

FALL EDITION

SEPTEMBER 2017

DIGITAL INSIGHTS

The Rise of
Conversational
Commerce

Inside the latest
Small Business
Trends

Targeting consumers
The Role of
Location

VR the next big
EXPERIENCE

THRIVE ANALYTICS

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Conversational Commerce

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SME Marketing Budgets Rise

We recently released the 1st edition of the United Kingdom Local Pulse Report™, highlighting key small and medium sized enterprise marketing trends. The syndicated study, conducted on 1,987 SMEs, revealed that 25% plan to increase budgets of the next 12 months.

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The Role of Location

We are in an age where utilizing location information in marketing strategies has become a necessity for brands, and small businesses. Those that fail to think about location will miss out on a critical opportunity to engage their customers and attract new ones.

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Welcome

Message from the editor



Welcome to our newsletter. Thrive Analytics has been monitoring technology disrupters and their impact on the local space for almost a decade. In fact, think back ten years. Apple released the first iPhone and there wasn't Uber or Airbnb. Twitter was just being founded and Facebook was in its first stages. It wasn't long ago and, yet, in technology terms, it's almost an eternity. So much has changed since then and it will continue to change over the next decade.

One of our goals is to stay in front of these trends. We do this through our consumer and small business syndicated research and consulting services. As challenging as this is, we have seen how technology has changed the ways consumers, marketers and businesses behave.

For example, a decade ago, most companies didn't have a mobile or social strategy. Small businesses could advertise their services in a few mediums. The consumer path to purchase was linear. Today, technology has changed everything. We have things like artificial intelligence, machine learning, and the Internet of Things.

In this edition of our newsletter, we will highlight some data from our most recent studies that illustrate how emerging technology is impacting consumers and businesses. We hope you find it valuable.

> *Jason Peaslee - Managing Partner, Thrive Analytics*

ABOUT US

We are a leading digital marketing research and customer engagement consulting firm. With clients spanning leading national brands as well as publishers and agencies serving the small business community, we pair proprietary market research services and data analytic tools with time-tested business insights and methodologies to help organizations measurably improve customer experience, loyalty and sales results.

2018 PLANNING PACKAGES ARE NOW AVAILABLE!



ACCESS FOR REST OF 2017 AND 2018



SYNDICATED RESEARCH



CUSTOMIZED RESEARCH PROJECT



COMPETITIVE INTELLIGENCE DATA SETS



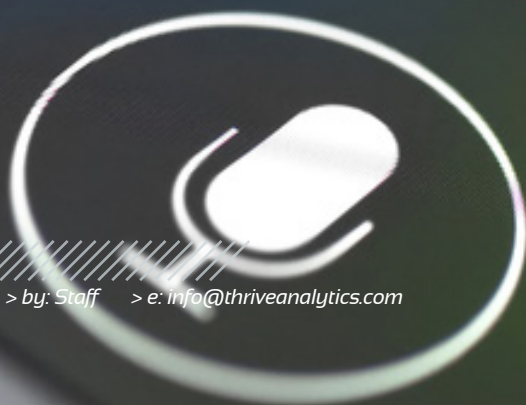
CONTENT SYNDICATION



ADVISORY SERVICES

***DRIVE YOUR PLANS WITH
KEY SMALL BUSINESS &
CONSUMER INSIGHTS.***

CONTACT US



> Voice Assistant Monitor™ > by: Staff > e: info@thriveanalytics.com

CONVERSATIONAL COMMERCE

The Rise of New Sales Platforms

VOICE TECHNOLOGY TRENDS

Voice-assisted commerce is likely to be the next frontier for local retailers. According to our recent Voice Assistant Monitor™, 75% of smartphone owners have used voice enabled applications via their smart device. This represents a 150% increase in usage over the past five years. This usage, driven by millennials, is expected to continue to grow as voice technology moves beyond the smartphone to speakers, cars, appliances and other devices.

While most of the current activity is dominated by general tasks like looking up general information (65%), finding weather information (48%), and looking for directions (56%), we are seeing increased usage for commerce related activities. In fact, over the past 4 years there has been a 75% increase in the number of people looking for a deal or local product or service via voice search.

Big box brands have recognized this trend and are already trying to capitalize on it. Walmart recently partnered with Google and its voice-activated Home system. Whenever a consumer runs out of a household staple — from detergent to cereal — the shopper will simply be able to ask Google to reorder it. And since the system can be tied to the shopper's Walmart account, it will know exactly what brand of paper towels or soap is preferred.

Alexa, Amazon's version, currently provides a similar service for Amazon Prime members. If you are out of something you can simply ask for the order and have it shipped to your home. To drive usage Amazon offers exclusive deals for voice searches in addition to a credit for first time users.

When it comes to actually purchasing products by voice search, early data indicates it is less than 10% of users. This is expected to increase over

time as the adoption of devices grows. Currently, Alexa is thought to have more potential for commerce than Google Now or Siri, given that Amazon is already an ecommerce giant. This may change over time as these companies race to implement more integrated technology and services.

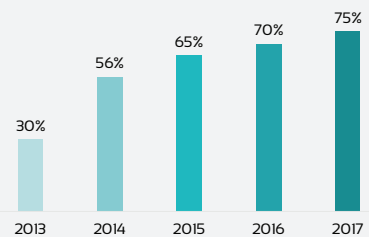
It does present new challenges for retailers. They now have to think through the different buying patterns or use cases that customers go through where a voice experience would enhance that process. For example, Kohl's customers can take advantage of the voice search feature within the brand's iOS or Android app. Instead of typing in a product request and sifting through tens of result pages for the desired item, shoppers can use their voice to search Kohl's inventory and have the app do the majority of the work for them. This enhances the shopping experience by removing friction points.

Consumers also speak differently than they do when typing. Instead of competing for keywords retailers will have to consider specific phrasing and long-tail sentences that consumers use to search for products. This changes how retailers will have to implement SEM programs.

While conversational commerce is still new, it will be something retailers will need to pay attention to for years to come.

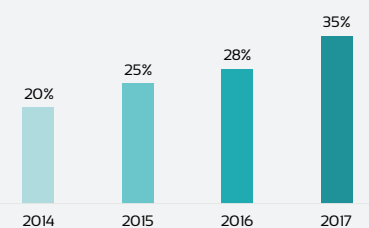


SMARTPHONE OWNERS:
USAGE OF VOICE ASSISTANTS



Source: Thrive Analytics, 2013-2017 Voice Assistant Monitor™

VOICE ASSISTANT USERS:
SEARCHING FOR LOCAL PRODUCTS OR SERVICES



Source: Thrive Analytics, 2014-2017 Voice Assistant Monitor™

SME MARKETING BUDGETS RISE

Strong focus on digital

> UK Local Pulse Report™ > by: Jason Peaslee > e: jason.peaslee@thriveanalytics.com

We recently released the 1st edition of the United Kingdom Local Pulse Report™, highlighting key small and medium sized enterprise marketing trends.

The syndicated study, conducted on 1,987 SMEs, revealed that 25% of SMEs have or plan to increase their marketing budgets over the next 12 months. Most of these enterprises plan to increase investments in paid search (43%), social media (30%), websites (26%) and mobile marketing (23%), as they feel these channels are more strategic sources of leads.

SME BUDGET TRENDS THE NEXT 12 MONTHS

SMEs INCREASING BUDGETS		AVG. BUDGET CHANGE
43%	SEARCH	10%-15%
30%	SOCIAL MEDIA	15%-20%
26%	WEBSITES	15%-20%
23%	MOBILE	20%-25%

Source: Thrive Analytics, 2017 UK Local Pulse Report™, May 2017; N=1,987.

The majority of this growth is being driven by younger businesses that have digitally savvy owners and are in full growth mode. On average, SMEs that have been in business less than three years allocate 45% of their marketing budget to digital advertising. SMEs that are 15+ years old allocate around 30% of their

budget to digital.

When asked what are the biggest challenges with digital media, nearly half (45%) stated not having enough time to manage it properly was the biggest challenge. This was closely followed by not having enough experience or knowledge (36%) and not having enough budget (32%).

Almost half (46%) of SMEs are working with 2 or more marketing providers. Most SMEs (56%) would prefer to work with one marketing service provider if they could fulfil all their needs.

Currently, many providers are not living up to expectations. Thirty-two percent of SME's fired their last provider because the service was poor or below expectations.

This presents a tremendous opportunity for providers that can adopt the appropriate sales and service model.

5 THINGS SMEs WANT SALES REPS TO DO:

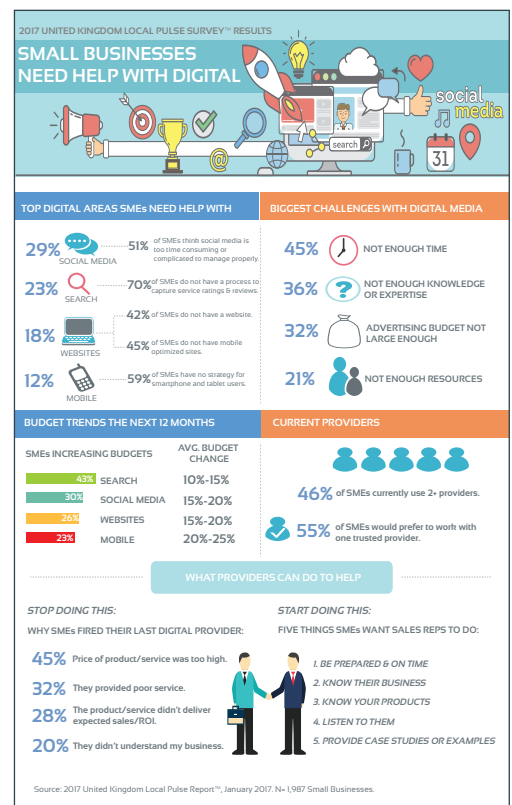
1. BE PREPARED & ON TIME
2. KNOW THEIR BUSINESS
3. KNOW YOUR PRODUCTS
4. LISTEN TO THEM
5. PROVIDE CASE STUDIES

INTERNATIONAL SME TRENDS



USEFUL SALES TIPS:

1. **Be Prepared.** SMEs stated the biggest mistake with reps is coming to meetings unprepared or late. Business owners have limited time so make a good impression by being on time and ready to give them the most critical information they need to make a decision. You may not get a second chance.
2. **Know Their Business.** Having knowledge about their business is critical. It not only shows you are interested, if you understand their issues it helps you tailor your products and services to meet their most critical needs.
3. **Know Your Products.** Don't expect a Business Owner to purchase a product you don't understand. Understanding the ins and outs of your products and services goes a long way in the eyes of Business Owners. Spend time getting to know the components of your services. You don't have to be an expert but you need to be at least competent.
4. **Listen to Everything.** Listen to what your prospect is telling you. If you can't paraphrase what they are saying then you haven't really listened to them. This goes a long way in fostering trust.
5. **Use Fact-based Data.** When asked what the best sales reps do many SMEs stated they provided fact-based information about the products and services. This would include case studies, performance data, and why it would be a good fit for the SME's business.



MOBILE PAYMENTS:

SMALL BUSINESSES STRUGGLE
TO ADOPT TECHNOLOGY

Mobile Payments

SMBs Struggle to Adopt Technology

For years, there has been a buzz about the game-changing mobile payment options on the horizon. Experts touted that it wasn't a question of if, but rather a question of when.

As consumer usage of mobile devices continues to climb, so too has the demand for mobile payment options. More and more shoppers are turning to their smartphones and other mobile devices to pay for goods and services. Businesses are increasingly becoming aware of its proliferation.

However, SMBs are still sluggish in the adoption of mobile payment technologies, according to findings in our most recent Local Pulse Report™.

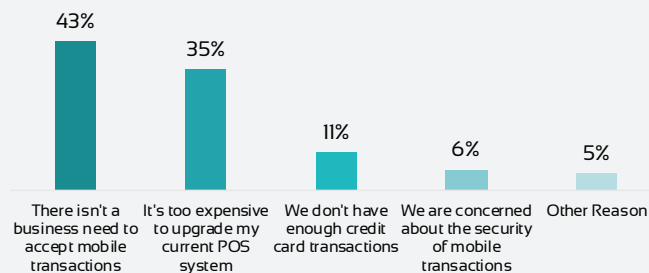
eMarketer indicates that there will be approximately 50 million mobile payment users in the U.S. this year, and that number is expected to climb to 76 million by 2020. Further, the percent of U.S. smartphone users who made in-store mobile payments rose from 5% to 20% from 2014-2016 alone.

Mobile payments are exploding, and SMBs realize this. When we asked what areas they thought would have a significant impact on their business over the next 2-3 years, nearly one-quarter said mobile payment technologies would be instrumental.

And, of those SMBs that can currently accept mobile payments, nearly 60 percent feel that up to half or more of their sales will come from online and mobile commerce platforms over the next several years.

Yet, our research indicates that, only 39% of businesses can accept mobile payments – up just 1% from last year. What is driving this?

MAIN REASON SMBs DON'T HAVE THE ABILITY TO ACCEPT MOBILE PAYMENTS



Source: Thrive Analytics, Local Pulse Report™, January 2017.

Need and cost continue to be main factors determining whether or not SMB's have the capability accept mobile payments with the size of the business also playing a role.

Almost half (43%) of respondents stated that they didn't feel their business had a need for mobile payment capabilities, 35% said that it would be too expensive to upgrade their current POS systems, and still only 50% of larger SMBs can accept mobile payments.

That percentage drops even lower the smaller the business size.

It is clear that SMBs are still grappling with exactly how online and mobile payments fit into their business models, and we will monitor these trends closely.

39%
of U.S. SMBs can
accept mobile
payments.

VIRTUAL REALITY

The Next Big Disrupter?

> *Virtual Reality Monitor™* > by: Jason Peaslee
> e: jason.peaslee@thriveanalytics.com

Like the smartphone, virtual reality could be the next significant market disrupter. Examples of how VR can change a marketplace are endless. From entertainment, shopping, education, gaming and social interactions, VR can reshape the way we do things.

8%
of U.S. households
with internet access
have a VR system.

VIRTUAL REALITY TRENDS



As the technology advances, price points decline, and an entire new marketplace of applications (both business and consumer) hit the market, we believe VR has the potential to be a multi-billion-dollar industry, and be as game changing as the advent of the smartphone.

According to our initial wave of the Virtual Reality Monitor™, 8% of U.S. households with internet access have a VR system in their home. What's more telling is that 40% of adults surveyed stated they are interested in owning a VR system with 19% stating they are extremely likely to purchase a system over the next 12 months.

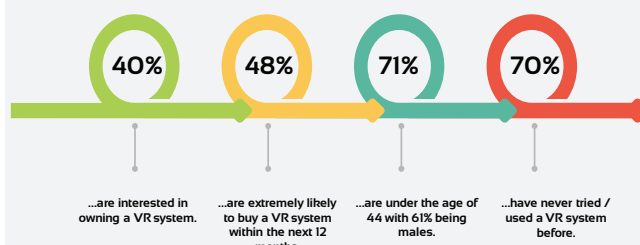
Most forecasts estimate the number of VR headset users will double this year to roughly 10-12 million, depending on the forecaster. By 2019, there will be more than 40 million VR users in the U.S. That's about 15% of the population. This is the same rate of adoption as the iPhone through the first 3 years in the marketplace. If that pace holds true it will have a significant impact on many industries in a fairly short period of time.

VCs are banking on this. According to Digi-Capital \$2.3 billion was invested in VR/AR start-ups in 2016. Another \$200 million was invested through the 1st quarter of this year. As the money keeps coming in and the industry begins to take shape, there are still challenges ahead.

While we see VR as having the potential to be a significant market disrupter, it is still in the early stages of development. We believe significant scaling will happen within the next 3-5 years. Prices need to decline, more content and applications need to be developed and the devices need to improve. There will be some industry consolidation along the way as the business models get refined.

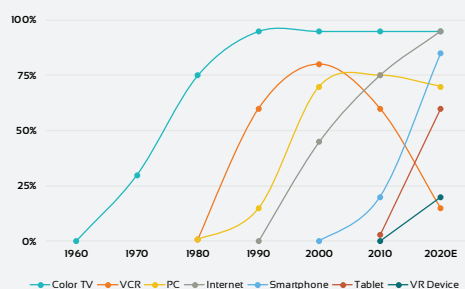
Once that happens, that path to success will be more defined and significant scaling will begin.

PURCHASE INTENT OVER NEXT 12 MONTHS



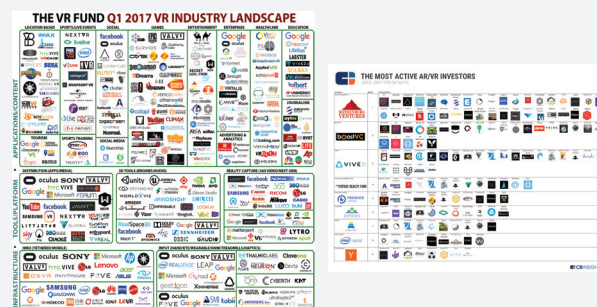
Source: Thrive Analytics, Virtual Reality Monitor™, March 2017; N= 1,719

U.S. Technology Adoption Rates by Household



Source: New York Times, Gallup, Pew Research Center & US Census

VR INDUSTRY LANDSCAPE



Source: The VR Fund, 2017

VR HEADSETS

WHO'S WINNING THE BATTLE?

> Virtual Reality Monitor™
> by: Staff
> e: info@thriveanalytics.com

VIRTUAL REALITY TRENDS

Samsung and Sony continue to dominate the VR headset market according to recent headset shipment data. According to IDC's Worldwide Quarterly AR/VR Headset Tracker, the market for virtual reality (VR) headsets grew 25.5% year over year in the second quarter of 2017 as shipments reached 2.1 million. Volumes for Samsung and Sony increased 16% and 21%, respectively. This falls in line with data from our syndicated research.

According to our Virtual Reality Monitor™, the vast majority of current VR users or owners in the U.S. have a Samsung or Sony product. The numbers break out 60% in favour of Samsung's Gear VR, 42% for Sony's PlayStation VR, 22% for Facebook's Oculus Rift, 18% for Google Daydream and 16% for HTC Vive.

Most of this early adoption has been driven by pricing, content, and being first to market. Sixty percent of consumers age 18-34 years old stated they don't own or haven't used a VR device because they are too expensive. This was followed by 20% stating there isn't enough compelling content. Finding the right balance between price and content is a typical barrier to adoption with any new technology. As VR headset companies struggle with this, here are some things we see the companies doing and feedback from the current users:

Samsung

Samsung's Gear VR has been in the marketplace longer than others and it is fairly inexpensive, ranging from \$99-\$129. Initial go-to-market strategies included bundling the product with the Galaxy S8/8+. This has enabled it to garner a large market share to date, however the company is considering not bundling its new Note-specific Gear VR with shipments of the upcoming Galaxy Note 8. This could slow sales going forward but our data indicates current users would pay a little more.

Currently, over half (51%) of the Gear VR owners have incomes less than \$75K. While current satisfaction levels are high at 74%, users want to see more content (58%) and better quality (48%). When asked about maximum price points 82% stated they would be willing to pay more than \$200. This may play well with the unbundling strategy. Time will tell.

Sony

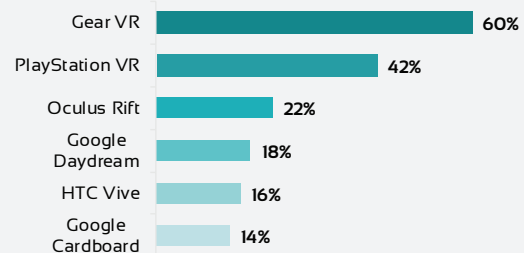
Sony's PlayStation VR is a bit more expensive at \$399 but has leveraged the 60 million PlayStation 4 consoles. With current users being predominantly male (66%) gaming is a must. Sony has a broad range of games users can

VR HEADSET SHIPMENTS (in thousands)

Company	Q1 2017	Q2 2017	% Change
Samsung	489.5	568.0	16%
Sony	429.0	519.4	21%
HTC	190.9	94.5	-50%
Facebook	99.3	246.9	149%
TCL	91.3	106.4	17%
Others	980.0	594.8	-39%
Total	2,280.0	2,130.0	-7%

Source: IDC, Worldwide Quarterly AR/VR Headset Tracker, September 5, 2017

VR USERS: VR HEADSETS THEY OWN OR HAVE USED



Source: Thrive Analytics, Virtual Reality Monitor™, March 2017; N= 268.

tap into. Initial satisfactions levels are high at 85% but users would like to see more content (54%) and better product functionality (44%). Sony has recognized this and they have made improvements to the device. In addition, they have a full slate of VR games scheduled for release in the coming months. Outside of gaming, Sony is also working on bringing other content/experiences to the VR platform by partnering with Hollywood creators. Sony announced a modest price reduction that should help drive sustained growth through the end of the year.

Facebook

On the higher end, Facebook reduced the price of the Oculus from \$599 to \$499. Facebook was the first among the major tethered players to cut prices and it shows the company's

continued →

VIRTUAL REALITY TRENDS



Gear VR

Retail Price

> \$99.99-\$129.00

Ownership Profile:

> 56% Male; 44% Female
> 60% Less Than 34 Yrs.
> 49% Income \$75K+

Device Satisfaction:

> 74% Mod. to Extremely

Device Improvements :

> 58% more content
> 48% better quality
> 40% better functionality

Max Price Points:

> \$100-\$200- 18%
> \$201-\$400- 27%
> \$401-\$600- 24%
> \$601+ - 31%



PlayStation VR

Retail Price

> \$399.99

Ownership Profile:

> 66% Male; 34% Female
> 61% Less Than 34 Yrs.
> 61% Income \$75K+

Device Satisfaction:

> 85% Mod. to Extremely

Device Improvements :

> 54% more content
> 43% better quality
> 44% better functionality

Max Price Points:

> \$100-\$200- 6%
> \$201-\$400- 20%
> \$401-\$600- 29%
> \$601+ - 45%



Oculus Rift

Retail Price

> \$499.99

Ownership Profile:

> 71% Male; 29% Female
> 73% Less Than 34 Yrs.
> 56% Income \$75K+

Device Satisfaction:

> 85% Mod. to Extremely

Device Improvements :

> 65% more content
> 40% better quality
> 40% better functionality

Max Price Points:

> \$100-\$200- 15%
> \$201-\$400- 22%
> \$401-\$600- 16%
> \$601+ - 47%



HTC Vive

Retail Price

> \$599.99

Ownership Profile:

> 67% Male; 33% Female
> 69% Less Than 34 Yrs.
> 62% Income \$75K+

Device Satisfaction:

> 84% Mod. to Extremely

Device Improvements :

> 55% more content
> 40% better quality
> 40% lower price

Max Price Points:

> \$100-\$200- 7%
> \$201-\$400- 14%
> \$401-\$600- 31%
> \$601+ - 48%

Source: Virtual Reality Monitor™, March 2017.

continued willingness to adjust prices and alter its retail strategy. This allowed them to separate themselves from HTC for the time being. Current users struggle with not having enough content (65%), wanting better product quality (40%) and better product functionality (40%). This has been a problem for a while. The first version was released in 2012 but took a long time to develop. This opened the door for several competitors. We'll see if Facebook continues to invest the resources to develop a top notch product.

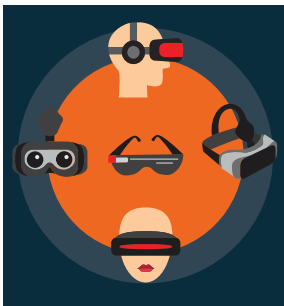
HTC

Similar to Facebook, HTC announced a price reduction to \$599, although that still leaves the headset priced well above rivals. Price, as well as, content were the biggest complaints of users.

HTC shipments declined 50% in the second quarter amidst strategic discussions about the future of the business. Since then, it has been announced Google has purchased them. HTC is still one of the only major players successful at actively targeting the commercial VR market. We'll see in the coming months if they remain competitive or completely get out of the segment.

The virtual reality headset market can be tough, as it waits for consumer demand to catch up. Right now, we see Sony having a significant advantage in the marketplace. They have the user base from their consoles and are priced appropriately. Leveraging that and the ability to generate content at scale, they should continue to emerge as the front runner.

VR DATA IN BRIEF



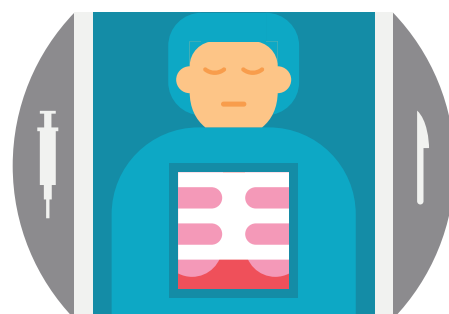
8% of US households with internet access have a VR system.

60% of virtual reality device owners are male.



20% of adults think shopping interactions in a virtual reality environment would be very appealing.

64% of adults believe the greatest benefit of using virtual reality will be for medical training.



COMPANY SPOTLIGHT:



We would like to thank ARtillery for partnering with us on the first wave of the Virtual Reality Monitor™. They helped develop some of the baseline questions and we are continuing our partnership on future projects.

WHAT DOES ARTILLRY DO?

ARtillery is a publication and intelligence firm that chronicles the evolution of augmented reality (AR) and virtual reality (VR). Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies. It's about insights, not cheerleading.

WHO MANAGES ARTILLRY?

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though there are lots of fun and games in AR & VR, long-term cultural, technological and financial implications are primary.

HOW CAN I GET MORE INFORMATION?

[CLICK HERE](#)

MOBILE

The Device of Choice
For Local Search

> *Mobile Technology Monitor™*

> *by: Staff*

> *e: info@thriveanalytics.com*



Ten years ago, Apple released the first iPhone. Desktop search was king. Today it is really a thing of the past. Within this short period of time, consumers have learned that anything they need is available to them whenever and wherever they want.

According to our recent Mobile Technology Monitor™, 75% of consumers use a mobile device when searching for a local product or service. Up nearly 50% from four years ago, it is way past the tipping point. Mobile devices have moved to the center of consumers' multi-platform universe.

Some other key finding from the study include:

- **Information obtained from mobile search and mobile apps play a critical role in the purchase process.** Over 80% of hyper-connected mobile users use mobile search to find information. In-store, mobile apps play a huge role with general search apps, store branded apps, social media apps, and location based apps leading the way.
- **Mobile users are receptive to ads.** Seventy-five percent of mobile users are willing to receive information from retailers if the content is relevant to their needs. Eighty percent of hyper-connected users have clicked/tapped on mobile ads with 93% having purchased an item as a direct result of the mobile ad.
- **Mobile amplifies retail sales.** In-store mobile usage should be embraced by marketers and retailers. These consumers typically convert at a 55% higher rate than non-mobile users and the hyper-connected segment spends on average 45% more than they had originally planned.

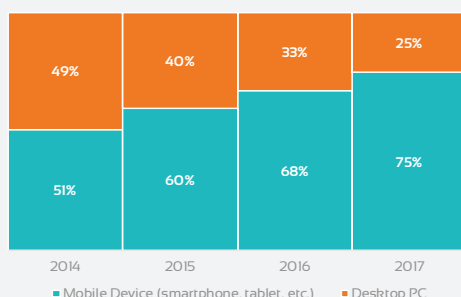
Marketing to these consumers is and will continue to be a challenge as their behaviors evolve. Here are some tips for marketers to stay ahead.

Marketing Tips

3 things to help

1. **Recognize consumers are always in the consideration mode.** Whether they are in front of a desktop computer or using a mobile device, consumers want to be able to access information and seamlessly transition from one device to another. Using wish lists, setting up personalized content/profiles with product likes and dislikes, automatic notifications systems, and digital coupon storage are all examples of how businesses can utilize technology to transition between screens.
2. **Think of mobile as an in-store engagement tool.** Businesses need to embrace and encourage mobile phone usage in-store. It's not going away. Remove traditional friction points. Utilize customized apps to personalize the physical shopping experience. Encourage price comparisons and guarantee price matches. Do simple things like integrating coupons and loyalty cards into a mobile app and enable mobile payments and automatic checkouts or put up a physical sign next to an item(s) that have a digital/mobile coupon available via the app or website.
3. **Remember location and context matter.** Mobile shoppers will accept messages if they are relevant and have some sort of value. Utilize location-based marketing to offer coupons, sales alerts, messages about important events and more, as they go about their daily routines. When designing location-based campaigns remember relevant information makes for more effective ads.

DEVICE MOST COMMONLY USED WHEN LOOKING FOR LOCAL INFORMATION ONLINE



Source: Thrive Analytics, Mobile Technology Monitor™, 2014-2017.

75% of consumers use a mobile device for local searches



THE ROLE OF LOCATION

We are in an age where utilizing location information in marketing strategies has become a necessity for brands, and small businesses. Those that fail to think about location will miss out on a critical opportunity to engage their customers and attract new ones.



MOBILE TECHNOLOGY TRENDS

The consumer shift to mobile is here and it is something that brands, small businesses and marketers need to optimize around in order to increase sales in a competitive landscape.

With 75% of consumers using mobile devices to search for local products or services, utilizing location data is critical for a clear understanding and insight into where consumers are, where they have been and where they are going.

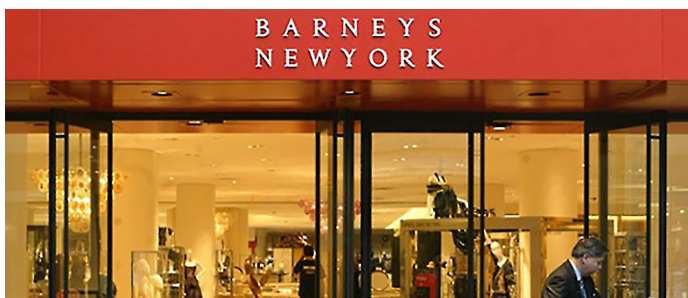
Leveraging this data to help identify user intent gives businesses the ability to “cut through the clutter” and deliver relevant messages at the right time and right place.

Consumers are willing to share this information too. According to our Mobile Technology Monitor™, 75% of mobile users are willing to share their location information to receive information from retailers if the content is relevant to their immediate needs.

This presents a tremendous opportunity to find new ways to engage and create loyal customers in real time. To do this marketers can use a few things:

- **Location-based services:** mobile apps that provide information to users based on their location.
- **Near-field communications:** technology that allows two devices that are in close proximity to exchange information.
- **Bluetooth marketing:** like NFC, this allows data transfer over short distances.
- **Location-based advertising:** uses tools such as GPS and geo-fencing to locate potential prospects and send them messages.

Below are a couple examples of how some brands have been successful utilizing location data:



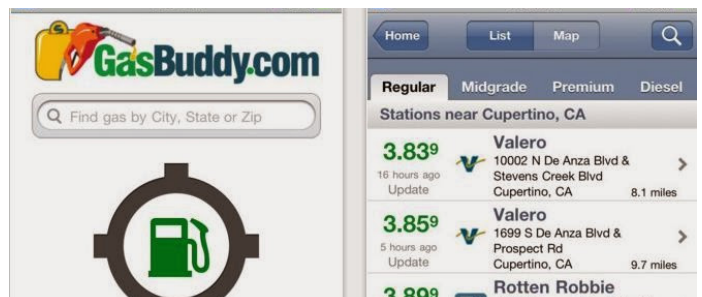
Barneys

Barneys New York leveraged beacons to digitize its flagship store in Manhattan's Chelsea neighborhood. The luxury department store launched an iBeacon platform with its mobile app to alert users when new content is uploaded, as well as help customers navigate the store. As a part of this beacon campaign, when a user opens the Barneys New York app he or she will see two prompts: the first is to permit push notifications, and the second is to allow Barneys to use customers' location to determine if they're in or

near a Barneys store. Once the user grants access, he or she will receive notifications based on what's in stock that's also in his or hers mobile shopping bags or wish lists, as well as recommendations based on the content that he or she recently opened on The Window, Barneys' in-house publication.

At the same time, a few aspects of the retailer's beacon program appear to be more aligned with customer desires than others. One such feature is Barneys' recommendations for dining and sightseeing in the Chelsea neighborhood. This provides clear, location-based relevancy for shoppers who are looking to grab a bite or their next activity — and it doesn't feel designed to directly push Barneys merchandise, which helps customers feel that their interactions with the store are more “genuine.”

It goes without saying that Barneys New York is a perfect example of what a successful location-based, in-app communication should be built around. If you are a marketer looking to leverage location-based marketing strategy to your advantage, you need to think beyond simple push notifications on offers or content and focus on desires of your customers. This will help you find a delicate balance to keeping your users from being annoyed or overwhelmed by frequent notifications.



Gas Buddy

GasBuddy is a popular mobile app designed to help users find the best gas prices in their local areas using crowdsourced data. The app allows users to share their location and report what how much they're paying for fuel. In exchange, the app allow's them to see gas stations where their fellow users have found better deals. As a result, the GasBuddy app has been downloaded more than 52 million times.

Discounts aren't the only way to get mobile users to share their location. Providing useful information is also a great way to engage users. And GasBuddy has proven, you can even master this by crowdsourcing such data rather than generating the content from scratch on your own.

INDUSTRY CONFERENCES

Staying on top of industry trends is important for any marketer. Below is a list of industry conferences through the rest of the year. This isn't an all inclusive list but it is a starting point. We hope you find it handy.

Date	Conference	City	Type
10/2/2017	Brand Innovators Mobile & Millennials	Ann Arbor, MI	Agency/Brands
10/2/17-10/4/17	Martech	Boston, MA	Marketing Technology
10/2/17-10/4/17	iMedia Agency Summit	New Orleans, LA	Agency/Brands
10/3/2017	SMB Expo	Austin, TX	SMB
10/3/17-10/4/17	B2SMB Summit	Chicago, IL	SMB
10/3/17-10/6/17	B2B Marketing Forum	Boston, MA	Marketing
10/4/2017	MMA Forum LATAM	Miami, FL	Mobile
10/5/2017	Brand Innovators Future of Consumer Experience & Retail	Atlanta, GA	Agency/Brands
10/5/2017	HawrEFest	Los Angeles, CA	E-commerce
10/5/17-10/6/17	Forrester B2B Marketing Forum	Austin, TX	Marketing
10/11/2017	Brand Innovators Deep Dive on Creativity & Marketing	New York City, NY	Agency/Brands
10/12/2017	Local Impact Atlanta	Atlanta, GA	SMB/Local Space
10/12/2017	Brand Innovators Marketing Innovation	Dallas, TX	Agency/Brands
10/13/2017	Brand Innovators Content Marketing	Minneapolis, MN	Agency/Brands
10/15/17-10/17/17	The Marketing Forum	Scottsdale, AZ	Marketing
10/15/17-10/18/17	Publishing Insider Summit	Austin, TX	Agency/Brands
10/18/2017	RetailLoco	Atlanta, GA	Location-based Marketing
10/18/2017	Brand Innovators Social Media and Content Marketing	Chicago, IL	Agency/Brands
10/19/2017	SMB Expo	Houston, TX	SMB
10/19/2017	Brand Innovators Marketing Innovation	Chicago, IL	Agency/Brands
10/19/17-10/20/17	Forrester CXSF	San Francisco, CA	AI & Tech Impact on CX
10/24/17-10/25/17	Brand Marketing Summit	New York City, NY	Agency/Brands
10/25/17-10/26/17	Virtual Reality Strategy Conference 2017	San Francisco, CA	Virtual Reality
10/26/2017	SMB Expo	Tampa, FL	SMB
10/26/2017	Brand Innovators Mobile & Millennials	Miami, FL	Agency/Brands
10/26/2017	Brand Innovators Content Marketing	Boston, MA	Agency/Brands
11/1/17-11/3/17	Forbes CMO Summit	Dana Point, CA	Marketing
11/1/2017-11/2/17	Content Jam	Chicago, IL	Content Marketing
11/2/2017	Brand Innovators Challenger Brands	New York City, NY	Agency/Brands
11/6/17-11/9/17	Dreamforce	San Francisco, CA	SMB
11/6/17-11/9/17	Pubcon Las Vegas	Las Vegas, NV	Digital Marketing
11/7/2017	NYXPO Business Conference	New York City, NY	SMB
11/9/2017	SMB Expo	Atlanta, GA	SMB
11/13/17-11/15/17	Silicon Valley Innovation Mission	San Francisco, CA	Local Media Trends
11/16/2017	The Media Future Summit	New York City, NY	Agency/Brands
11/28/17-11/30/17	Street Fight Summit	Las Vegas, NV	Industry Trends in Local Space
11/29/17-11/30/17	IoT Tech Expo	Santa Clara, CA	Internet of things
12/3/17-12/6/17	Email Insider Summit	Park City, UT	Agency/Brands
12/6/2017	Forrester Emerging Tech Summit	Boston, MA	New Tech Impact
12/6/17-12/9/17	Search Insider Summit	Park City, UT	Agency/Brands
12/7/2017	Cloud Adoption Summit	San Francisco, CA	Tech Adoption in Local Space
12/7/2017	Brand Innovators Content Marketing	New York City, NY	Agency/Brands
12/8/2017	Brand Innovators Future of Publishing	New York City, NY	Agency/Brands

COMPANY NEWS

New Services Available

It's been a busy year for us and we want to thank all our clients for their business. Without you we wouldn't be where we are today. In an effort to continue to improve and provide services you desire, we have made some additions to our service offerings.

First, we are now conducting our consumer and small business syndicated research in Canada and the United Kingdom. We will be expanding these programs to other European markets and Australia in the coming months. The deliverables for these programs will be similar to the U.S. programs. This includes adding client specific questions. If your organization wants to participate or be a charter sponsor, please reach out to me directly.

Second, we have started developing client briefs on topics/queries we get on a regular basis. These are terrific pieces that address a specific topic and are designed so you can share them with clients or your internal sales teams. Some of the recent ones we've completed include the following:

- *Who's using VR devices?*
- *Are the Yellow Pages still relevant?*
- *What is a typical performance for a mobile advertisement?*
- *What "stresses out" SMB owners the most?*
- *What are the churn rates for digital products?*
- *How much do SMBs spend on various digital products?*
- *What do SMBs feel the biggest challenges are?*
- *How do SMBs want to be serviced by marketing service providers?*
- *What percentage of SMB budgets are spent on digital?*
- *How much of digital budgets are viewed as wasteful?*
- *Who do SMBs expect to buy digital products from?*
- *When SMBs buy marketing services (e.g., website design), is it clear what other marketing services they should buy next and why?*



If there are specific areas you would like us to address, please let your account manager know.

We hope these minor improvements will help you gain the insights you desire and the ability to grow your business.

Again, thank you for your support.

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September 2017-V1