



# Intuition vs insights: Linen retailer's success revealed

Issued by [Location Bank](#)

16 May 2023



Gone are the days of relying on intuition for successful marketing campaigns. In today's data-driven world, the key to effective campaigns lies in truly grasping the needs and preferences of your target audience.

iFeedback enables direct customer engagement and localised insights for business success. The linen retailer leveraged this powerful tool to address store-specific concerns, enhance customer experience, and implement strategic, impactful actions by engaging loyal brand followers at a local level.

[Click to read the full case study](#)

- " Ready to be heard? Rate service delivery in your area - Your feedback matters! " 10 Apr 2024
- " Reflecting on a year of remarkable milestones: Location Bank's 2023 journey " 15 Feb 2024
- " Navigating the evolution of local search " 18 Jan 2024
- " Get 6 months free iFeedback when you sign up for StoreVault " 17 Nov 2023
- " Elevate your branch's performance with iFeedback " 25 Oct 2023



**Location Bank**

Securing your footprint. Leveraging your presence. Protecting your reputation.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>

