

Location & Group-based promotions and notifications

Location-based visitor engagement integrates in-venue engagement technologies (e.g., mobile advertising) with location-based services. The technology is used to pinpoint consumers' location and provide location-specific advertisements on their mobile devices. Our solution not only supports easy provisioning and delivery of such location-based engagements, but also allows such engagements to be customized based on additional attributes (e.g., number of members in a particular visitor group). A common use case for such engagements is the delivery of targeted promotions/advertisements.

Overview

This solution, location awareness technology is integrated with mobile applications (Android and IOS) to support location/group-aware interaction (e.g., delivery of mobile advertisements). The portal technology is itself agnostic to the choice of the underlying location technology (e.g., WiFi, GPS, BLE). The technology provides an effective CRM-like system and portal where advertisers, retailers and other venue stakeholders can specify

(a) static attributes (e.g., demographics, age) of the consumers to be targeted,

(b) dynamic attributes (e.g., whether they're alone or in a group, whether someone has passed by a shop 4 times in the last 30 minutes) that should be satisfied and

(c) the type of engagement and content that should be delivered (e.g., SMS, in-App notification etc.).

The key novelty is in the ability for the content delivery manager to specify targets based on a combination of such static and dynamic attributes, and to also utilise the same portal to receive updates on the results of such content delivery.

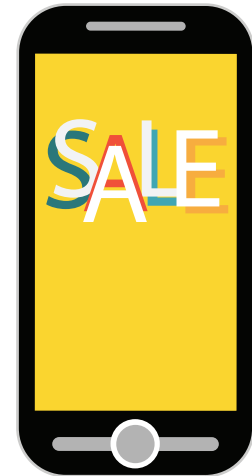
Potential Applications

This solution is applicable in the following industries:



Public venues

Such as shopping malls, airport, convention centres, hotels, sports centres, theme parks. This technology allows the venue operator and venue-based businesses (e.g., retailers) to engage with their consumers and visitors in a highly-personalised, context-aware manner.



Features & Specifications

This solution comprises

(i) Promotion portal which allows marketing team creates campaigns, promotions, locations receive, expire time,...etc.,

(ii) APIs for either push or pull-based notification of dynamic context information (e.g., consumer location) from an external analytics service, and

(iii) a mobile codebase and library (Android and IOS) that allows such context-driven notifications and alerts to consumers to be easily added as a feature to an existing mobile application.

A variety of public venues (e.g., shopping malls, convention centers, hotels, sports facilities, theme parks) can use this solution to dynamically interact with their visitors and deliver customized content (e.g., promotions, advertisements, directions) to such visitors.

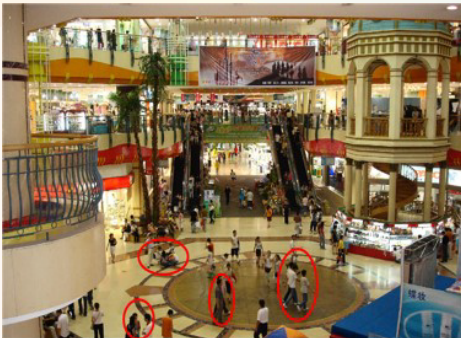
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Market Trends and Opportunities

WiFi networks, and WiFi-based indoor location technology, is rapidly becoming ubiquitous in public venues. Our solution provides venue operators, retailers and other businesses to easily capture the value of such real-time location awareness, by providing an easy GUI-based interface through which they can specify and execute their personalised visitor digital interaction strategies.

Customer Benefits

This solution allows public venues to send consumers more relevant information, personalised message, and targeted offers. Unlike existing solutions, which allow visitors to be segmented based on static attributes (e.g., gender and age), this approach includes the capability to consider additional dynamic attributes (e.g., the visitor's current location or whether he/she is alone or in a group). While targeted



advertising is an obvious use case of this technology, it can also be used in

- (a) *marketing trials/consumer experiments and*
- (b) *other forms of digital interventions and engagements (e.g., sending real-time updates about the closure of facilities towards which a consumer is headed).*

Customer Engagement