



3 Geo-Targeting Success Stories and Other IP Address Geolocation API Lessons for Marketers

Experts are now starting to recognize the impact of location-based marketing on today's cluttered ecosystem, long overlooked by the industry. Consumers are more scattered than ever, proving it to be a challenge for most brands and their marketing teams. However, location-based technologies enabled by tools like [IP Geolocation API](#) could soon change that, as experts see it as an effective solution to the disruption of an increasingly divided and distracted audience.

Marketers know it's time to listen when digital marketing authorities are touting the benefits of location-based marketing. [Survey data reveals that:](#)

- Around 80% of marketing professionals believe that location-based ads lead to higher engagement rates.
- Brands that use location data for ad personalization have seen a 53%

increase in conversion rates.

- Store visits have increased by 35% for advertisers who rely on location data.

If your enterprise has not yet incorporated location-based strategies into your marketing plan, now is a great time to start. We compiled a few success stories to give you some ideas for your first campaign.

User #1: Whole Foods

For its 2016 mobile campaign, Whole Foods set up geofences or virtual perimeters around its branches and competitors' store locations. Shoppers who ended up within received special offers on their mobile devices. Meanwhile, consumers buying groceries at competitors' stores saw targeted ads offering them better deals. The campaign generated a 4.69% conversion rate that exceeded the industry average by 75%.

Why It Was a Success

The mobile ads and geo-targeted messages used in this campaign included crucial store information, such as addresses, opening dates, maps, and directions. Calls to action (CTAs) also helped direct customers to nearby branches. The ads were served at times and places when they would be most relevant to consumers, such as during weekends when shopping for groceries was likely on their mind.

How IP Geolocation API Can Help

Advanced **IP address geolocation APIs** enable brands to identify their consumers' exact locations based on their IP addresses when they access apps or websites. With this information, marketers can adjust messages to drive actions from customers.

User #2: Barneys New York

Barneys New York used beacons to push relevant updates and in-store guidance to visitors of its Chelsea neighborhood store in Manhattan. Barneys asked customers permission to send them notifications using their devices' Global Positioning System (GPS) location data. Shoppers who opted in then received personalized content that included:

- Updates on new additions to clothing and accessory collections based on their mobile shopping carts or wish lists
- Engaging videos, lookbooks, and designer interviews to enhance their omnichannel shopping experiences
- In-store navigation assistance to help customers locate items on their shopping list
- Dining hotspots and sightseeing recommendations based on recently viewed articles on its official publication, The Window

Why It Was a Success

Barneys used location-based in-app alerts to stay connected with their customers at every stage of their buying journey. The luxury retail chain also made it a point to provide consumers with editorial value without having to upsell all the time.

How IP Geolocation API Can Help

Digital marketing managers can enrich their demographic data by using geolocation information. Users can run queries on IP Geolocation API based on Web access server logs and pertinent data to retrieve their customers' physical locations. This information allows content strategists to define ideal customer segments to target with custom content to engage them in all digital touchpoints.

User #3: McDonald's

In a move to transform its operations into a data-centric one, McDonald's implemented a project development model that required the use of data analytics across every department. The company relied on predictive analytics to hone in on customers who are likely to respond to its campaigns. This analytics model used the following data points:

- Geolocation data
- Sales histories
- Weather and traffic conditions and special events
- Demographics data
- Store hotspots and busy times
- Trending menu options

Using a machine learning (ML)-based personalization platform, McDonald's identified users' locations and activities based on their past actions and used the information to create online and offline offers. For instance, the fast-food giant used analytics to extend promotions to attendees of Chicago Bears games. It also used localization techniques to encourage Spanish-speaking residents in Phoenix to visit nearby stores.

Why It Was a Success

The McDonald's deployment of predictive analytics helped it augment data fed by local stores to its decision-makers. By determining their users' locations and correlating those with other available data, McDonald's was able to profile customers more accurately and appeal to their interests.

How IP Geolocation API Can Help

[IP Geolocation API](#) and [IP Geolocation Data Feed](#) provide business development executives with exhaustive and precise IP information to support their market research and brand-building initiatives. With accurate location data, they can narrow down their scope and run cost-effective local campaigns. Businesses can

also use IP geolocation data to analyze emerging trends and opportunities in their various local markets.

“Location, location and location” is a common mantra in sales that surely resonates in today’s competitive environment. However, tech-savvy marketers can cut through the noise by integrating IP address geolocation APIs into their marketing systems and processes. As the examples show, targeting consumers based on their location is a highly effective way to get them to visit stores while conserving the marketing budget.