



PROXIMITY MARKETING

Mobile Marketing Platform
Geo-Location, Geo-Fences and Beacons

““ Our team combines in-depth knowledge of software development acquired through our long-standing experience together with the enthusiasm of a versatile team ready to accept any challenge””

Targeted offers based upon proximity leads to higher conversion rates,
which is the ultimate goal for brands and their investors.



PROXIMITY MARKETING

PROXIMITY MARKETING

What is Proximity Marketing?

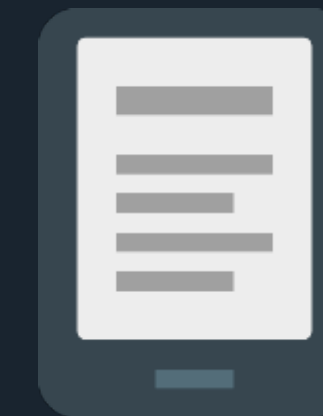


Proximity Marketing is the ability to provide a smartphone user with digital information based on their physical proximity to an object.

For example, a person walks into a store and stands near a shoe display. The proximity marketing system will provide information to their app about the shoes on sale, or other marketing information.

PROXIMITY MARKETING

Location Aware Content



Content

Create content for the visitors of a venue or event.



Triggers

Create triggers for push notifications and content (coupons and much more).



Publish

Publish and promote (QR) codes for scenarios.



Analyze

Analyze the results, improve and repeat.

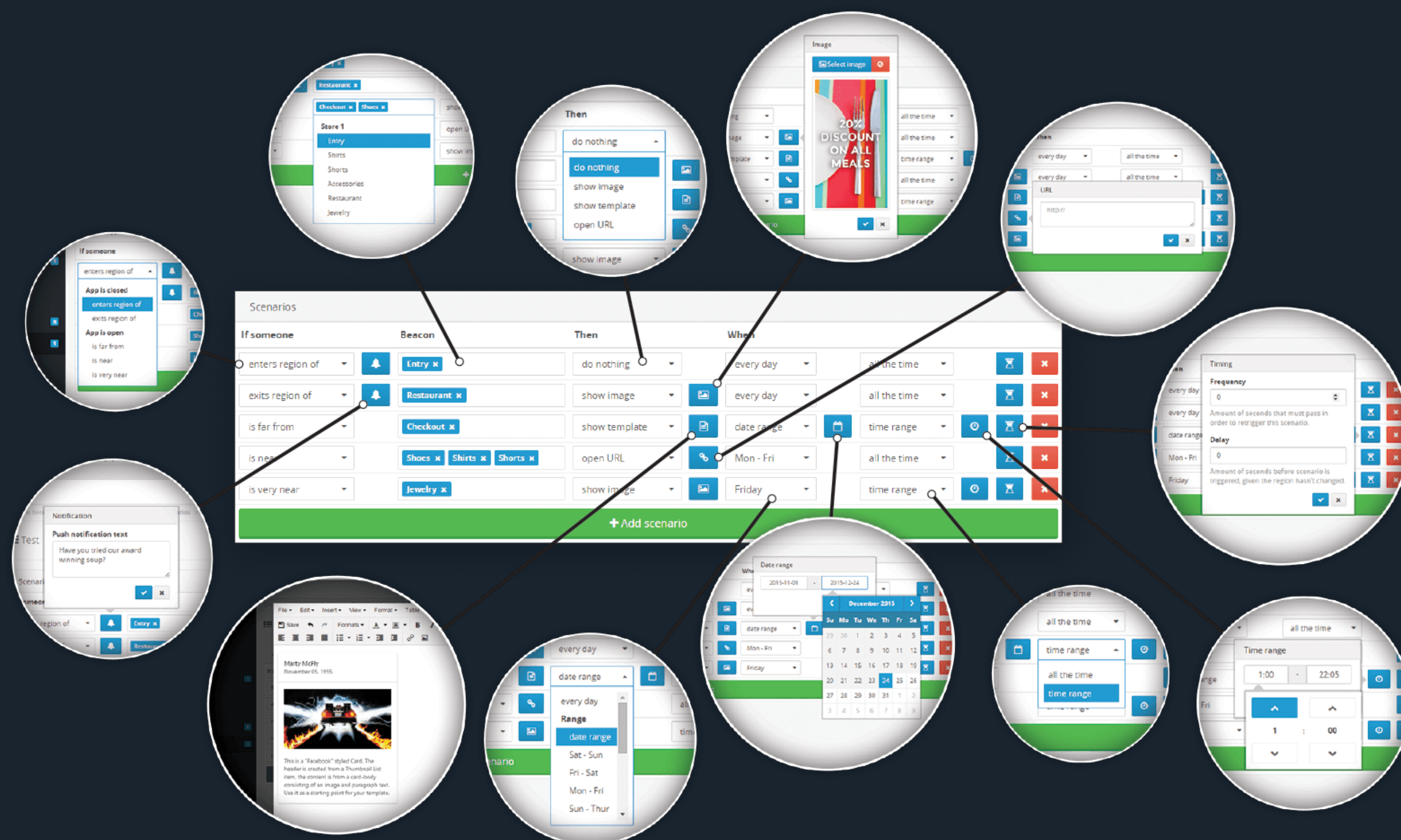
Who needs Proximity Marketing?



- 📍 **Various Venues e.g. Concerts, Conferences , Sports Events, Theme parks etc.**
- 📍 **Brand / Retailers**
- 📍 **Agencies / Advertisers**
- 📍 **Solution Providers**
- 📍 **Entertainment**
- 📍 **Marketing**
- 📍 **Retail**
- 📍 **Museums and Exhibits**
- 📍 **Hotels, Restaurants & Bars**
- 📍 **Sports & Music Events**

PROXIMITY MARKETING

What can I do with this?



Our Platform is a Swiss knife to create proximity campaigns and content for any type of business. The customer hospitality industry, stores, real estate, expositions, events. You name it.

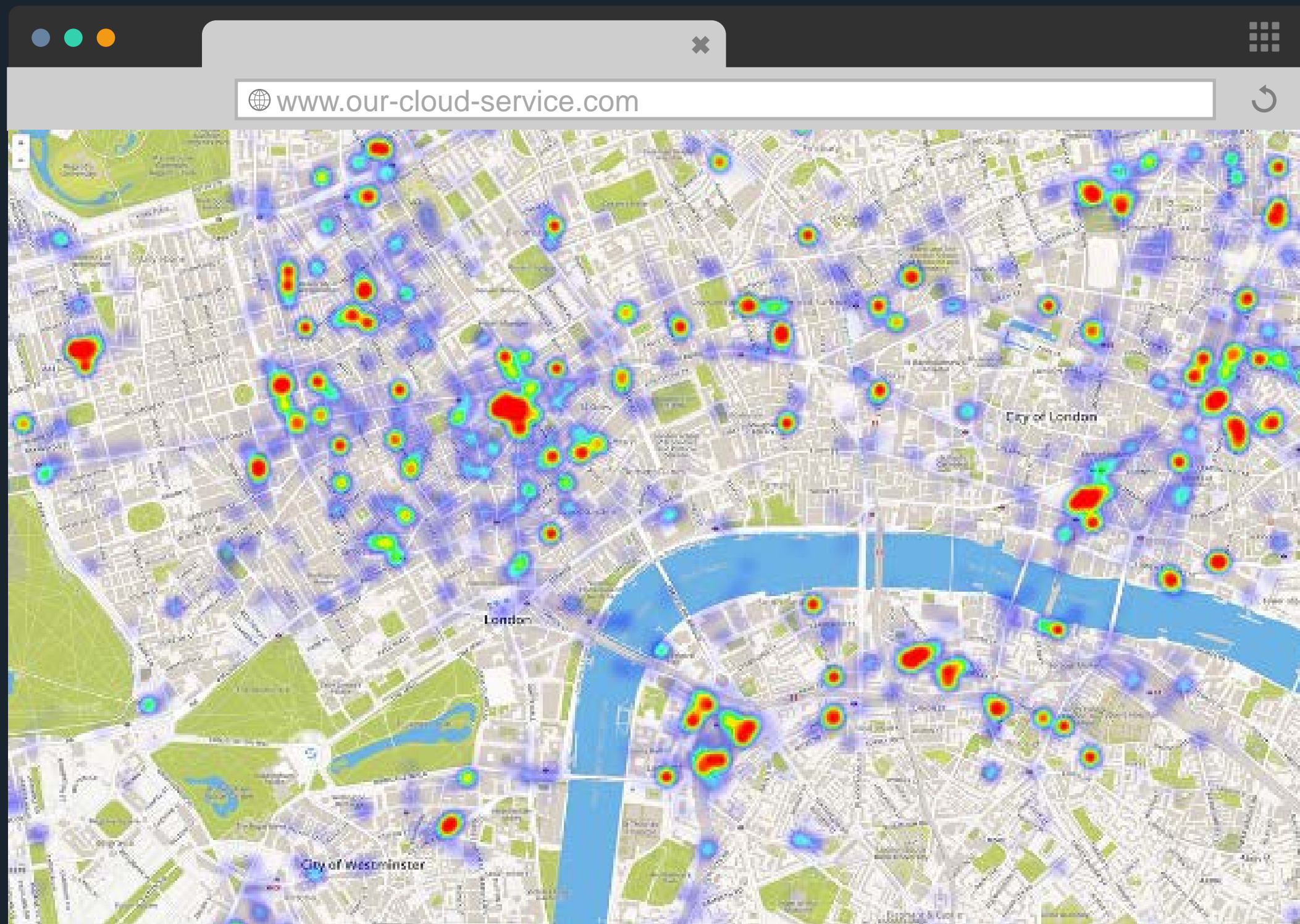
Create scenarios with push notifications and content. Triggered by the GPS position of a smartphone or their proximity to a Bluetooth beacon.

Know Where Your Customers Are

Combine beacons with geo-location services for greater coverage. Measure traffic and deliver experiences in both indoor and outdoor locations.



LOCATION & GEO-FENCING



Discover Mobility Flows

Heatmaps provide immediate visual summary of geographical information. Use location heatmaps to understand audience flow patterns, discover hot-spots and optimize your campaigns.

The platform collects and updates heatmaps in real time, so you are actually able to observe and react to what is happening. All data is gathered only from opted-in users and it is completely anonymous and secure.







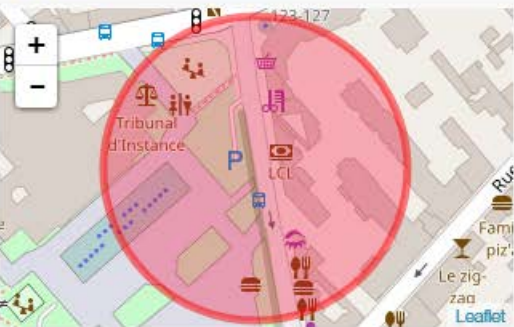





LOCATION & GEO-FENCING

Places of Interest

You are here: > Regions

Regions + New region

10 records

Group	Name	Region	Active	Actions
	Golden Hall		✓	 
alpha_11	herbert		✓	 
alpha_11	put11		✓	 
alpha_11	suresnes		✓	 

 **Measure audience in all your or competitor locations**

Our Platform enables you to measure and communicate with your users in multiple physical locations. Add all your venues, stores or points of interest.

You may also perform market research by measuring traffic in your competitors' locations.

LOCATION & GEO-FENCING

Geo-Fencing

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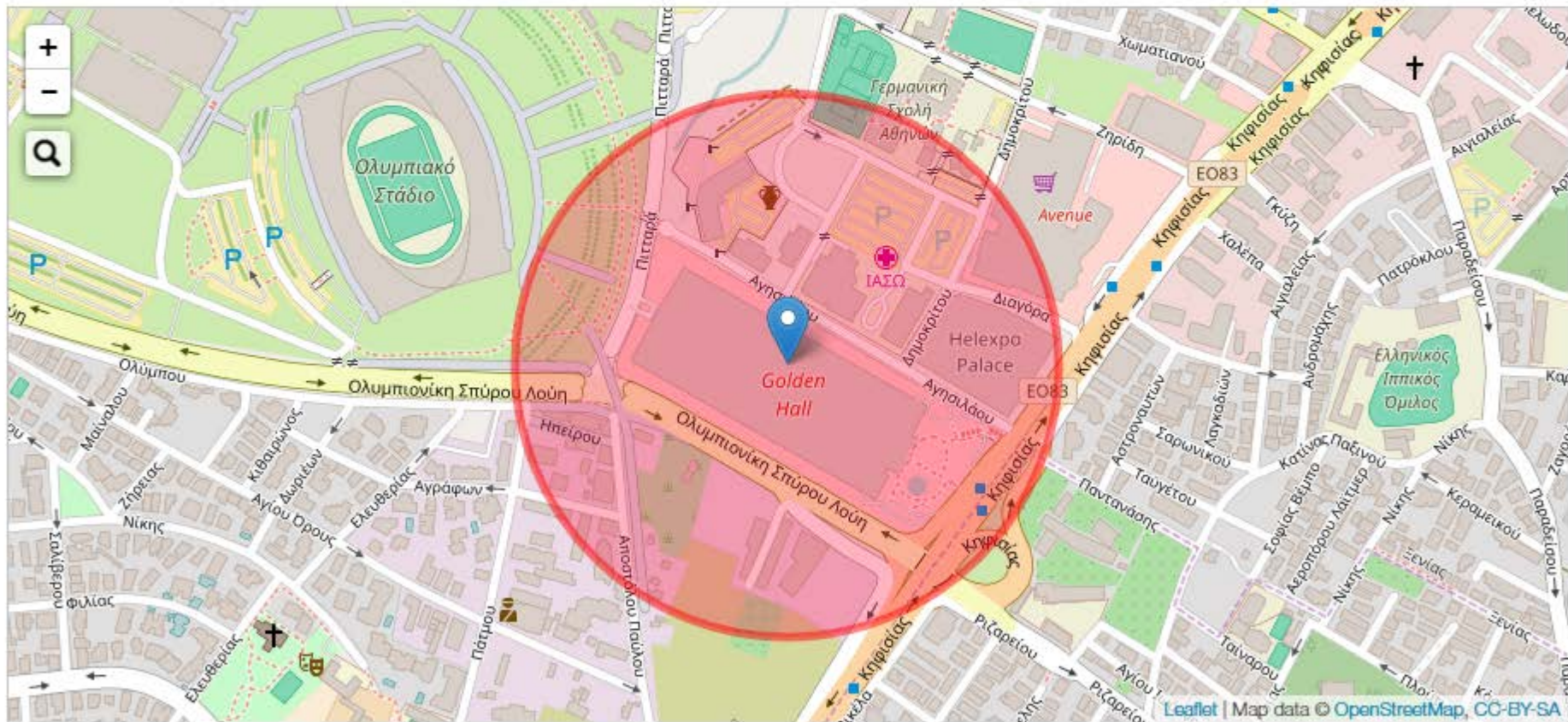
You are here: > Regions > Edit region

Edit region

Name* Golden Hall
This name is visible to users in the beacon history of the proximity app.

Group
Used for internal categorization

Radius* 300 meter



Drag and drop the marker to the location you want to monitor.

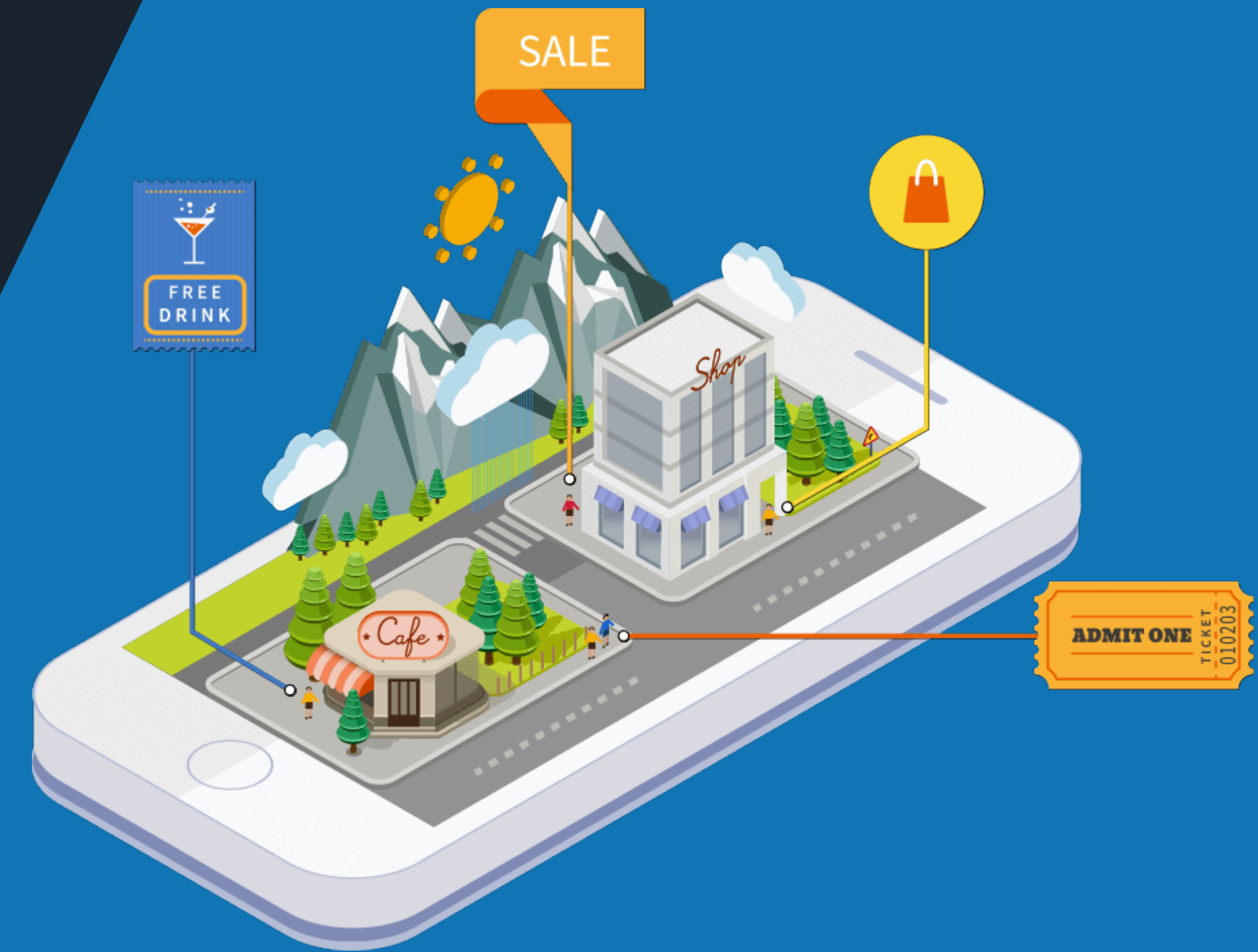
Save Cancel

Drive Foot Traffic To Your Venue

Engage mobile users in a specific geofence delivering context-aware content when they enter or leave the area. Attract users with valuable information and drive traffic to your venue.

Deliver amazing value to users

Give your users amazing proximity experiences by providing context-awareness for your app. Add strong context signals by deploying Bluetooth low energy (BLE) beacons at your venues, and make your app smarter.



BEACONS & PROXIMITY



Tag the world using beacons

Beacons enable you to understand and interact with mobile users with incredible accuracy. Define and target fine-grained proximity areas. Learn how your users enter, dwell or leave your venues and product lines.

BEACONS & PROXIMITY

Beacon Management

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Beacons

Manage your beacon devices

Add beacon

50 records per page

Search

Name	Place	Zone	Provider	Code	Major	Minor	Last Modified	Admin
Entrance Beacon	Licoi Store	Entrance	MOCA	YWSp	128	3402	13/11/2014 09:09	Edit / Delete
Cashier Beacon	Licoi Store	Cash Desk	MOCA	Ogsl	128	9103	16/07/2015 12:59	Edit / Delete
Promotion Beacon	Licoi Store	Main Hall	MOCA	BhwA	128	6608	16/07/2015 12:59	Edit / Delete
Window 1 Beacon	Licoi Store	Street	MOCA	Tb9u	128	34052	16/07/2015 12:59	Edit / Delete
Window 2 Beacon	Licoi Store	Street	MOCA	SAr1	128	6786	16/07/2015 01:00	Edit / Delete
Entrance Beacon	Maremagnum Store	Entrance	Kontakt.io	e8D7	512	12012	16/07/2015 12:59	Edit / Delete
Cashier 1 Beacon	Maremagnum Store	Cash Desk	Kontakt.io	AeSj	512	67839	16/07/2015 12:59	Edit / Delete
Cashier 2 Beacon	Maremagnum Store	Cash Desk	Kontakt.io	A666	512	64115	24/10/2014 10:57	Edit / Delete
Promotion Beacon	Maremagnum Store	Main Area	Kontakt.io	Miya	512	54970	16/07/2015 12:59	Edit / Delete
Entrance 1 Beacon	Gran Via Store	Entrance	Estimote		1092	2341	16/07/2015 12:59	Edit / Delete
Entrance 2 Beacon	Gran Via Store	Entrance	Estimote		1092	38407	11/11/2014 09:46	Edit / Delete
Cashier 1 Beacon	Gran Via Store	Cash Desk	MOCA	BN11	1092	4444	17/10/2014 10:32	Edit / Delete
Cashier 2 Beacon	Gran Via Store	Cash Desk	MOCA	DDG7	1092	5204	16/07/2015 12:57	Edit / Delete
Cashier 3 Beacon	Gran Via Store	Cash Desk	MOCA	AG6a	1092	1	25/02/2015 03:46	Edit / Delete
Books Beacon	Gran Via Store	Books	MOCA	67ni	1092	2	16/07/2015 12:59	Edit / Delete
Videogames 1 Beacon	Gran Via Store	Videogames	MOCA	1aWq	1092	6033	30/09/2014 11:57	Edit / Delete
Videogames 2 Beacon	Gran Via Store	Videogames	MOCA	5a8n	1092	33	16/07/2015 12:57	Edit / Delete
Accessories Beacon	Gran Via Store	Others	MOCA	PT8m	1092	16569	09/10/2014 06:15	Edit / Delete

Manage Your Fleet of Beacons

Our Platform enables you to easily deploy your fleet of beacons at scale. It works with all major beacon standards — Apple iBeacon™, Google Eddystone — and supports variety of manufacturers.



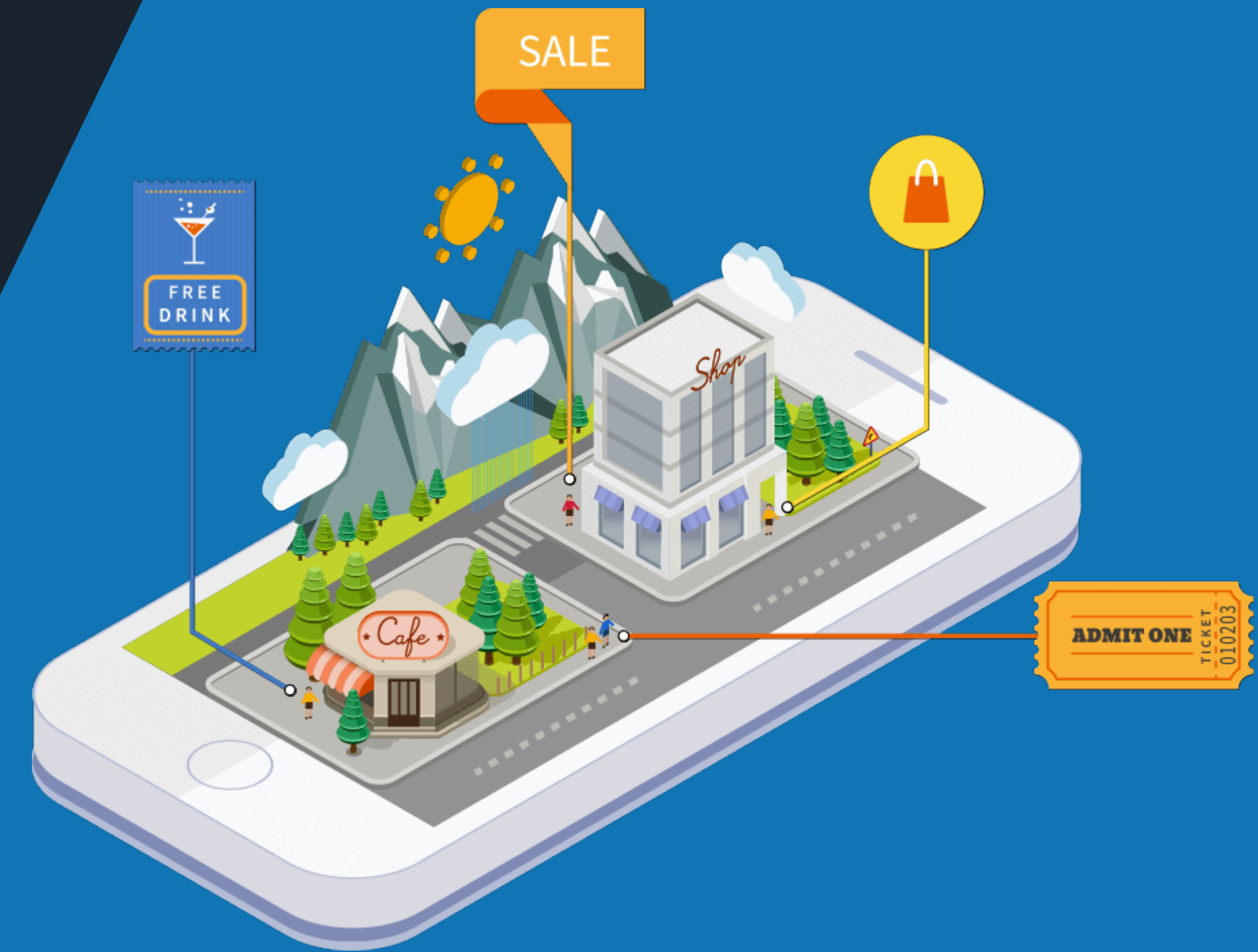


Build interactions between nearby devices and people

Provide your visitors with useful information and engaging experiences based on their activities in physical environment and at the moment they need it. Add proximity to your app and drive revenue by personalized, context-aware customer communication.

Automate direct communications with your mobile users

Push rich media content directly to your customer mobile devices at the moment and place they're most likely to engage.



PERSONALIZED CAMPAIGNS

PERSONALIZED CAMPAIGNS

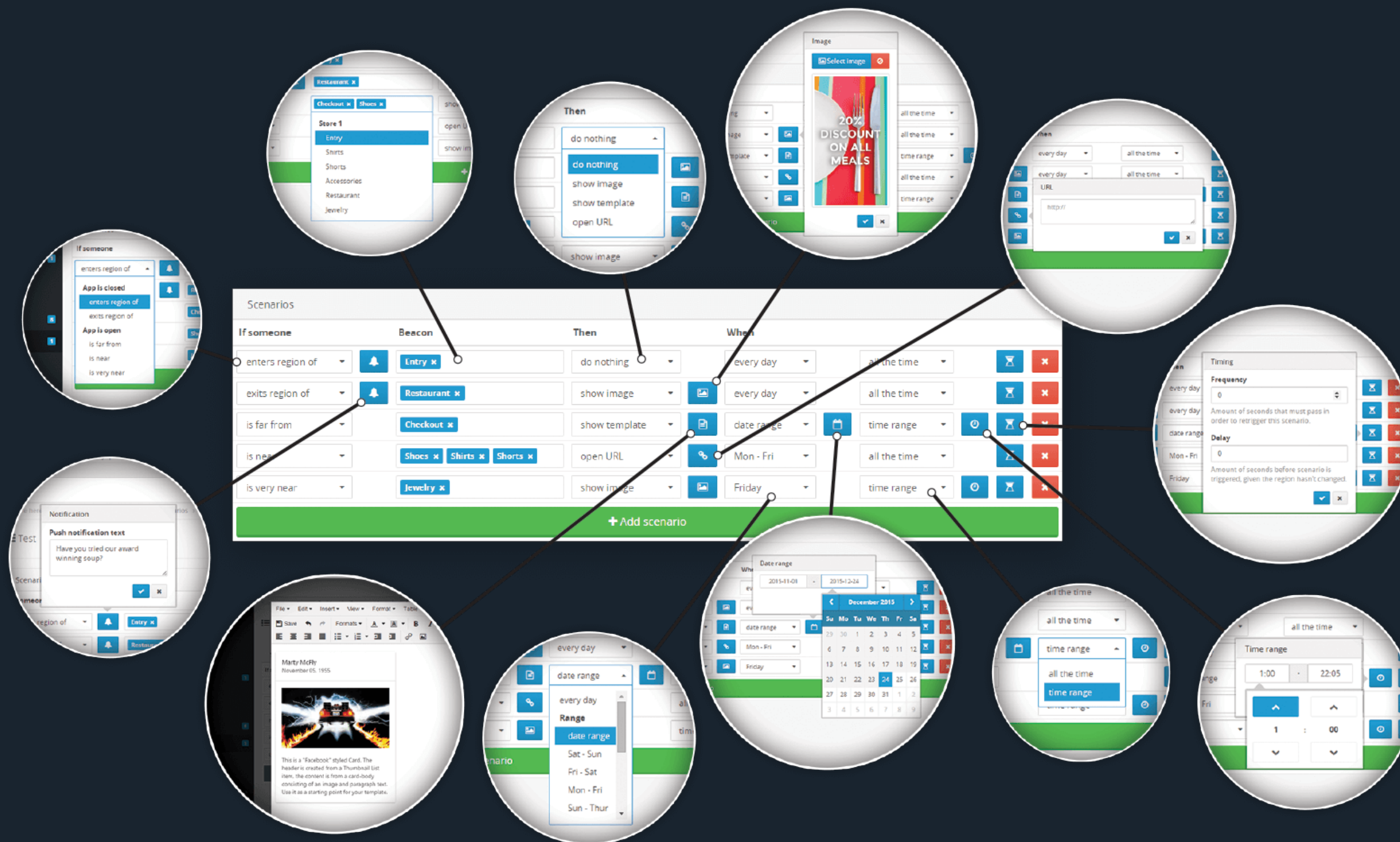
Campaign Automation

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📍 Design Customer Journey

Easily manage personalized content designed to guide your mobile users in their journey.

Our Platforms' powerful segmenting and scheduling tools let you manage series of campaigns to specific targets of users as they meet contextual conditions over a period of time -- hours, days, weeks, or months.



PERSONALIZED CAMPAIGNS

Campaign Mobile Site Platform

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📍 Design Rich-Content Mobile Campaigns

Our Platform enables your marketing team to design and deliver rich media content directly to your mobile users' devices.

Create beautiful, high quality mobile sites without any programming knowledge. Lots of features and widgets included.

PERSONALIZED CAMPAIGNS

Campaign Landing Page Platform

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Create High Converting Landing Pages

Our Platform enables your marketing team to design and deliver rich media content directly to your mobile users' devices.

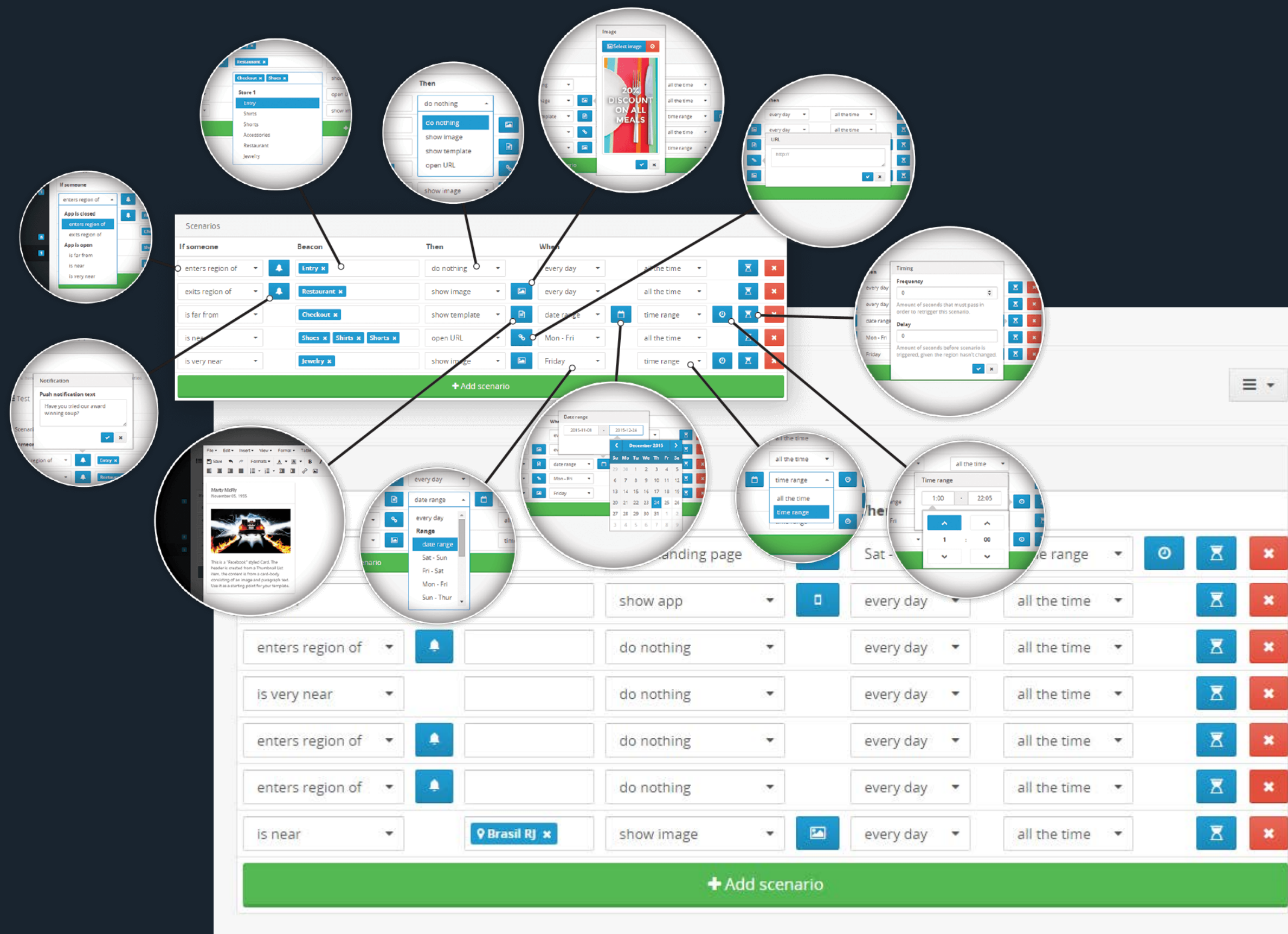
Get a thousands of hours head start on your competition. Choose from pre-made responsive templates or drag and drop your own pages.

Built in statistics to easily track visits and measure the conversion of your landing pages.

PERSONALIZED CAMPAIGNS

Context-Based Triggers

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Automate Content Delivery With Context-Based Triggers

Trigger your campaign delivery at specific beacon, zone, geo-fenced place, or a combination of all.

Add your Beacons to the Proximity Platform, create content and define scenarios.

A scenario is linked to a Beacon and triggers a notification when the app is closed — or shows content like an image or web page when the app is opened — and a device is in range of the Beacon.

Back your decisions with big data

Get reports, trends and insights.
Learn much more from your mobile data in a single place.



REAL-TIME ANALYTICS

Measure campaign conversion

See how your campaigns work out in real-time and make decisions based on these figures. Test, improve and repeat to get the optimal proximity campaign for your business, event or product.

Track progress of each mobile campaign. Gain comprehensive view on reached audience, and see how your users respond to your communications.

Campaign analytics helps you identify what works, and where people drop off so you can increase your conversion rates.

REAL-TIME ANALYTICS

Audience / Users



Track user enthusiasm for your app

Monitor and analyze how your users interact with your app. Measure your app growth, and in-app usage patterns. Check if you meet your business goals and set your app for success.

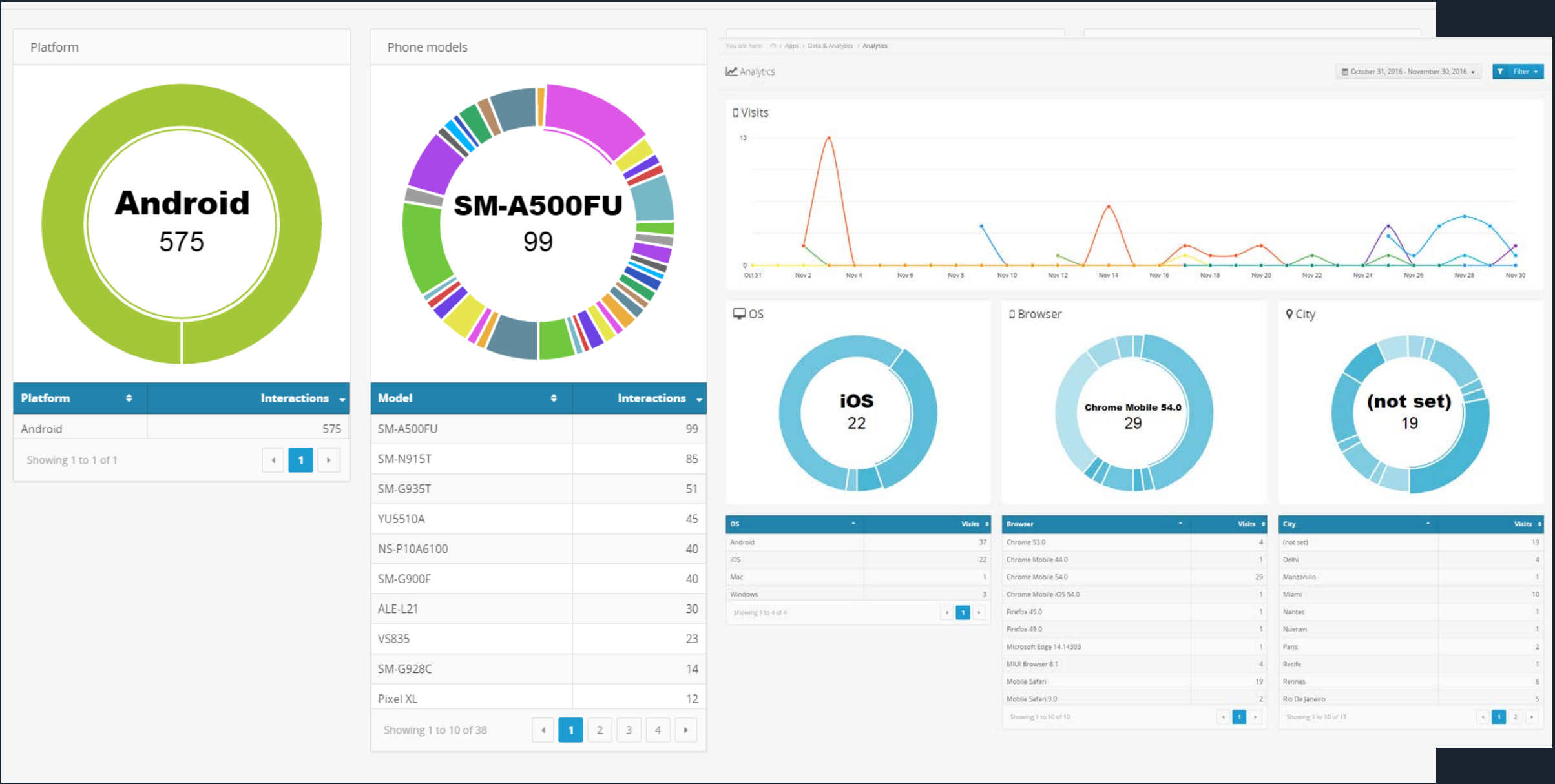
REAL-TIME ANALYTICS

Audience / Technology



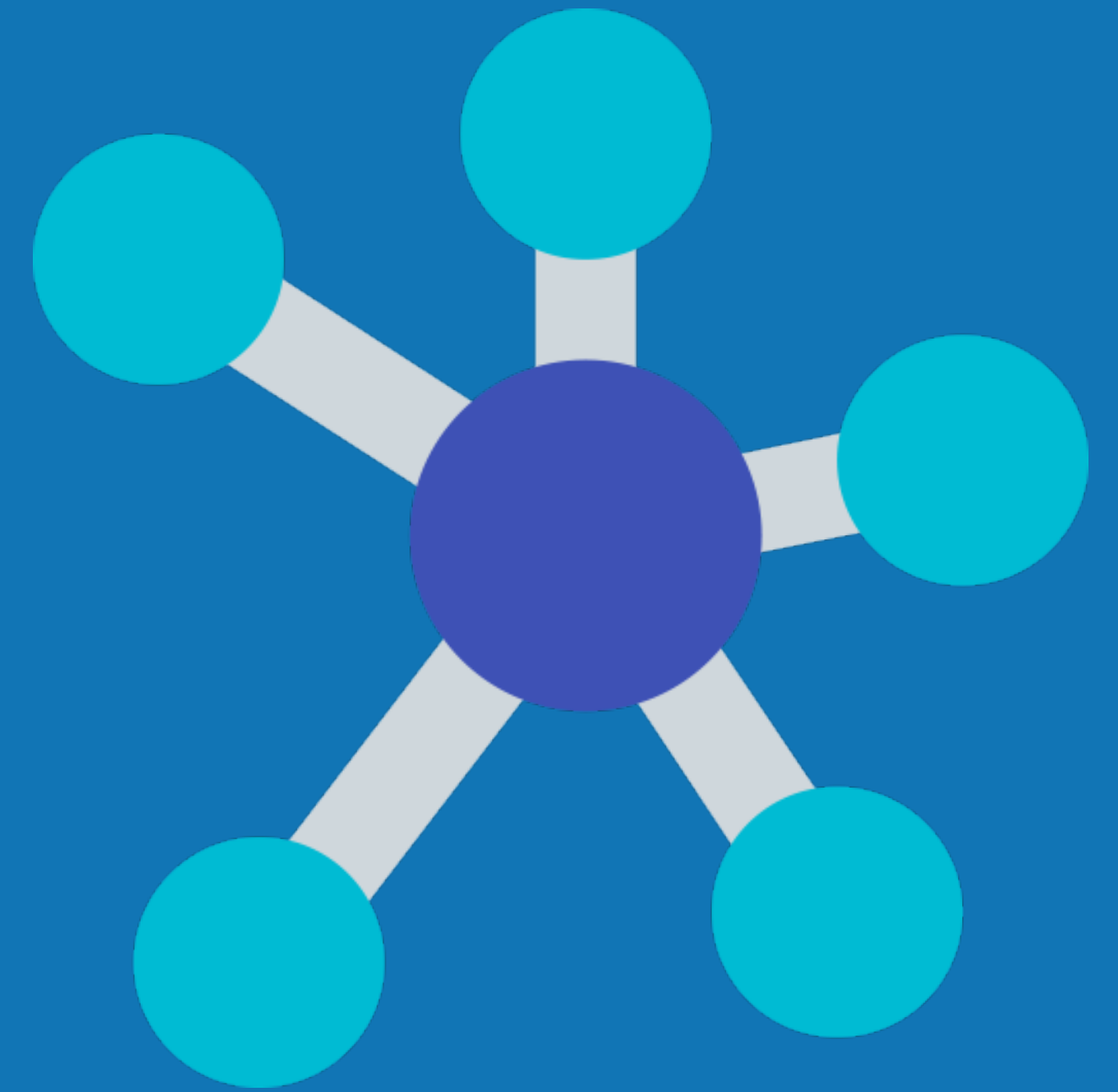
Follow technologies your users employ

Understanding the technologies mobile users employ to reach and consume content in your app lets you fine tune current versions, and plan upcoming implementations.



Connect your business data

Use our API to automate beacon fleet management, schedule proximity campaigns and query analytics reports.



API & INTEGRATIONS
