

Market to Consumers at Physical Locations

Insite Realtime GEO-Physical Location

What if

You could identify prospects and customers that:

1. Enter your store
2. Visit a competitor location
3. Attend an event, stadium, or are merely in proximity of your store.

Our Process

Using patented GEO-Framing technology, our solution identifies consumers as they physically enter your store, a competitors store, a stadium, or any GEO-Framed location you wish while simultaneously suppressing employees. GEO-Fence technology does not have the same capability.

Using Experian data with advance analytics, we qualify prospects and determine segmentation strategies for optimal effectiveness. We then execute targeted campaigns to qualified in-market buyers with direct mail, email, digital or social ads.

STEP 1 Locations are GEO-Framed



STEP 2 Mobile Devices are Identified Entering the Homes



STEP 3 Identified Mobile Devices are Connected to the Devices' Home Addresses



STEP 4 Identified Home Addresses are Linked to Experian for Enhancement & Lead Scoring



STEP 5 Suppression of Fraudulent Traffic and those not in the Framed Area etc.



STEP 6 Qualified In-Market Buyers are Sent Relevant Marketing Communications



STEP 7 Match-back Processing of Client's Transactional Data to the Marketing Lists Reveals ROI



Aspire North Advantage

1 GEO-Framing technology captures and inventories devices within a one square meter area. **2** Match devices back to their home address. **3** Verify and qualify the prospective buyer using Experian, which is the Gold Standard in 3rd party marketing data. **4** We use up to 400 consumer characteristics and 71 Mosaic market segmentations to create one-to-one communications that increase conversions.