

# Walk-Through Marketing: Use In-Store Results to Improve Online Performance



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Optimizing for in-store  
results improves ad  
performance as much as

**12x**

**Viral Instagram photos.**  
**Thousands of Facebook followers.**  
**A blossoming email newsletter.**  
**But the needle isn't moving a tick for in-store traffic or sales.**

### **Sound familiar?**

Businesses with physical locations, like restaurants and retailers, have a digital marketing problem. They're hungry for results, so they can't resist the appeal of the all-too-trackable data from their digital marketing efforts. But when the time comes to tie that data back to actual customer behavior—they can't. They can only make educated guesses about what impact their digital advertising efforts have on in-store behavior.

"It's not uncommon to see clients with physical locations spending their budgets on digital platforms, monitoring how many people clicked on an ad or followed their Instagram profile," says Kai Umezawa, Co-Founder of Zenreach. "But these success outcomes are approximations. How many people interact with your brand online is not a true indicator of whether or not you're driving customers into your store or restaurant to make a purchase, so it's not something you should rely on."

And that's where Walk-Through Marketing steps in to close the gap between digital marketing and in-store customer behavior. It's the next evolution of location-based marketing, allowing retailers to connect their digital marketing and advertising efforts with actual in-store outcomes. And as a result, they can build marketing campaigns that get real customers to walk through the door.



# Walk-Through Marketing Measures the Real Outcome of Digital Marketing

Many of the marketing tools that restaurants and retailers use to market their stores were built specifically for e-commerce businesses. But e-commerce businesses have the advantage of being able to measure their conversion online and determine which strategies have the most impact with digital metrics. Until now, there's been no way to track how digital marketing impacts sales in the real world, so a restaurant with an elaborate online presence has no way of knowing if they're driving any more results than a restaurant that relies on direct mailers.

Walk-through marketing combines location-based data, WiFi data and online behavior to create a complete profile of your customers. As a result, you can track useful details like how frequently a person comes into your business, which digital ads they received and engaged with and how much they've purchased over a given period—and you can make informed decisions based on real data, not approximations.



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A lot of retailers have been slow to bring digital technology in-store, to the extent that a legacy POS that doesn't marry digital data with in-store data is all too common. But those retailers are getting crushed by more future-thinking brands. Because not only are they behind on using customer data to inform their marketing, but they're also missing out on incremental sales dollars from syncing online and offline outreach.

— David Lorango, Head of e-commerce marketing at Forever21

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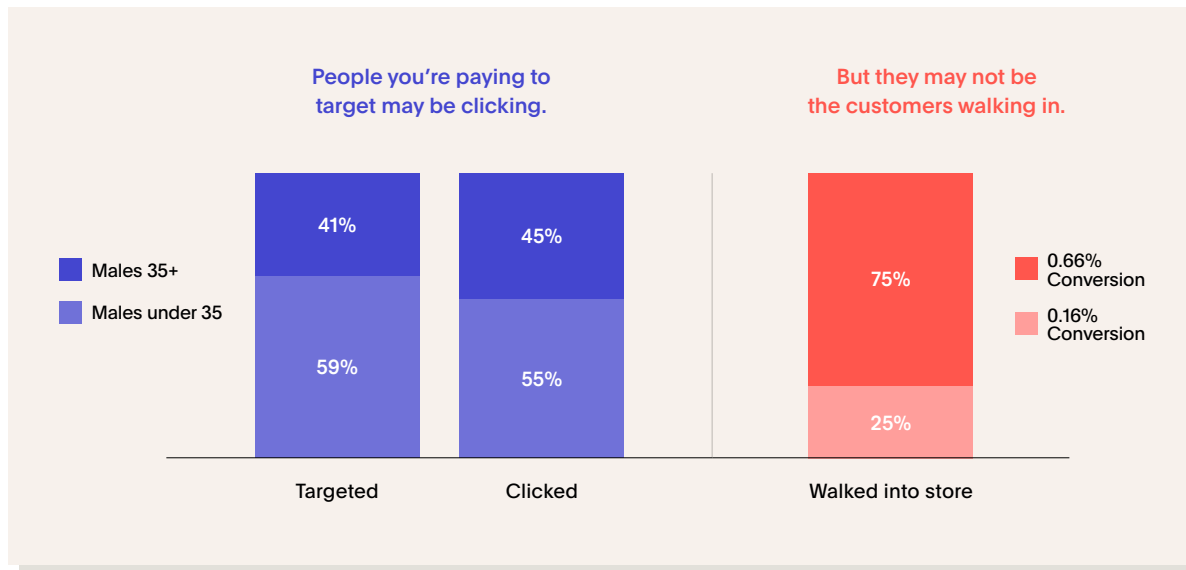




# Customers, Not Clicks: The Benefits of Walk-Through Marketing

"Every restaurant brand wants guests to come through the door and come back for future visits," says Dan Bejmuk, CEO of Dreambox Creations. "But when their marketing is online with social media, paid search or third-party review sites, there's a disconnect between the ad spend and the in-store visit. Walk-through marketing provides a platform to dramatically optimize ad spend around actual in-store verified devices that have entered your restaurant. So, not only can Facebook be a better advertising platform because it's being fed more accurate data, but you can also provide true ROI numbers to justify your ad spend."

Online success doesn't correlate with in-store results.



Most retailers are satisfied with their current digital marketing efforts because, on the surface, they're getting a regular influx of customer data. But digital marketing data was never built to meet the needs of stores in the real world. It doesn't matter how many people engage with your online advertisements if no one actually follows up with a visit to your physical location.





Walk-through marketing cuts through the noise of online metrics to show you how your online performance impacts real in-store outcomes in three important ways:

**1. Activates real people rather than online approximations**

Having a digital presence is critical for a store with a physical presence. But online success measures like impressions, clicks and downloads don't give restaurants and retailers the full picture of how that kind of marketing impacts real customer activity. Walk-through marketing connects

the dots between engaging customers with your brand online and bringing them in-store to complete the experience.

"Does it matter how many people follow your Instagram feed if none of them are paying customers?" asks Kapil Mohan, Product Manager at Zenreach. "Digital is a critical part of capturing new customers because people are spending more time than ever on their phones. But you can't let anonymous followers distract you from determining what impact your marketing efforts have had on your real-life customer base."



## 2. Optimizes your marketing for ROI

The problem with applying digital metrics to offline customer behavior goes deeper than simply lack of attribution. When physical stores and restaurants use digital data to inform their planning and strategy, they're using loose, often erroneous assumptions about what customers want without actually connecting with a real customer. They end up making marketing decisions based on the wrong outcome because the people who engage online are often different from people who actually walk into the store.

"Online businesses know a lot about their customers because their customers think, shop and buy online," says Umezawa. "Restaurants and retailers don't have that luxury. They don't know what makes

a loyal customer come into the store to make a purchase. They're basing their strategy decisions on hunches and assumptions—many of which turn out to be incorrect when they are finally able to tie online activity to real customer behavior and see who really takes action based on their likes, clicks and engagement."

Even traditional sources of data like statistical sample modeling based on GPS location information can lead businesses in the wrong direction because they offer a rear-view assessment of a hypothetical audience. Walk-through marketing, on the other hand, provides a direct measurement of results that is immediate or as close to real-time as possible. This gives stores and retailers the useful data they need to pivot campaigns in progress and optimize for best possible ROI.

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Not only does this data fail to show you accurate information about your customers, but it often forces you to run campaigns individually for each store or chain location in one massive spread. Take a bowling alley chain we've worked with recently. It has 306 locations and with multiple brands and concepts across the United States, each of which has their own set of on-location performance metrics. Until the company was able to see and compare foot traffic across locations with unified data, they had no way to allocate their budget in a way that matched their business goals.

— Kapil Mohan, Product Manager at Zenreach

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90%

of purchases still  
happen in the real-world

### 3. Increases Customer Lifetime Value

In the fight to acquire new customers, retailers and restaurants often focus their ad spend on getting new eyes on their ads and driving as much new traffic to their business as possible. But it's worth considering that it can be as much as five times as expensive to acquire a new customer as it is to bring an existing customer back to make a repeat purchase. Walk-through marketing allows you to identify those existing customers in real-life and focus your efforts on driving incremental visits and sales from them, boosting the overall Customer Lifetime Value (CLTV) of your customers. When your messaging is

aligned with real customers, you can use special privileges, perks, and offers to encourage customers to visit more frequently and re-engage customers who have visited but haven't returned.

"Retailers tend to understand CLTV more in terms of e-commerce metrics than in-store activity," says David Lorango, Head of eCommerce Marketing at Forever21. "It ends up being a guess and a gamble that relies on survey responses from customers. Walk-through marketing skips the guesswork. It gives you a 360-degree view of customer behavior, so you have data that shows the incremental value you're adding to your brand."

## Traditional Digital Marketing Vs Walk-Through Marketing



	Traditional Digital Marketing	Walk-Through Marketing
Targeting	Targeting based on demographics and online behavior	Targeting based on real-world behavior
Results	Results measured by online action	Results measured by store visits and transactions
Messaging	Blanket messaging aimed at driving visits	Targeted messaging aligned with customer visit history optimized for lifetime value
Platforms	Segregated campaigns run in walled gardens	Integrated campaigns executed and measured across platforms

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The ultimate goal of a loyalty program is not for a brand to be loyal to a guest. It's to create an opportunity for the guests to be loyal to the brand through their spend behavior. When you can multiply a guest's lifetime number of visits by their average check amount and tie that to which ads they've seen and engaged with online, you can really start to get a look at the lifetime value of your customers.

— Dan Bejmuk, CEO of Dreambox Creations

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## Track In-Store Activity, Get In-Store Results

Online retailers are driving prices down and customer expectations up, and customers of every demographic are dramatically shifting their shopping and dining habits. Through it all, stores with physical locations lose their grip on their experience-driven advantage by distracting themselves with fleeting digital performance metrics. Only Walk-Through Marketing connects the dots

between which online experiences actually influence in-store behavior because only Walk-Through Marketing connects customer transaction data to real devices and real activity. And only Walk-Through Marketing allows retailers and restaurants to optimize their online ad spend and in-store customer activity to make the best of both worlds.



# ZENREACH

Zenreach created Walk-Through Marketing to help businesses with physical locations dramatically improve customer acquisition and lifetime value by connecting digital marketing with in-store results. Zenreach Engage automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date. Zenreach Attract improves ad performance 4× by targeting audiences based on your best customers. Results are measured with our Walk-Through Rate™, a proprietary metric that shows when someone exposed to an ad visits a location. Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Peet's Coffee, Ruth's Chris and BCBG Max Azria.

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