LOCATION LOCATION LOCATION

no real estate agents, please

33/o more

+ A SIMPLE GUIDE TO KICKIN’ BUTTS WITH LOCAL
LOCATION

THE BASICS
POSITION

a point in space and time
specific to a certain reference system

most common
LATITUDE  LONGITUDE
45.987, -76.098

USER — EVENT — OBJECT
CANVAS

representational layer
where an element is put in relation with another

MAP — LIST VIEW — IMPLICIT
a set of geo-coded elements put in relation with the original position

<Listings>
  <Listing id="3753030" parentId="12">
    <Name>Bayshore Hairstylists</Name>
    <Address>
      <Street>100 Bayshore Dr</Street>
      <City>Nepean</City>
      <Prov>ON</Prov>
      <Pcode>K2B8C1</Pcode>
    </Address>
  </Listing>
</Listings>
1.5M Business Listings
Geo-Coded
Rich Content
Curated & Verified
CASE STUDIES
LOCATION AS THE CORE

local search • navigation
The local consumer is, of course, not only a consumer of local products and services. Just as importantly, local consumers are consumers of local search products — the tools that help them find and evaluate local businesses.

-Damian Rollison
CANADIAN CURLING ASSOCIATION

Club Finder powered by YellowAPI

Adds local flavour to a national app

Creates stickiness
impact on other app using the Maps App engine
LOCATION AS ATTRIBUTE

post tagging • enriched content
LOCATION FOR TARGETED INFORMATION

hyperlocal · succinct
reelyACTIVE
when I was *younger*...
SKYMOTION

hyperlocal nowcasting weather app
LOCATION AS CONTEXT

targeting \experience adaptivity
GEOFENCING
HARPER WINS NIXON PRIZE FOR PROTECTING ‘RICH AND POWERFUL’
3RD TIME TODAY

i’m lovin’ it®
COME SEE US, WE ARE ONLY 300 METERS AWAY

GoodLife FITNESS
COME SEE US, WE ARE ONLY 300 METERS AWAY

GoodLife FITNESS

PS. Seriously man, 3 times?
LOCATION-BASED MARKETING
Location Market
THREE P. + PLACE
(the uberly precise)
PLACE + THREE P.$
OFFERS
LOYALTY
+ A SIMPLE GUIDE TO
KICKIN’ BUTTS WITH LOCAL
key elements of a successful location service
1 ACCURACY
Sorry, here isn't there.
and, isn't there either
2 RELEVANCE
3 CONTEXT