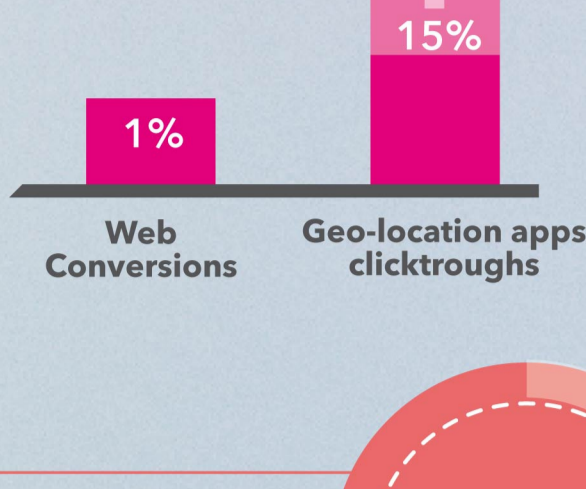


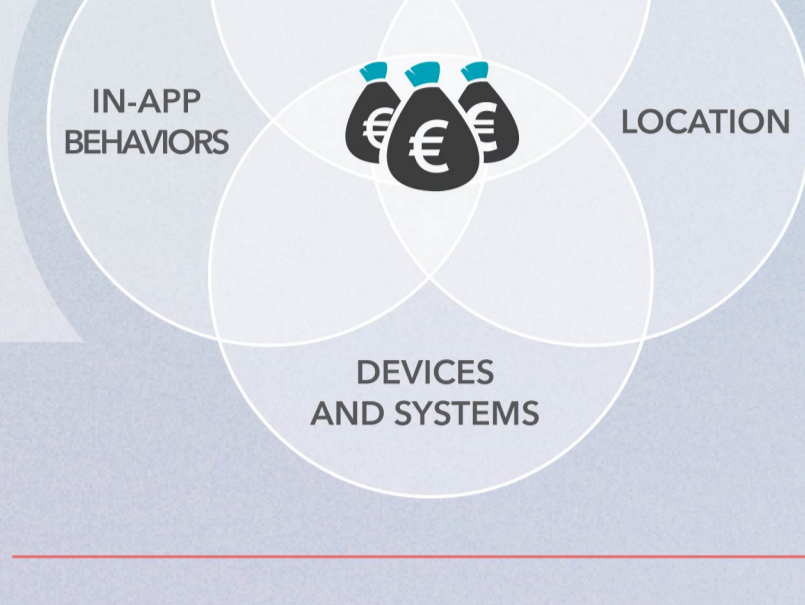
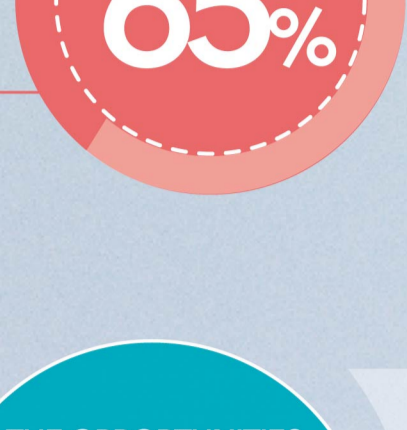
VS VS GEO-TARGETING GEO-FENCING BEACONING

IT'S ALL ABOUT LOCATION, LOCATION, LOCATION

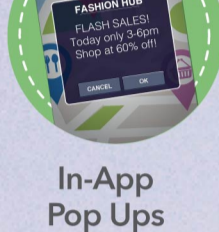
What's the deal:



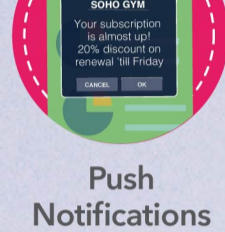
CONSUMERS THAT RECEIVE PUSH NOTIFICATIONS CHECK AND OPEN THEM



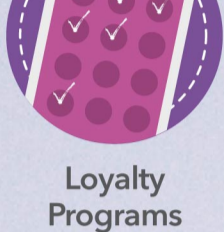
THE OPPORTUNITIES ARE OUT THERE. YOU JUST HAVE TO FIND THAT SWEET SPOT WHERE ALL THE GAME PLAYERS MEET.



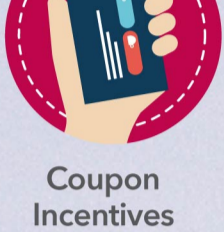
In-App Pop Ups



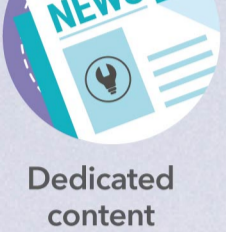
Push Notifications



Loyalty Programs



Coupon Incentives

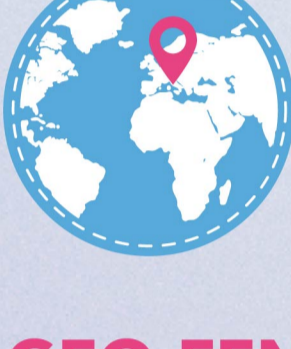


Dedicated content

What are we talking about:

GEO-TARGETING

It is the active response to **geo-location**: businesses are able to send a tailored message to their users, based on their **location at a given moment in time**.



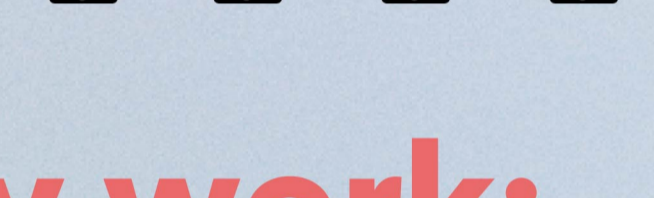
GEO-FENCING

It is the ultimate welcoming tool: businesses can **establish a 'boundary' around their premises**, so that when customers are close by, they receive a message that would make sense nowhere else.



BEACONING

Beacons send out messages via Bluetooth connection to app users that enter a specified range. Perfect for in-store and micro-locations!



Why they work:

GEO-TARGETING

Based on their geographical area of residence (or presence) users have **different interests and needs**. With geotargeting, businesses target you because your interest is their mission.

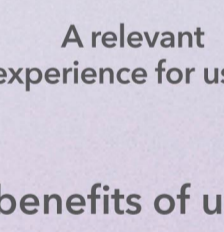
GEO-FENCING

There are so many messages out there, that the one you actually need you might never hear or see. If a user enters your premises, it's probably because he wants something, and geofencing **helps him find it faster**.

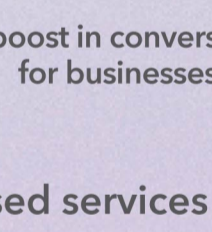
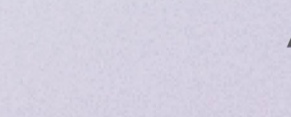
BEACONING

Beacons rely on one of the simplest and less-costly technologies out there: bluetooth. All messages are extremely time and place appropriate, and allow customers to be informed about what goes on in the store and that they might be interested in, without even asking for it.

What are the outcomes:

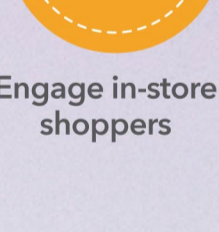


A relevant experience for users

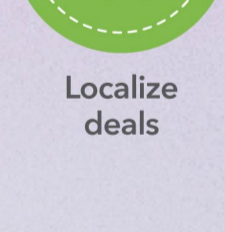


A boost in conversions for businesses

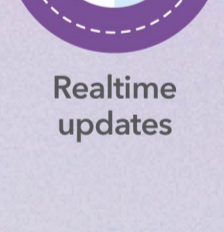
5 benefits of using geo-location based services



Engage in-store shoppers



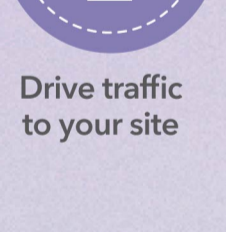
Localize deals



Realtime updates



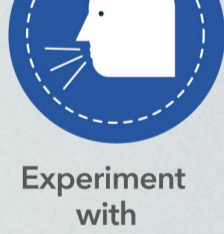
Get to know your customers' preferences



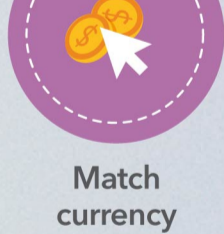
Drive traffic to your site

What you can do:

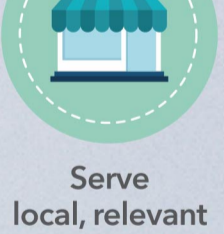
5 ways to help you increase conversions:



Experiment with languages



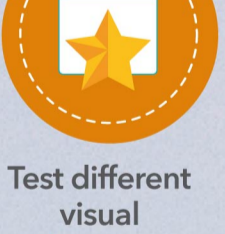
Match currency



Serve local, relevant offers



Match marketing



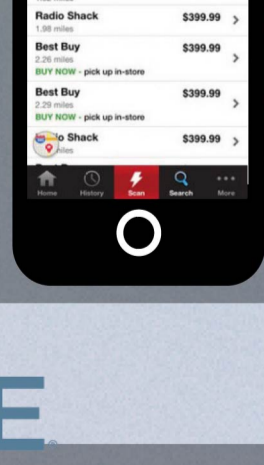
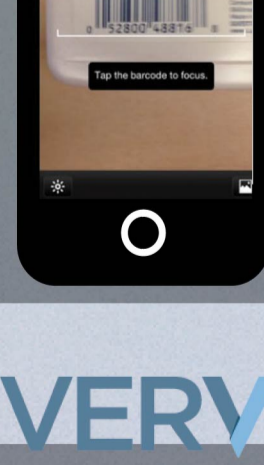
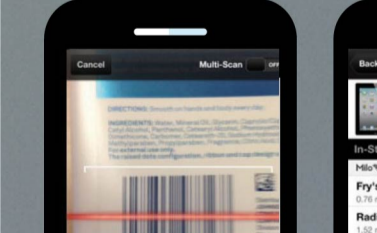
Test different visual elements

"Many businesses have experienced click-through rates on geofencing campaigns that are as much as 70% higher than standard ads"

Source: Instant.ly

"There are real opportunities to harness the power of geolocation marketing to affect consumer behaviour"

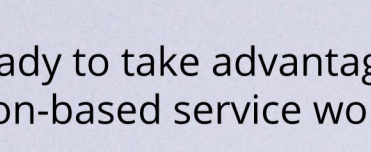
Mark Robinson, Ellandi



The RedLaser App developed by eBay allows retailers to deliver deals and info to customers based on their proximity to a store



Within more than 2,500 of its U.S. mobile ad campaigns, the geofencing approach has gone from 17% to 36% in 2012.



Are you ready to take advantage of all the location-based service wonders?

AppsBuilder is the all-in-one platform to create powerful business apps. Discover how we can help you build your mobile presence and engage and engage you users with easy to use tools!

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