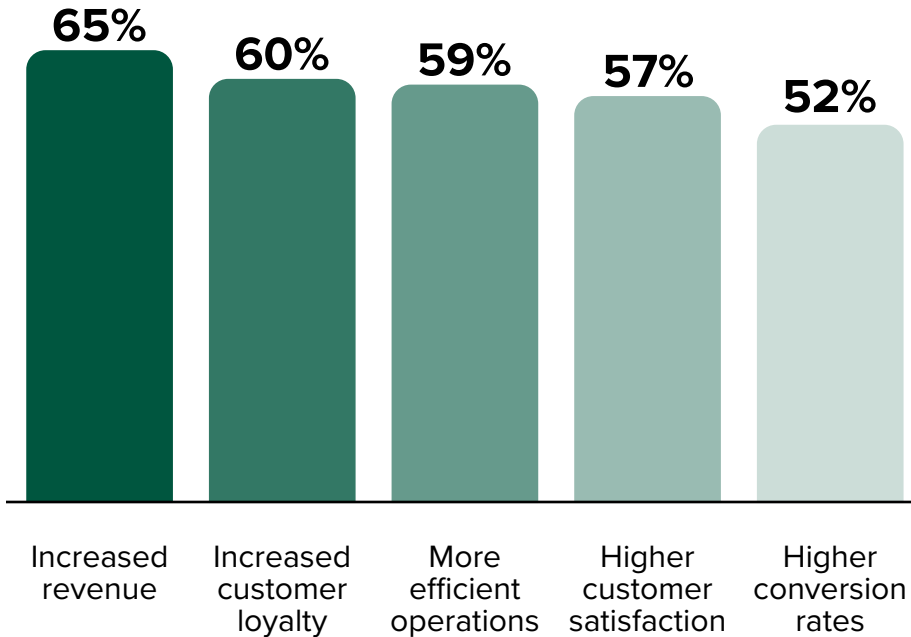


WIN, SERVE, AND RETAIN CUSTOMERS MORE EFFECTIVELY

Top benefits of location technology, such as geofencing:



LOCATION TECHNOLOGY IS UNDERUTILIZED

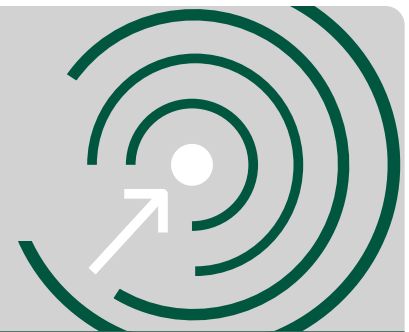
60%

of CX leaders said their organizations aren't using location technology as well as they should.

LOCATION TECHNOLOGY IS THE FUTURE OF CX

Hybrid digital and physical experiences drive better customer experiences.

83% of respondents agree location technology is the most important priority for improving customer experience.



REVENUE UPLIFT FROM INVESTING IN LOCATION TECHNOLOGY

+15%

The average expected increase in revenue due to investing in location technology.

59%

of CX leaders said their organizations are increasing their investment in location technology.

Base: 213 retail and restaurant decision-makers at organizations in the US to evaluate location intelligence
Source: A study conducted by Forrester Consulting on behalf of Radar, July 2022

