



***Targeted Digital Marketing***  
***A Defense Against Retail Disruption***

***Tuesday, September 20, 2016***

6:00 pm – 7:30 pm (Dinner will be served at 5:30)

Casa Loma Room, University of Redlands Main Campus

Register for this event by September 13, 2016 by contacting

Ms. Christine Mee at 909-748-8748 or [gisab@redlands.edu](mailto:gisab@redlands.edu)

**ABSTRACT**

Targeted digital marketing is a key element in the marketing strategy of the in-store based retailer. To optimize brand and location awareness, strategies must incorporate GIS based search optimization tools in order to efficiently identify customer potential. Omnichannel strategies need to include a location element in order to maximize returns on investment in digital marketing. A Location Data Management strategy enables the critical retail capabilities needed to support in-store as well as online sales.

The inclusion of CRM data further expands the ability to identify the ideal customer base. Furthermore, location based CRM data integrated with underlying demographics leads to a rich environment for the statistical analysis of the drivers of in-store sales as well as online conversions. A full range of statistical techniques may be used including non-parametric to multivariate regression applications.

**Speaker**



**Seann G. Bernshaw, Ph.D. ABD, Chief Data Scientist, PACIFIC Digital Group**

Seann Bernshaw leads PACIFIC's technology team as chief data scientist and system architect. Using big data analytics and GIS, PACIFIC has developed a unique and innovative digital marketing application that integrates Esri geospatial analytics. Mr. Bernshaw has considerable international experience, most notably as chairman and managing director at Tower Analytics Pvt. Ltd. India. Formerly, Mr. Bernshaw was project manager and statistician for SysteMetrics, where he collaborated on the first large-scale health care database for the National Center for Health Services Research and conducted studies on hospital catchment areas. Mr. Bernshaw continues as professor of Economics and Statistics at San Diego University for Integrative Studies.