Hi Thando
A new offer for you 😊

Welcome back!
You have earned +20 Points

View more

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PROXIMITY MARKETING ONE

Enables the localized wireless distribution of advertising content to your customers. Messages can be received by your customers in your store through an app. Proximity Marketing One can also be used to drive customer loyalty by offering coupons or points. Big data and analytics is a key offering providing a channel to collate data on customer journeys around your stores and their activity within.

HOW DOES IT WORK?

Each beacon has a Bluetooth® Low Energy transmitter. It broadcasts tiny radio signals over the air containing unique, location-specific data.

Modern smartphones constantly scan for these signals. If they enter their range an associated app responds with the desired action.

For example, it can fetch content that is tied to a user’s profile or micro-location. Apps can also push to the cloud user data or statistics.

Personalized content is displayed as a notification or directly in the app. Nearby screens can also respond with relevant information.

Besides retailers, customers are equally excited about this new evolution in shopping. Statistics, based on various surveys, point out that customers are eagerly looking forward to proximity marketing experiences:

1. More than half of the customers are interested in location-based services.
2. 53% of customers are willing to share their current location to receive more

PROXIMITY MARKETING USE CASES

There are a number of use cases within the retail industry which provide a variety of benefits. We have noted four below which include:

In-store Marketing
This is the traditional proximity marketing use case – customers receive marketing messages as they enter, leave or move through identified zones within your store.

In-store Loyalty
Proximity Marketing One can enable location based loyalty identifying returning customers and integrating with a loyalty scheme to encourage repeat visits.

In-store Positioning
In larger stores positioning can play a key role in enabling customers to navigate their way to chosen locations, products or offers.

In-store Analytics
Data is collected on all activities captured by the proximity marketing one solution which can be stored in the cloud and interrogated as a part of an analytics / business intelligence solution.

Software & Services
Proximity Marketing One comprises the software and a number of services including:
• Discovery & Campaign Planning
• Mobile App Development & Management Portal Development
• Big Data / Business Intelligence Consulting
• Deployment
• Support

These services are priced on an individual basis and tailored to your needs.

For more information about Proximity Marketing One please contact:

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In-store Marketing
Get 15% off summer clothing this weekend

In-store Loyalty
Welcome back! You have earned +20 points

In-store Positioning
You are in the ladies aisle. Next aisle is men’s sport wear.

In-store Analytics
You have visited this aisle 6 times this month.