INCORPORATE

OBJECTIVE

As the line between mobile activity and offline action has become increasingly blurred, Urban Outfitters wanted to deepen their understanding of the consumer by considering not just in-app and web activity, but real-life preferences through location data — and use that insight to power truly relevant and helpful promotional messages.

SOLUTION

1. Use audience building supported by Braze’s integration with PlaceIQ’s location data to gain deeper insights into customer interests and behaviors, both online and off.

2. Act on those insights to send messages designed to better appeal to each recipient based on their actual lifestyle and preferences.

“Our goal is to provide better experiences for our audience in this competitive landscape. Our data enriched by PlaceIQ in Braze’s mobile messaging and testing platform has helped with this goal.”
— ANDREW RAUCH, Senior Director, Global Digital Marketing, Urban Outfitters

Urban Outfitters boosted conversions by 75% with the targeted audience making a purchase within one day of receiving the promotion.
5 KEYS TO SUCCESS

DYNAMIC AUDIENCE FILTERS: Urban Outfitters used PlaceIQ's dynamic audience filters and other Braze data to target push notifications promoting party dresses exclusively to women who frequent bars and nightlife locations.

EMOJI MESSAGING: For a message more eye-catching and engaging to the target demographic, emojis were added to the push notifications.

DEEP LINKING: Braze's mobile deep linking allowed for a seamless experience for the consumer from promotion through purchase.

ROI TRACKING: Braze's Conversion Events allowed Urban Outfitters to track when a purchase was made as a result of the push notification.

MESSAGE TESTING: Urban Outfitters was able to test and optimize messaging for the party-going PlaceIQ audience against female users who had previously expressed interest in dresses.

RESULTS

BRAND BENEFITS

Using PlaceIQ’s dynamic customer data in concert with the Braze platform’s messaging and testing capabilities, Urban Outfitters boosted campaign conversions by 75% and increased related revenue by 146%, compared to other targeting tactics.

USER BENEFITS

Urban Outfitters customers targeted using PlaceIQ’s real-world location data received promotional messages that better fit their preferences and real-life needs, adding value by displaying relevant offerings and easing their path to purchase.

www.placeiq.com | 212.255.8570 | info@placeiq.com