
Location-based Marketing

Geomarketing and Geolocation

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with the collaboration of

Jérôme Baray

Color section

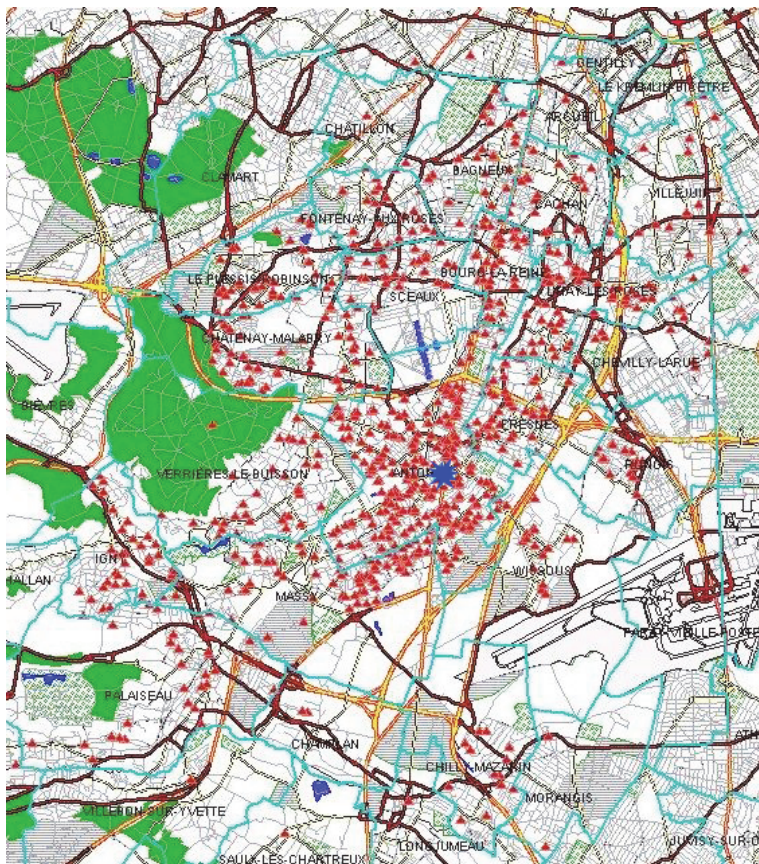


Figure 1.2. Map of the addresses of the clients (triangles) of a firm located south of Paris (source: Spatialist)¹

¹ <http://www.spatialist.fr/> with the kind permission of Philippe Latour.

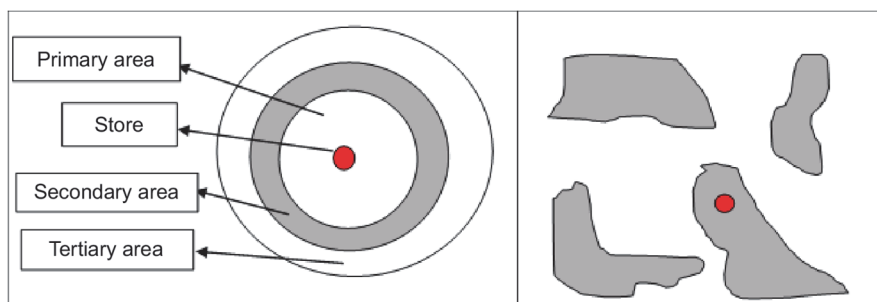


Figure 2.2. *Theoretical and actual trading areas*

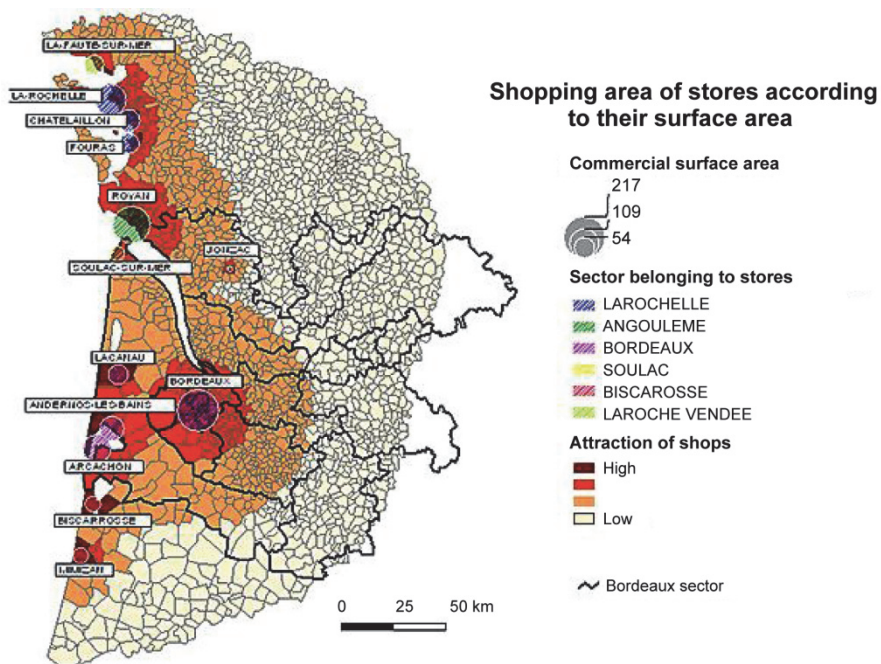


Figure 2.3. *Shopping area of stores according to their surface area*
(source: with the kind permission of Articque)

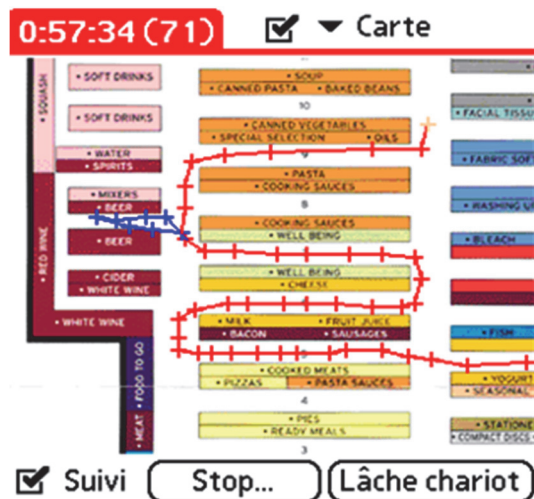


Figure 2.4. Monitoring a consumer's in-store shopping trip. The figure shows the cart's trajectory around the store (source: Schmitt 2009)

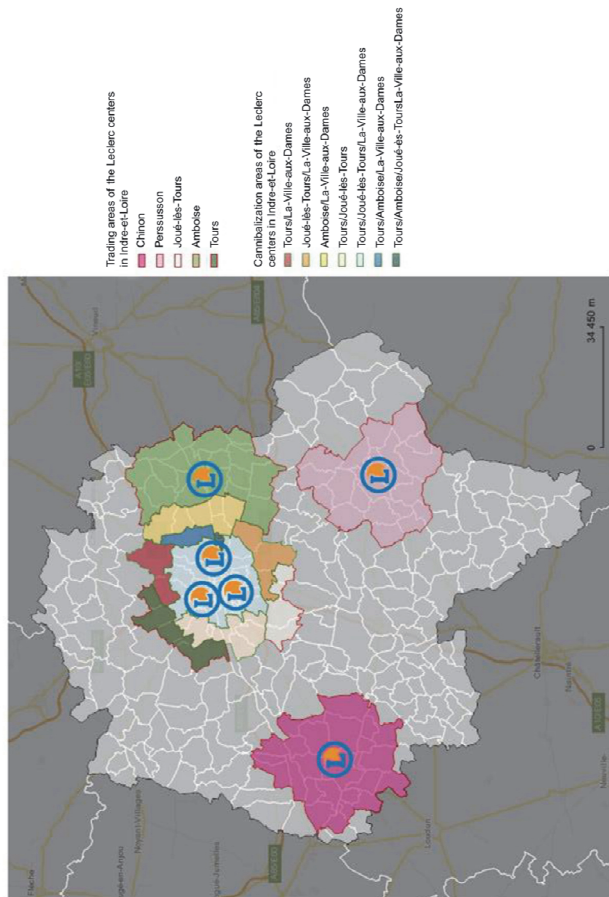


Figure 2.1. *The attraction of the E. Leclerc hypermarkets in Indre-et-Loire (37)*
 (source: with the kind permission of Articque)



Figure 3.1. Geomarketing and delimitation of geographical areas for sellers (source: with the kind permission of Articque)

Market for sale of agricultural machines in Indre-et-Loire)

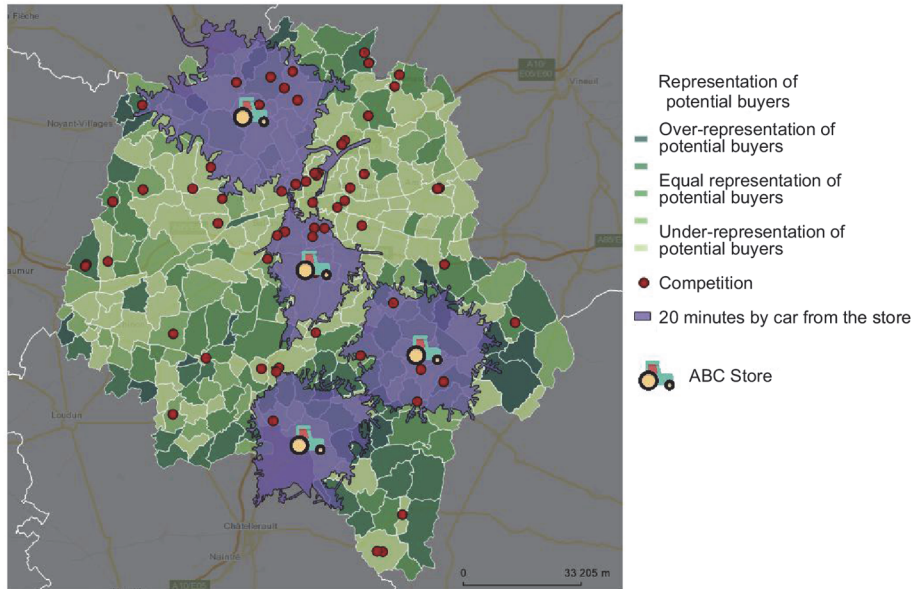


Figure 3.2. Mapping of potential customers (source: with the kind permission of Articque)

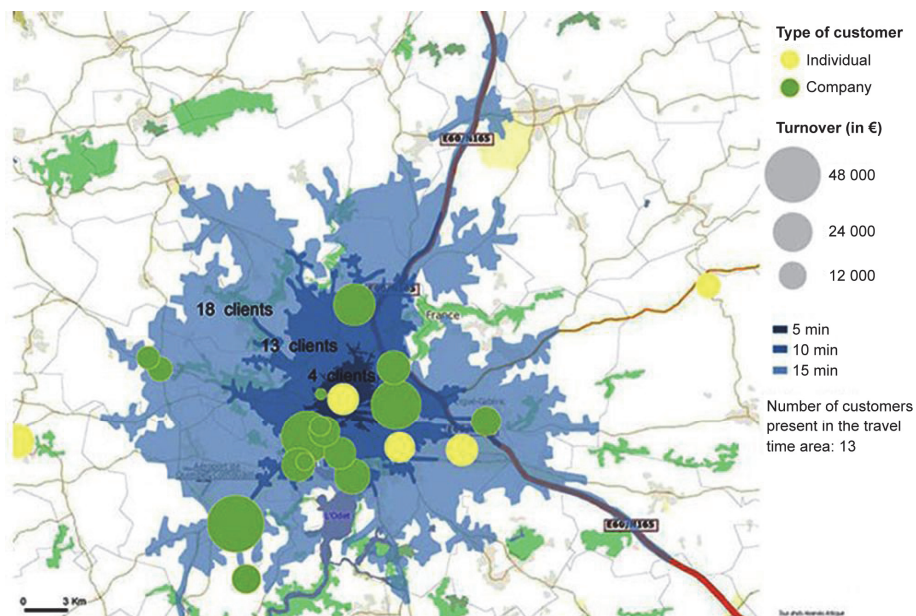


Figure 3.3. Travel time to visit potential customers, distinguishing between individuals and companies according to their turnover (source: with the kind permission of Articque)

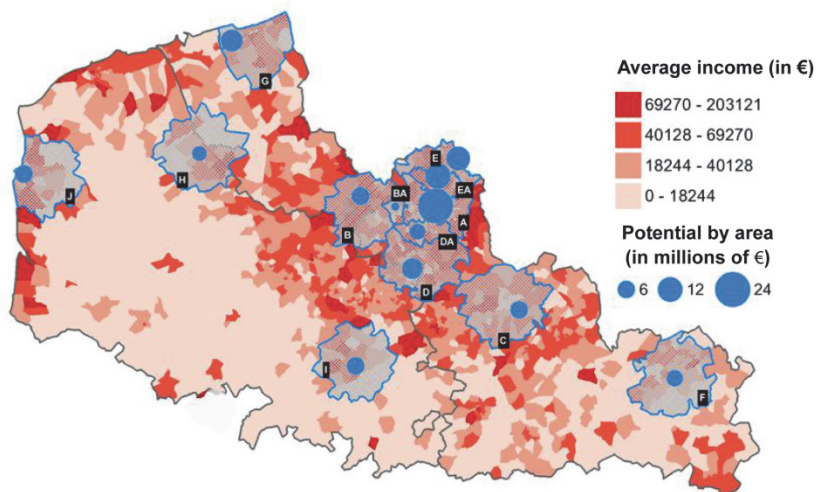


Figure 4.2. Trading area and cannibalization of sales and potential by area in Nord-Pas-de-Calais (source: courtesy of Articque)

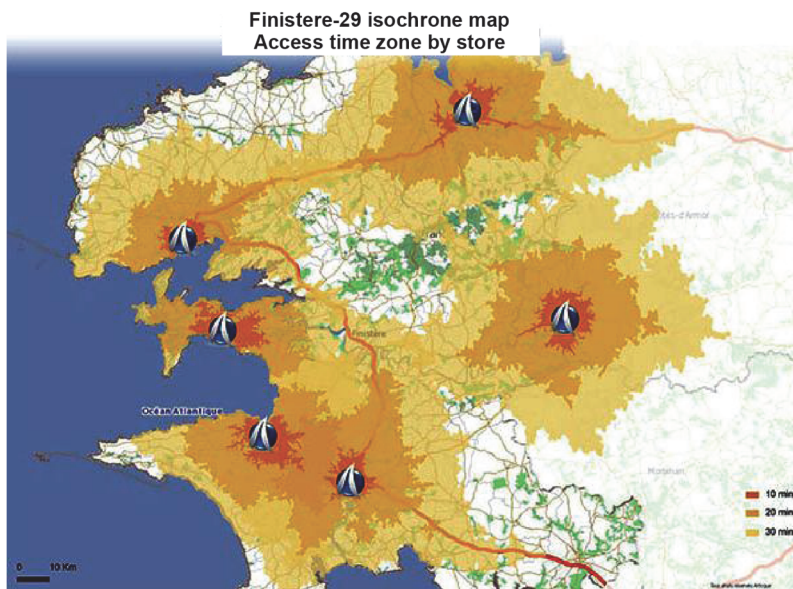


Figure 4.3. Map of isochrones (source: courtesy of Articque)

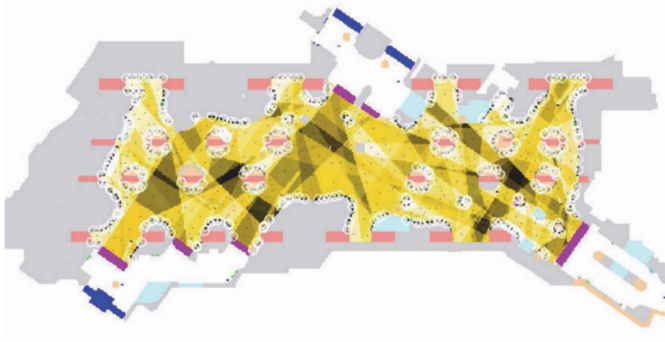


Figure 4.11. Service locations within a major metro station in Paris (source: courtesy of its author Jérôme Baray)

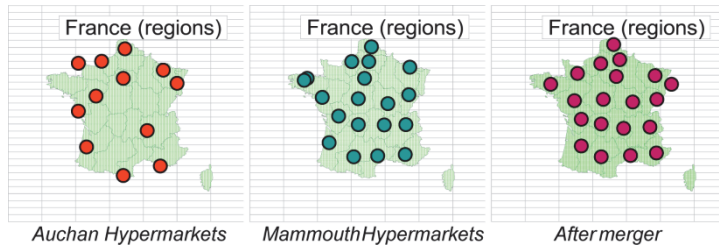


Figure 4.12. The merger of the Auchan and Mammouth hypermarkets (NB: in these patterns, only the presence of stores in the regions is indicated by circles; at the departmental level, this presence is even more significant)