



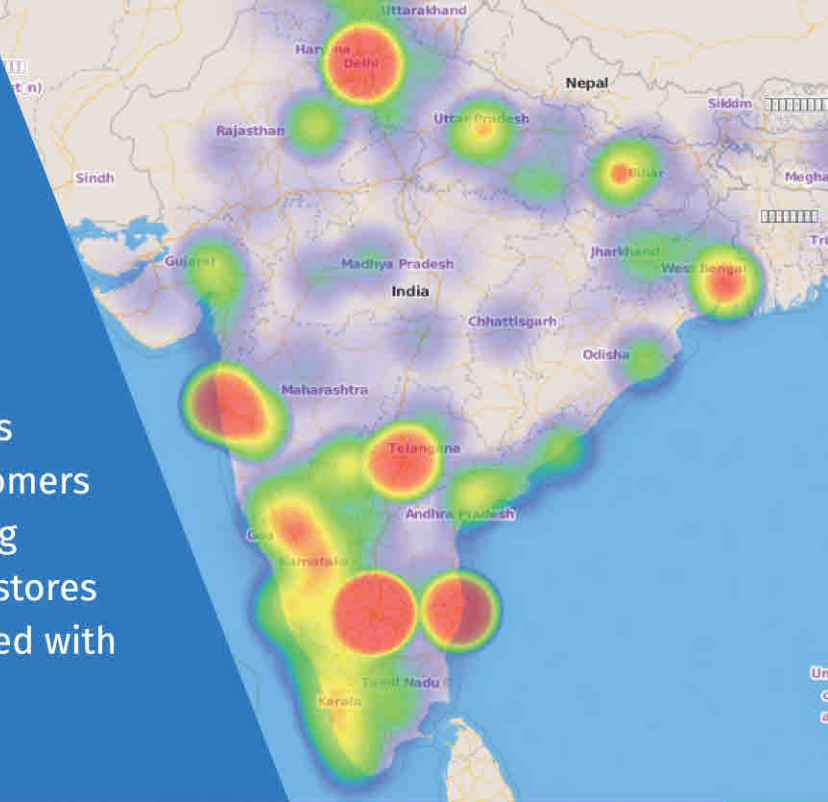
Latlong is a location based platform that seamlessly and effortlessly location enables your brand's marketing and delivery channels

WHY LATLONG ?

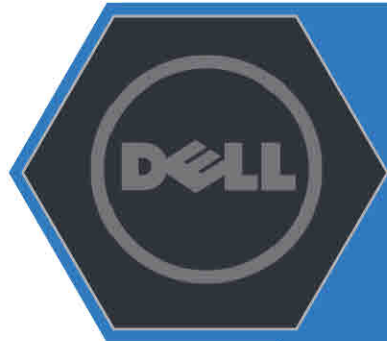
- ▶ **Reach your customers through all marketing channels**
- ▶ **Consistent brand presence with store websites**
- ▶ **Instant lead distribution to stores assures leads tracking**
- ▶ **Rich analytics provide detailed performance insights**

Latlong Store Locator Suite

Latlong maps and manages your brand's digital presence of all stores. Your customers can access store information and driving directions from multiple channels. The stores get more footfalls and conversions added with rich location analytics.



- ▶ Customers locate their nearest stores with Latlong Locator
- ▶ Store information enables instant connect and potential footfall
- ▶ Brands benefit from lead management and rich location analytics



Brand Challenges : Rapid growth of outlets and customers finding it difficult to locate their nearest outlet

Product Portfolio : Dell uses Latlong in their website to guide online visitors to their nearest outlet

Results : Doubling previous conversion rate



Brand Challenges : Rapid growth in dealer network and no track of conversions and drop-offs

Product Portfolio : Latlong was integrated with print ads enabling instantaneous customer-dealer engagement

Results : 20% of enquiries resulted in purchase



Brand Challenges : Constant change in service center outlets and low rank on post-sales service

Product Portfolio : Latlong deployed for their website, mobile app and call center

Results : Customers used outlet locators extensively and brand ranked at the top on post sales service

OUR CUSTOMERS



What our customers say ?



"I highly recommend Latlong to all retail businesses who want to deliver exceptional customer experience"

Pranesh Urs, HP INDIA

Latlong

#1757/A, 1st floor, 34th Cross, Banshankari 2nd stage, Bengaluru - 560 070

Ph: +91 80 26712175, www.latlong.in