

Are you ready for the location revolution?



- 4 out of 5 Consumers use their smartphones during their shopping journey
- 90% Carry their smartphone with them at all times
- 50% Use their smartphone as their preferred method of going online

Mobile is fast becoming the internet access method of choice for the majority of consumers.

Smartphone usage has grown significantly in the last 5 years. A smartphone is now in virtually every shopper's hands.

You have an opportunity to engage with each of your mobile customers throughout their journey to purchase.

Location context can unlock real value

Simply by knowing the context of where an individual customer is allows you to deliver a personalised and compelling experience.

Forget Big Data. With the right technology choices, **time** and **place** are the only two things you need to engage each customer in the right context and get results.

Mobile is now
66% of
Facebook's
ad revenue

...using the right technology can support your consumers' journey to purchase...



"The average person checks their smartphone 150 times a day and I'm at the high end of that. Mobile is setting the trend for our business" Marissa Mayer, President of Yahoo!

Technology can help you unlock the benefits



Many technology solutions are now available. Some have costly hardware requirements, others require significant investment in mapping data.

There are a set of maturing technologies which work with smartphones to give an engaging experience both outside and inside the retail store.

They enable you to deliver a solution to a wide consumer base with an incremental technology change.

They complement each other and provide you with the tools to engage with your consumer with the right content at the right time and place.

But which is right for you?

@ peter.weare@wisereach.co.uk

w wisereach.co.uk



Geo



iBeacon



NFC

Allows you to manage outdoor context often near your store

Provides indoor context to precise areas around your store

Enables item level context and secure payment options

Talk to us about getting mobile and location at the heart of your consumer engagement strategy

Let us introduce you to the technologies and techniques that will work for you



Enabling mobile location for retail