

### A New Twist on Geo-Targeting

The North Face, the outdoor and apparel retailer is testing a new geo-targeting strategy known as 'geo-fencing'. Customers can opt-in to receive 'auto check-in' service which allows North Face to send an SMS message via a smart or standard cell phone. Essentially, users are opting to be identified when they arrive and leave certain areas.

When customers opt-in to the "Summit Signals" program, they automatically receive SMS offers once they are within a 1.5 miles radius of a North Face location. Customers also receive other information relevant to their location that would be of potential interest such as hiking trails or outdoor recreation areas.

The technology is provided by the San Francisco-based Placecast, using their "Shop Alerts". The North Face markets the service through email, in stores and on their website and is testing the strategy in 31 of its locations.