



Mobile Engagement

SOLUTION BRIEF

Solution overview

Beabloo Mobile Engagement offers all the benefits of proximity marketing by using smartphones and beacon technology to attract attention from customers and visitors near a specific location. Customers receive offers, promotions and other information through the app installed on their smartphones or through content displayed on a nearby digital signage screen. When customers pass in front of a screen, relevant advertisements, offers, promotions and other key information are displayed. At the same time, they can scan a QR code displayed on a screen. Embedding a QR code in a message prompts action from customers by directing them to a website, sending them a coupon, providing other offers, and so on.

How does it work?

This solution combines beacon technology with mobile and digital signage capabilities. Nearby smartphones with a configured app receive a signal transmitted by a beacon. The app requests content from the Beabloo CMS and pushes it as a mobile notification to the customer's smartphone or to the nearest screen. For Asian brands, Beabloo provides a mobile notification engine using the most popular social networking app in the Asian market, WeChat. In this case, no additional apps are required for consumers to receive notifications. Currently iOS and Android are supported.

Solution benefits

- Enhance the customer experience by sending timely and relevant content during the journey around a store.
- Connect with customers directly using mobile notifications and proximity marketing.
- Maximize content efficiency by pairing it with dynamic signs.
- Improve product visibility and help increase sales.
- Increase sales revenue by upselling complementary products and sending special offers and discounts.



Key features

- Content managed remotely using the cloud-based CMS.
- Easy deployment in any location.
- Targeted advertising for selected demographic groups.
- Location-based and time-based push notifications (send notifications according to desired time and frequency).
- Professional digital signage platform.
- WeChat integration and Shake feature.
- Multi-zone templates for linking QR codes with other content, including social media, RSS feeds, weather forecasts, and so on.
- QR codes on the fly.

Use cases

Engage customers in a personalized way

Beabloo Mobile Engagement allows you to connect with customers directly using mobile notifications and a nearby digital signage screen. This unique opportunity creates a personalized customer care experience.

Optimize advertising cost

The high cost of personalized marketing is one of the main barriers to enhancing the customer experience. Beabloo Mobile Engagement optimizes costs by effectively targeting ads and minimizing wasted efforts in communicating with uninterested consumer groups. A message can be delivered personally to a customer's mobile phone at the right place and time.

Improve the shopping experience

Use dynamic signs to display relevant advertisement, offers and promotions when customers pass in front of a screen. Delight customers by giving the right information at the right place and time during their shopping journey through a store.

