

GEOFENCING

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WHAT?

- ▶ Geofencing is a technique where a phone or other device can be told to take an action when it enters or leaves a determined area
- ▶ Send a notification
- ▶ Gather data relating to a particular location
- ▶ Track smartphones or other RFID chipped devices

Major Use

- ▶ A major use of Geofencing is targeted marketing
- ▶ This can trigger a notification or alert on a customer's phone when they enter a geofence set up a defined radius from the store
- ▶ This targets customers who are out and, in the area, already, prompting them to go to the store in question
- ▶ Burger King used this with their app
 - ▶ Sent people to McDonalds
 - ▶ When customers entered the geofence around McDonalds, they got a coupon for a \$0.01 Whopper if they went back to BK

Possible Use?

- ▶ Dunkin Donuts app
 - ▶ Uses location services to know where the nearest locations are
 - ▶ Suggests waiting until you are closer before ordering
 - ▶ Suggestion would lead you to order while on the road to the store
- ▶ Why not use geofencing to submit the order to the store when the customer enters within a specific radius of the store
 - ▶ Food is fresh when they arrive
 - ▶ No need to use their phone on the way, they can order at home and leave

Sources

- ▶ [What Is Geofencing And How Does It Work? - Propellant Media](#)
- ▶ [What Is Geofencing? How Does It Work? - Citizen Truth](#)
- ▶ [Five Examples Of Brands Using Geofencing To Great Effect \(alistdaily.com\)](#)
- ▶ [How Does Geofencing Technology Work? \(webfx.com\)](#)