

Proximity Market Case Studies

What is proximity marketing?

eProximityMarket Targeting is a new, contextual algorithm powered form of mobile interaction designed to attract customers when they are near a business, potentially allowing a business to reach customers they would never be able to connect with otherwise.



Proximity marketing for Coffee Joint

Coffee Joints can greatly benefit using eProximityMarket Targeting. With ever increasing competition. Coffee Joints need a technology that will automate the task of customer acquisition and tracking in real-time and inexpensively.

How it works?

For example, imagine a group of students hanging-out. They're tired, they're thirsty, and it would

be great to send these folks a special offer when they are near a Coffee Joint's (or a coffee joint's) retail location. Let's say one of the Coffee Joint broadcasts a special offer to this bunch of guys, there's a good chance that the group would be swayed by the deal and choose this Coffee Joint over its neighboring competitors. This particular strategy had nothing to do with broadcasting a deal over social media or placing an ad in magazines or the school paper; it was all about giving the students the deal when they were in near proximity to the Coffee Joint and ready to utilize it.

Solution: broadcasting spot offers using eProximityMarket

eProximityMarket Targeting technology is a powerful algorithm driven platform designed to fully exploit rise of connected mobile devices. It uses geofencing, Bluetooth and WIFI to broadcast rules based contextual offers and deals to the customers mobile devices when they are near (2-300 meters) the retail location.

The result

The customers get the right deal at the right place at the right times resulting in more footfalls (measurable real-time) and increased sales volume for the retailer.

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