



**Creating unique
shopping experiences
to increase revenue
and brand loyalty**

Proximity marketing solutions

Contactless interaction with your customers where it matters most - at their point of decision. With our iPX™ platform, you can create consumer campaigns and promotions via different devices, including dynamic QR codes, Q-Tags (QR codes + NFC), Beacons, and Wellington sensors.

Create engaging customer experiences

The key to influencing consumers purchasing decisions is engaging them with your brand. By delivering exciting and personalized content to them when it is most relevant, you can delight your customers, influence their behavior, and strengthen their brand loyalty.

Whether you start with great product information, just-in-time digital coupon offers, or recommendations based on previous purchases, with a great engagement plan it can all lead to loyal, engaged customers who are true brand ambassadors.

Our solution also delivers real-time proximity-based information to your sales force, field operations team and storekeepers. Custom messaging is delivered based on their precise location.

Develop powerful customer insights



Proximity marketing technology gives you powerful new insights about customer behavior, including their daily actions, product interest, preferences and location.

Proximity-derived data can be combined with data about their online and mobile browsing history, previous activity and other knowledge from your CRM*, allowing you to target your messaging specifically at the individual. It also allows you to optimize your product, channel, and inventory mix to take your sales to the next level.

A total solution

iProximity marketing is not just about displaying advertising, it also offers complete, enterprise-scale solutions.

- iBeacon, Eddystone, QR code, Q-Tag, bar code and NFC based proximity solutions.
- Smart coupon generation, distribution, redemption and validation systems, which include in-store redemption apps and integration with POS systems.
- iProximity offers visualization of campaign statistics, including APIs for export to CRM* systems suitable with Google Analytics.
- Integration of proximity with large-format digital media screens.
- Advertising retargeting.

Our products

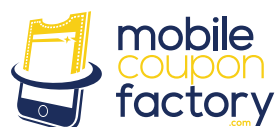


The iPX platform is a simple, powerful and dynamic marketing platform. It's native to the cloud and is designed to be self-managed. iPX determines the scanning location and real-time information on campaign success and builds valuable data insights in real time.

iPX connects your digital marketing efforts to your proximity marketing devices. It lets you create campaigns which send content to consumers at the point of sale. It also enables you to send relevant B2B messages (planograms, surveys, launchings, sales activities) to your sales force, field operational teams and storekeepers.

Any campaign can be selected by outlet type, sales region, geography, brand, or other criteria you define. They can also be allocated timeslots and repetition criteria.

Campaign usage data can be analyzed with the iPX platform or exported to your CRM* system for development of in-depth customer profiles. It's usable with Google Analytics and most other similar software packages.



Mobile Coupon Factory is our online coupon agency. Through Mobile Coupon Factory, iProximity supports you with design, development and deployment of integrated mobile marketing solutions.

We can help you offer mobile engagement tools like scratch promotional coupons, loyalty and store cards, wallet passes and stamp cards. These go well beyond traditional digital coupons, since they include promotional mechanics, analytics, and remarketing tags. To ensure you get the most value, they fully integrate with most marketing automation platforms, mobile wallets (Apple Pay, Google Wallet etc) and point of sale systems. Coupons give customers the fun of promotional games and then pass the validated prize value and consumer details directly into the store's payment system.

Mobile Coupon Factory enables coupon distribution via various digital means including SMS, social media, email, newsletters, PDFs and in-store via Wi-Fi, QR codes, NFC, and Beacons. Mobile Coupon Factory has also developed coupons that integrate with online stores.



ScreenSmarts integrates with digital media screens to silently detect the presence of your consumers and interrupt normal sign content programming to display personalized contextual offers or information.

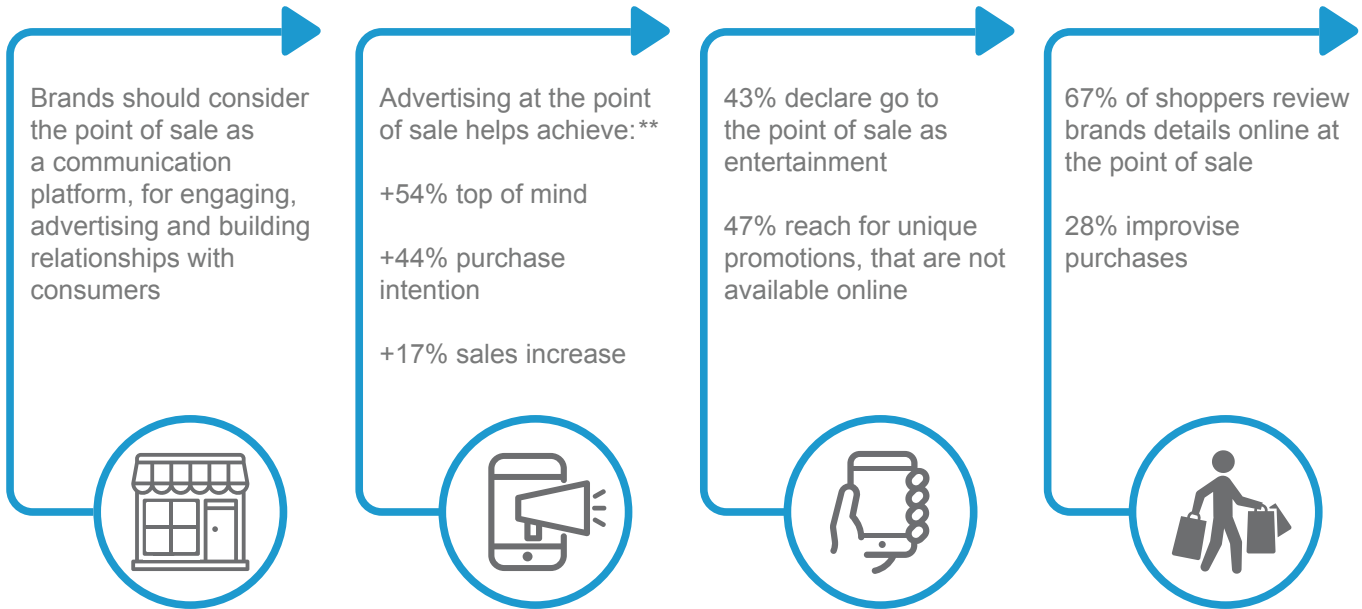
ScreenSmarts can deliver the same or different content to a user's smartphone and the digital display screen, maximizing the effect of both screens. Imagine a consumer being presented an offer on the large format digital sign and simultaneously receiving the unique redemption bar code on their smartphone. ScreenSmarts can also connect digital signs and smartphones, effectively turning any smartphone into a real-time remote control.

ScreenSmarts connects to your existing CRM* and analytics systems. Our iPX platform can remotely manage thousands of ScreenSmarts installations.

Our products

With iProximity, brands interact with consumers, build brand affinity and deliver incentives to purchase its products.

Connectivity at the point of sale



* Compatible CRM systems must have dynamic API capabilities. Existing digital screen deployments require a dynamic cloud based CMS, controllable by API.

** In-store Media, 2019. Sebastian Oviedo, General Manager In-Store media.

