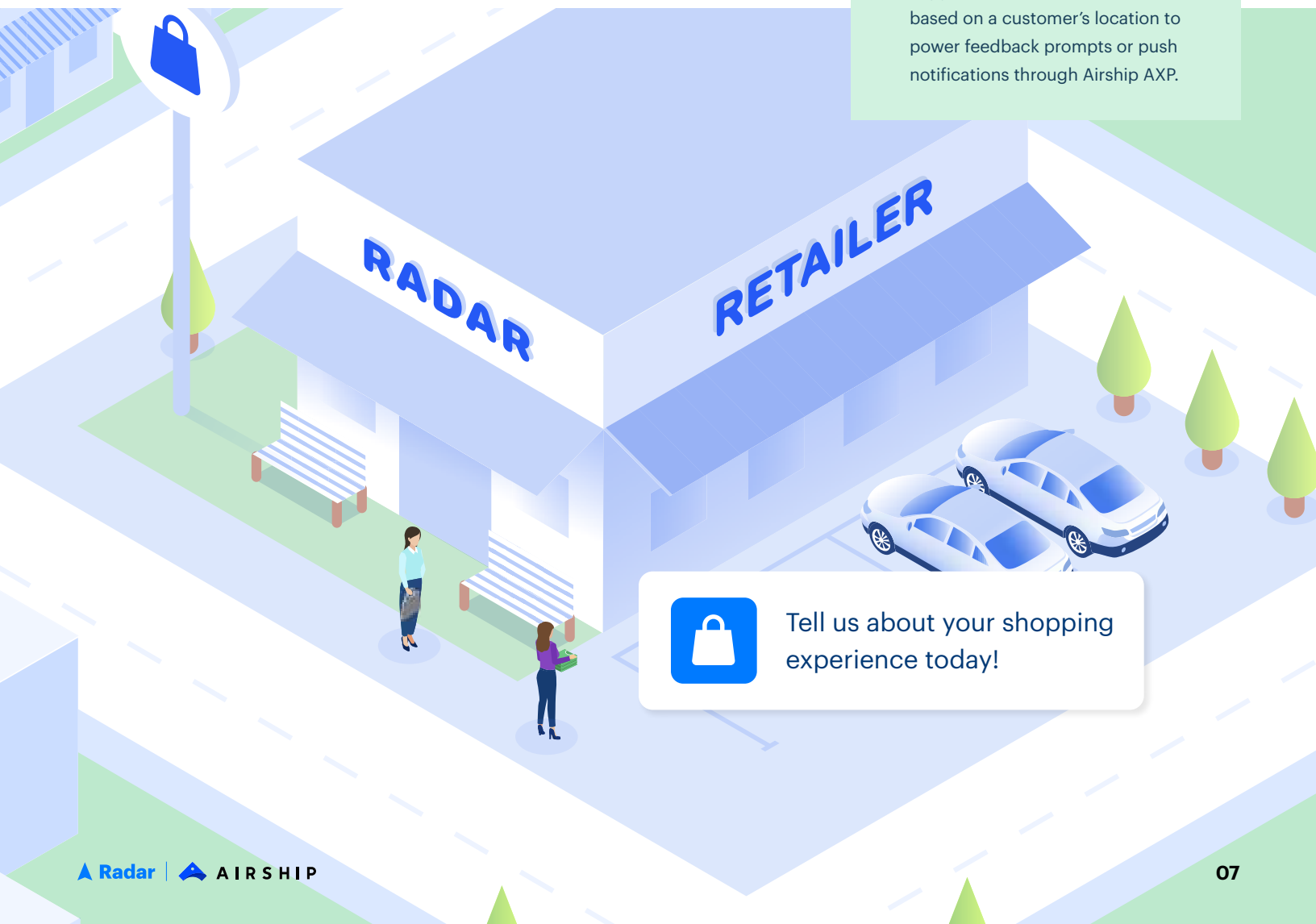
Tell us about your shopping experience today!

Personalization can be applied to several stages in the retail customer lifecycle:

+ Personalized in-store push notifications allow retailers to connect with customers in the moments that matter to drive purchase decisions. Retailers can power promotional messages around sales or special offers and customer interests as well as loyalty program reminders based on visit frequency or other customer attributes. These notifications can also deliver personalized reminders about items on a user's in-app shopping list or past purchases.

+ Loyalty rewards reminders can notify customers when they've reached a new loyalty tier or unlocked a time-sensitive promotion, incentivizing them to take advantage of points or other offers.

+ Feedback prompts after customers have completed their shopping or order pickup allow retailers to intervene with personalized fixes for customers who had a less-than-stellar experience or identify patterns at certain stores that need to be addressed.

+ Engagement metrics provide insights to marketers around how well personalized campaigns are working. Retail brands can capture points of data like offer open and redemption rates, footfall numbers, and more to identify top-performing campaigns or those that need to be tweaked.

Adding personalization delivers the catered experience that consumers want and streamlines the purchase journey.
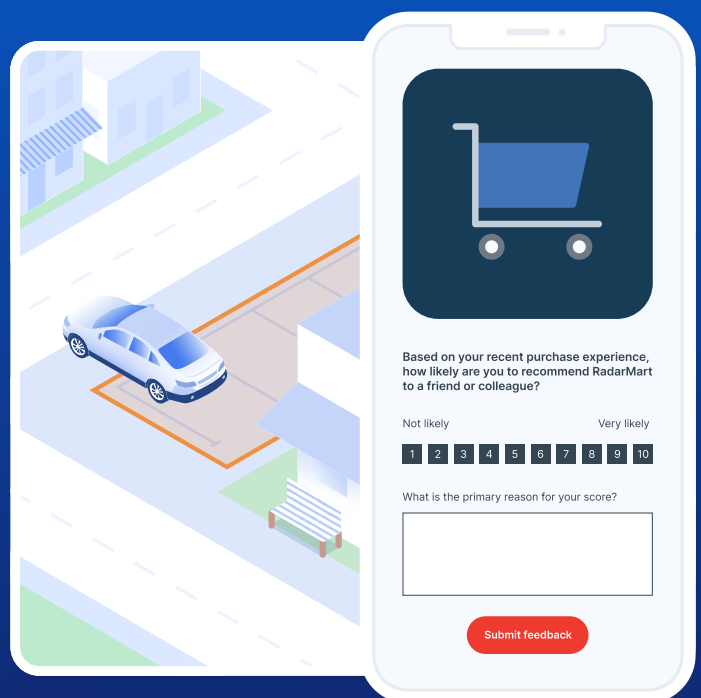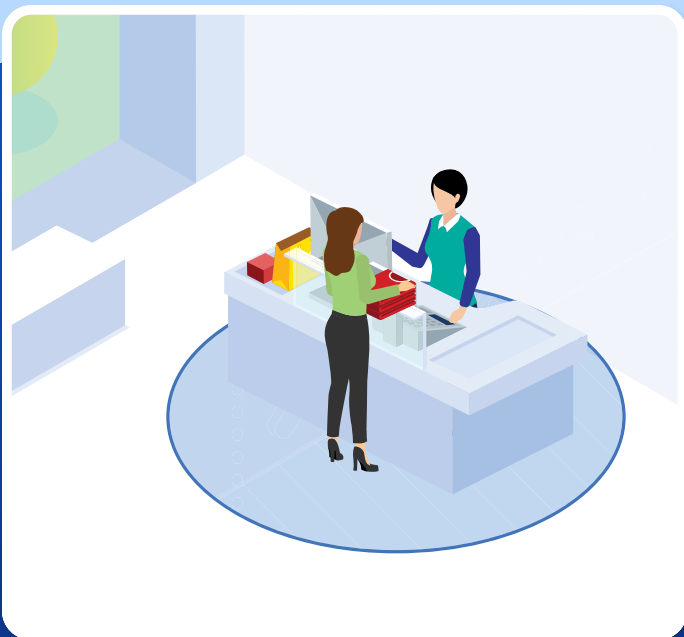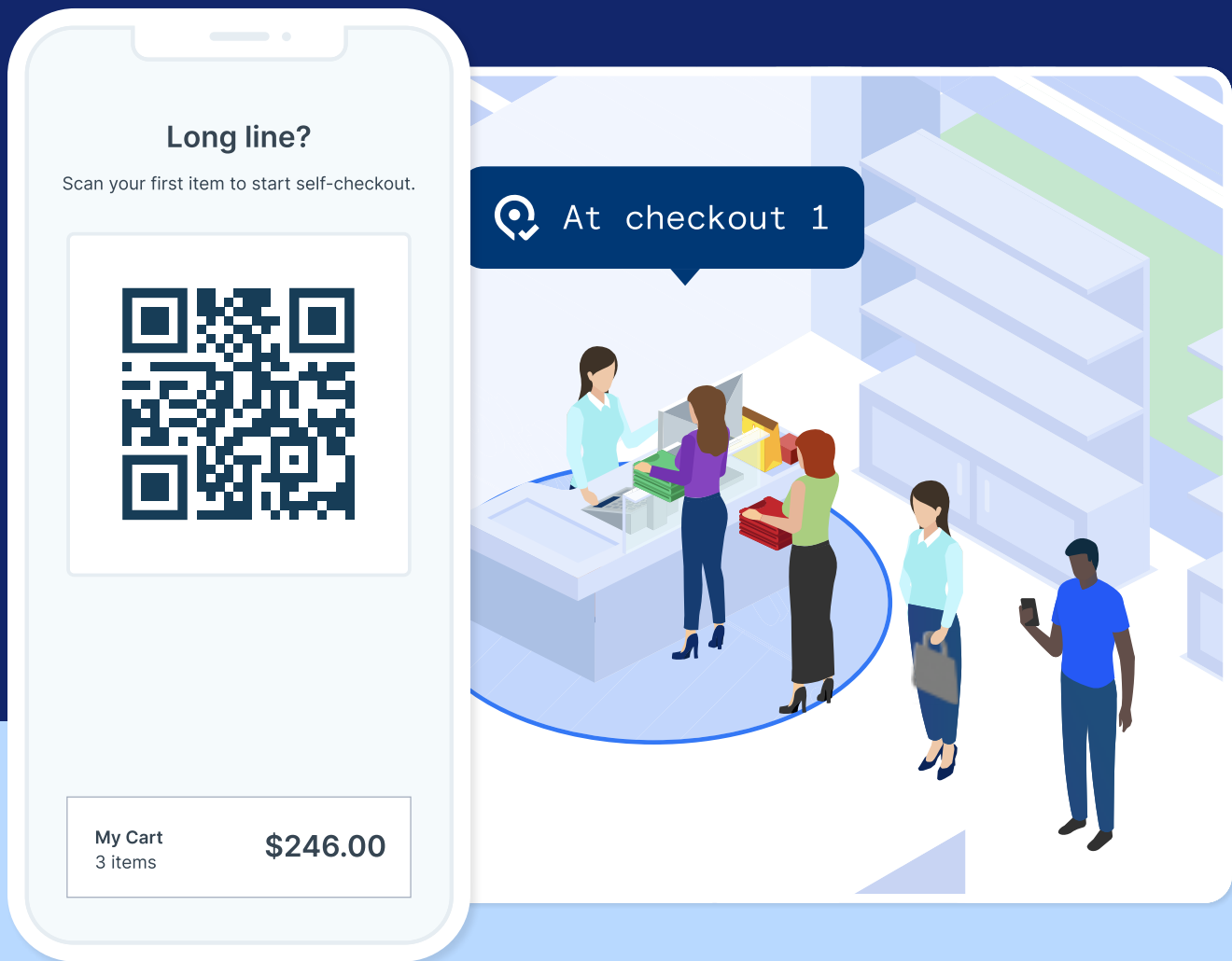
Radar + Airship

By combining strengths in a turnkey integration, Radar and Airship empower retailers to supercharge their relationships with customers. By using Radar's complete location platform, retailers can deliver curated experiences. Radar allows for easily-created, accurate geofences around store locations and Beacons power unique in-store experiences based on proximity to nearby beacons. Radar automatically sends location events to Airship via API, triggering workflows for an individualized mobile experience. Airship's solutions for retailers drive repeat purchases with personalized messages, increase loyalty program enrollment with customer intelligence and context, and segment customers to drive higher customer lifetime value.

Conclusion

In order to remain a top choice for consumers amidst fierce competition and economic uncertainties, retail decision-makers must invest in the customer experience. Tailoring mobile app experiences and messaging with location strengthens the relationship between retailers and customers, driving repeat visits and increasing customer loyalty.

Want to learn more about how Radar and Airship help retailers build unforgettable experiences?

Get in touch with Radar: *team@radar.com*