



URBAN AIRSHIP LOCATION

EXTEND URBAN AIRSHIP ENGAGE WITH LOCATION SPECIFIC MESSAGING

Location allows you to bridge the digital with the physical world, maximizing the power of mobile. Urban Airship provides a complete location messaging solution enabling you to send in-the-moment messaging with location triggers and perform powerful segmentation with location history.

With location, you can provide valuable context and relevance to your mobile messages – deepening engagement, increasing conversion and driving higher ROI. Enrich your customers' mobile experience by sending the right content or promotion at the right place at the right time.

LOCATION TRIGGERS

Location triggers allow brands to send messages directly to customers the moment they enter or exit a location. By using geofences and beacons, businesses can trigger timely notifications in spaces as big as a store down to areas as specific as an aisle. Location triggers leverage Urban Airship's powerful marketing automation system so you can develop sophisticated in-the-moment campaigns based on your user's latest interests, activities and preferences.

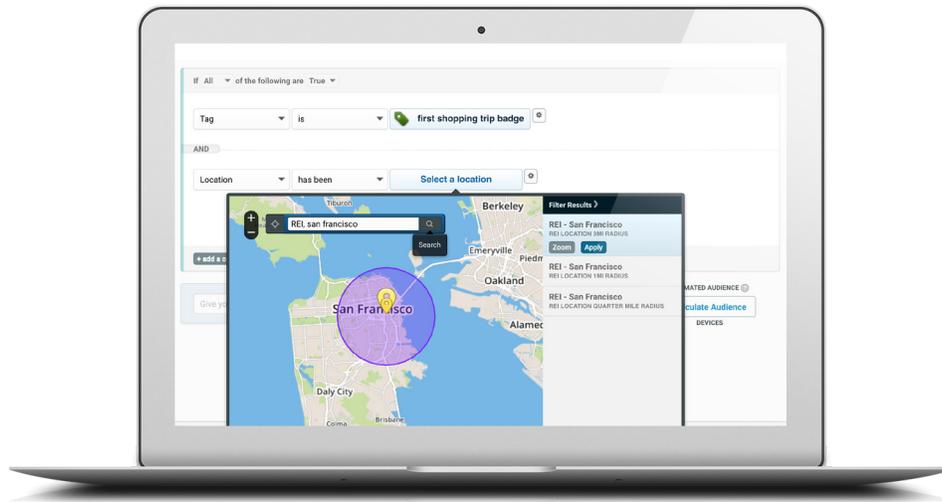


Set up your geo-fences and beacons to deliver automated real-time push notifications and in-app messages.

LOCATION HISTORY

Location history provides historical insights on where a customer has been at a specific location over a period of time. Urban Airship's location history makes it easy to get started with over 2.5 million pre-defined location polygons that include areas such as cities, zip codes, school districts, neighborhoods, stadiums, parks and much more. By combining location history with profile and other behavioral data in the Urban Airship segmentation engine, brands can significantly boost their engagement rates with personalized and relevant messaging.

Highly targeted location based push notifications have seen 4x-7x greater response rates over general notifications.



Discover and deepen your customer profile with location history for better segmentation.

“SXSW is a complicated event, so we appreciated the opportunity to discuss strategy with the Urban Airship team. Being able to showcase and experiment with beacons was huge for us.”

– Scott Wilcox, Director of Technology, SXSW

WITH LOCATION YOU CAN:

- **Drive more traffic to your store** – when a customer receives an offer to visit within 100 meters.
- **Increase conversion and basket size** - when a customer looking in a particular department receives a notification for a coupon at a different department.
- **Deeper engagement and loyalty**– when a fan receives an exclusive offer at the stadium to attend the on-site after party.
- **Personalize** – when a customer receives a notification, welcoming them by name and telling them that favorite item is back in stock.
- **Increase convenience** - when a customer buys online for in store pick-up. Sales associate is alerted to the customer’s arrival and has the items ready.

FEATURES:

Location Triggers:

- **Geofences (limited, unlimited packages)** - macro level targeting for 50 meters or greater in radius
- **Beacons*** – micro level targeting up to 50 meters in radius
- **Onboarding and Syncing** – through our preferred provider, Gimbal, geofences and beacons can be automatically added and synced to Urban Airship Engage

Location History:

- **2.5 million pre-defined polygons**
- **Segmentation** – combine location data with any other behavioral attributes like content preferences, lifecycle events and crm data for powerful targeting

**Requires separate beacon hardware and configuration purchase from 3rd party vendor.*