Carat

Consumer Engagement

No. 1 Solution for hyperlocal experiences, delivering 30 million unique experiences daily.

Increase online and in-store sales with targeted digital experiences

Carat enables retailers to accelerate revenue growth and transform customer experiences through a seamless web integration that powers frictionless, hyperlocalized connections to consumers based on location, proximity and digital fingerprint.

Utilize Carat to reach customers online, where they engage you the most, and deliver locally-targeted promotions, drive foot traffic and communicate new services, like curbside pickup.

Merchant Benefits

Out-of-the-box, easy-to-configure, real-time content helps drive business outcomes

Expand and strengthen customer engagement

Deploy true omnichannel experience blending store and online

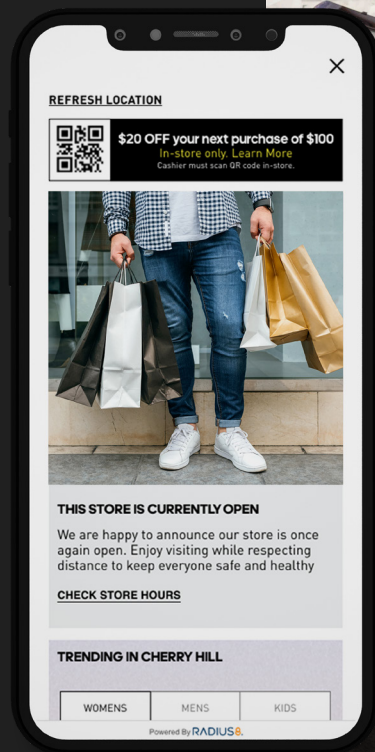Easily manage and deploy targeted local offers

Increase mobile web conversion to grow sales

Consumers Benefits

Learn about services offering at local store

Easily access local promotions and deals

No need to download native App

Optimize online conversion and in-store traffic with our hyperlocalized solution for retailers

Deliver location-relevant journeys that help drive ROI with a quick-to-market solution that requires no technical integration. With Carat, you can easily make your digital properties geo-aware, automatically surfacing targeted content that creates more sales opportunities.[1]

Localization Technology Simplified

Simple and quick go-live – no IT required

Relevant store services automatically surface

Agnostic of any commerce platform

Easy connectivity to third-party APIs

Real-time customer engagement analytics

Enhanced Customer Journeys

Promotional
- Locally-targeted promotions
- Digitally-targeted incentives
- Locally-targeted offers

Purchasing
- Local inventory availability
- Local delivery and pick up availability
- Local order delivery

Customer Service
- Appointment scheduling
- Get order status
- Loyalty sign-up

Informational
- Local Store Information
- COVID-19
- Events

National Retailer Case Study

400%
Increase in local engagement[1]

65%
Higher revenue per visit versus non-localized experiences[1]

35%
Increase in-store page traffic[1]

Source: ¹Carat statistic based on multiple merchant data; individual results may vary.

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