

The Location Based Marketing Association Announces Local Customer Experience Industry Benchmarks

Venuelabs Powers Retail, Hotel, Quick Serve Restaurant, and Fast Casual Industry Insights

Today, the Location Based Marketing Association and Venuelabs are proud to share new industry benchmarks for key brick and mortar verticals, surfacing the insights gleaned from mobile in-store consumers. These benchmarks will be released quarterly and highlight the opportunities and challenges faced by marketers and executives, in identifying the key trends in mobile consumer behavior and their in-store expectations.

Powering these benchmarks is Venuelabs' location-based monitoring, marketing and analytics technology, used broadly today by merchants across most major industry verticals. Now tracking over 300,000 merchant locations, Venuelabs addresses specialized needs of merchants with physical brick & mortar locations. The platform is commonly deployed across departments to include marketing, operations, customer service, and others.

“These benchmarks provide new, critical insight about the true in-store consumer experience for Retail, Hotel, QSR, and Fast Casual brands,” said LBMA President Asif Khan, “Research to date has focused on the ‘brand promise’ that marketers strive to build, but only with this data from Venuelabs can marketers and executives connect and contrast the ‘brand promise’ to the actual local in-store brand experience.”

Local communities are gaining significantly, thanks to explosive growth trends in both smart phone adoption and geo-enabled applications. Consumers are creating their own local networks but on a continuously fragmented number of channels like Foursquare, Facebook, CitySearch, Instagram, Twitter, Travelocity, and hundreds more. Brand-wide Facebook and Twitter pages are a good start, but marketers and executives need to connect with these organic, consumer-created communities focused on the individual local storefront.

“Mobile consumer feedback has an implicit context – where the consumer is – allowing merchants to turn casual consumer sharing into directly actionable feedback,” says Venuelabs CEO Neil Crist, “Brand monitoring tools bring powerful insights by looking for keyword mentions across social networks and the web, but they miss a significant part of the local mobile conversation, since in-store consumers rarely mention specific keywords. Only Venuelabs can see holistically into this local blind spot.”

The first quarterly benchmarks can be found below:

- LBMA Retail Benchmark for Local Customer Experience (Q1 2013)
<http://venuelabs.com/benchmark/2013-q1/retail>
- LBMA QSR Benchmark for Local Customer Experience (Q1 2013)
<http://venuelabs.com/benchmark/2013-q1/quick-serve-restaurant>
- LBMA Fast Casual Benchmark for Local Customer Experience (Q1 2013)
<http://venuelabs.com/benchmark/2013-q1/fast-casual-restaurant>
- LBMA Hotel Benchmark for Local Customer Experience (Q1 2013)
<http://venuelabs.com/benchmark/2013-q1/hotel>

About LBMA – <http://thelbma.com/>

The Location Based Marketing Association is an international group dedicated to fostering research, education and collaborative innovation at the intersection of people, places, and media. Our goal is simple: To educate,



share best practices, establish guidelines for growth and to promote the services of member companies to brands and other content-related providers. The over 600 members of the LBMA include retailers, restaurant chains, agencies, advertisers, media buyers, software and services providers, and wireless companies.

About Venuelabs – <http://venuelabs.com/>

Venuelabs is the leading provider of location based monitoring, measurement, and engagement solutions. Venuelabs technology connects merchants to their local storefronts, by transforming mobile, social, and local signals alongside proprietary data into actionable customer intelligence. Today, Venuelabs tracks nearly 300,000 locations in 190+ countries including industry leading brands like Chevron, Mercedes-Benz, IMAX, Ace Hardware, and Red Robin. Learn more at www.venuelabs.com



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