

5

Ways To Maximize  
Your Bottom Line with  
**Location-Enabled Services**



MAPQUEST  
**Developer.**  
A Verizon company

Ready to map your vision of a better business? Here are a few ways to give your bottom line a serious raise.

## 5 Ways To Maximize Your Bottom Line with Location-Enabled Services

**Here's how:**

### 1. Optimize operations

With the right location-enabled geospatial toolkit, your field personnel can stock all of your stores in their routes as quickly as possible. And with new shipments arriving quickly, customers will find what they need on the shelves, even after the next big sale.

**How so?**

- Supply-chain management is easily thrown off by traffic, street closures, and construction. With optimized routing and real-time traffic viewing capabilities, you can be sure that your deliveries stay on schedule and your shelves stay stocked.
- If a driver shows up at the wrong location, you might as well set your money on fire. Reliable data and POIs are foundational in making sure logistics are in place.

Look for a solution that provides reliable geocodes (the process of assigning geo coordinates to an address), and the level of accuracy for each result. A detailed scale of the quality of geocodes is a must and with each geocode, you'll be able to quickly pinpoint how reliable the result is. Then you can build business rules around the geocodes and make smarter logistical decisions.

### 2. Drive foot traffic

Maximize the number of people walking in and focus more on the strategy for your products going out. By integrating our maps, location search, and routing capabilities directly into your website or application, customers won't have any problem finding you.

**With the right geospatial solutions, you can:**

- Help potential customers find your location quickly and easily. How? By enhancing your site so you can provide on-the-spot info to visitors regarding the fastest routes and closest locations.
- Share your various store locations with MapQuest and we'll make sure your locations are top of mind for our consumer users. Rest assured users can easily find your multiple locations when searching in our mobile app or desktop map.
- Give customers reliable POIs, searching, and routing options.

### 3. Increase awareness

Use location services to send tailored messages to your target audience.

- Targeted advertisements are, on average, 2X as effective as non-targeted ads.<sup>1</sup> With location-enabled ads, you'll see a high ROI for your advertising efforts.

<sup>1</sup> Abramovich, G. (14, July 16). 15 Mind-Blowing Stats About Ad Targeting. Retrieved February 04, 2016, from [www.cmo.com](http://www.cmo.com)

- Have you ever stopped at a fast food restaurant because you saw a 20-foot grease patty standing on stilts? Yes, we have too. Our targeted display ads, much like traditional billboards, are strategically placed and undeniably effective.

## 4. Track your assets

You can't just send your money packing and expect it to come back home wearing a shiny new sharkskin suit.

### **Keep a keen eye on your assets by utilizing:**

- Precision asset tracking enables you to pinpoint your worker(s) at any given time, get notifications if they deviate from their set territory, and predict delivery times. As a result, you'll improve overall customer experience and see loyalty skyrocket.
- By tracking assets and seeing a complete history of movement, you'll be able to become more intelligent when managing your supply chain. For example, if you're shipping items from your warehouse outside of Chicago to client in Atlanta, when is the best time to leave to avoid city traffic and arrive at your destination as quickly as possible? These things can be answered through historical trends.

## 5. Location, location, location.

Make smarter decisions about where you build your next physical store and ensure a tip-top ROI.

### **What insight could help you pinpoint your next goldmine?**

- Understand where your customers are routing from originally. A business? A residence? A big box retailer? This will help you pinpoint where your consumers are in comparison to your location and the context under which they arrive at your location. What was the originating search term that developed into a planned visit?
- View the typical routes taken to your store, complete with starting points. Again, the further the distance, the more informative the data is. Not only does it show loyalty to your store, but can give you valuable insight into where a new store opening would be successful.

## About MapQuest

MapQuest for Business powers thousands of businesses with location-enabled geospatial solutions. Our platform provides companies of any size with the means to increase efficiency and streamline processes, connect with customers, and ultimately deliver the all-important exceptional user experience. Most important, the MapQuest for Business experience is backed by industry leading customer service and technical support.