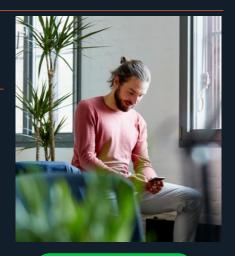# GIMBAL + AIRSHIP

INFILLION

Location-Aware Digital Experiences
Custom Events API Integration

Use Gimbal Place Events to seamlessly trigger Marketing Automations and build Custom Audiences using:

- ✓ Current Location
- ✓ Previous Visits
- ✓ Entry/Exit Events
- ✓ Dwell Time

Explore Gimbal >

Is Your Brand Ready For The Connected Future?
Across five key industries, 70% of respondents rated location intelligence as "very important," and 95% rated it as at least "somewhat important."

91% of these respondents indicated that they expect Location to become even more important over the next three to five years.

[1] *Boston Consulting Group (BCG), February 8, 2021 "Unlocking Value with Location Intelligence"*

Location-Powered Use Cases

Dynamic Experiences

- Location-Aware Engagement
- In-Store Mode
- Personalization
- Upsell & Cross-Sell
- Loyalty & VIP Events

Data Solutions

- Visits Per Store or Venue
- Visits to Competitors
- POI Cross-visitation
- Dwell-Time & Frequency
- Time & Day Trends
- Custom Audiences

Operations / Automation

- User Journey Mapping
- BOPIS Fulfillment
- Contactless Check-In
- Store-Level Insights
- Floor Plan Optimization
- Staffing Optimization