How Mobile Location-Based Data Improves Consumer Experience

With Recommended Reward Apps To Try

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Don’t Forget to Check Us In...

We live in an age of engagement via technology that allows instantaneous connections. Many of us love to share, interact, and communicate with others online, whether it is for business or social purposes. As marketers and consumers, mobile gives us the opportunity to further expand our digital reach. With advanced mobile technology and location-based services, we are provided with additional resources to promote, advertise, track, and extract relevant information. A recent 2013 report released by Business Insider revealed that over 770 million U.S. smartphones are GPS-enabled. So, what does this all mean? As location-based services become more prevalent, consumers are more likely to adopt and use such features in their daily routines. There is great marketing potential for businesses and significant reward opportunities for consumers who use location features on their mobiles.

Imagine that it’s a Wednesday after work and you and your co-workers are headed to happy hour, that you’ve just had dinner at an amazing new spot in town over the weekend, or you’ve just entered the mall for a quick shopping trip. You have probably pulled out your phone once or twice, or a hundred times by now, to browse your Facebook, update your Twitter, or even check-in to wherever it is you are located. Now imagine checking in or even just walking in to a place and receiving a reward simply for being there. We are seeing more consumer experiences focused on business rewarding customers for that type of engagement. Location-based mobile rewards are not new, but they are definitely an effective way to engage consumers, and both marketers and consumers are taking advantage of the benefits in 2013.

Mobile by the Numbers

With technological advances and consumer connectivity on the rise, it is no surprise that using mobile to further engage with people continues to be a common practice among businesses. A Pew research study released in May 2012 revealed that three-quarters of smartphone owners use mobile
for location-based services. The research, which was conducted by Princeton Survey Research Associates, surveyed both adults age 18 and older and teens ages 12-17. The interviews were completed over the phone and a nationally represented sample was taken for both age groups (2,253 adults and 799 teens). The survey revealed:

- 74% of smartphone owners use their phones to get real-time location-based information.
- 19% of smartphone owners use a geo-social service to check-in to locations to share their location with friends.
- From 2011 to 2012, smartphone ownership among adults rose from 35% to 46%, which means the overall proportion of U.S. adults who get location-based information has almost doubled during that time period (23% in May 2011 to 41% in February 2012).

Offering location-based rewards provides marketing professionals with the strategic opportunity to better connect consumers with brands, thus forming a more meaningful relationship with key target consumer groups.

**Location-Based/Reward Apps to Try**

Consumers who are not familiar with the concept of location-based mobile rewards may be questioning what’s in it for them. Mobile apps that use location-based data seek to enhance consumer experiences by offering a service that is both engaging and rewarding—literally. Check out these reward apps:

**Shopkick** is a free app for iPhone and Android owners that offers rewards to consumers in the form of gift cards. Consumers earn “kicks” by walking into a store or using the app to scan a specific item in the store. Some of the participating retailers include Macy’s, Target, Starbucks, and Sephora.

**Viggle** is an app where users accumulate points by watching television. Audiences may synch their phones with a TV show and check-in while they watch. Points are redeemed for real rewards, experiences, or charitable donations. Take a look at the [rewards catalog](#).
Wikets is an app that allows users to make recommendations on a number of different products and services like books, restaurants, and electronics. Users share recommendations through the app via Twitter or Facebook and points are rewarded. The points can then be exchanged for gift cards.

Key Takeaway: Location-data improves consumers’ experiences

Mobile location-data improves consumers’ experiences because it is a practical service. Mostly everyone with smartphones uses location-data in one way or another, whether it is to acquire additional information about location (think weather or travel apps) or for entertainment (reward apps). As innovation continues to shape the way technology evolves, we too evolve as adopters of such innovations. We are a society that not only accepts technological growth, but one that expects it.

References
