

The Visual Guide to

IN-STORE BEACONS and a MALL COMMON AREA BEACON NETWORK

How IN-STORE BEACONS WORK



How a MALL COMMON AREA BEACON NETWORK WORKS



**Warning! It is important to not overwhelm shoppers with too many messages - always choose quality over quantity.*

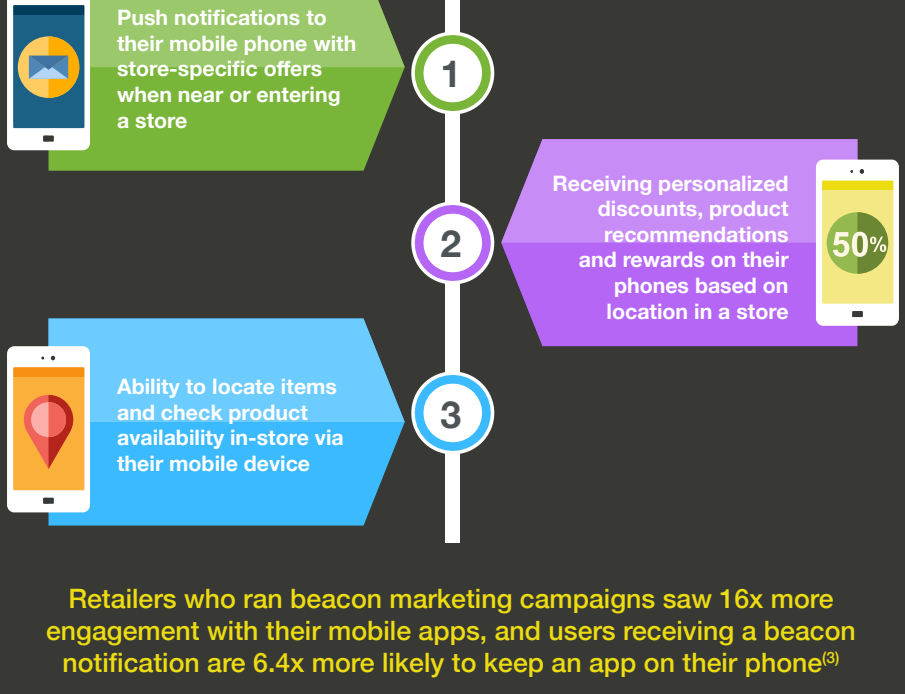
The best way to reach people today is not with a store network of beacons, but one that covers an entire mall⁽¹⁾.
- Ken Hicks, Chairman and CEO, Foot Locker

Coordinating BEACON APPLICATIONS



What Shoppers WANT

When consumers were asked to rank which shopping features they want to see, the most requested features were⁽²⁾:



Retailers who ran beacon marketing campaigns saw 16x more engagement with their mobile apps, and users receiving a beacon notification are 6.4x more likely to keep an app on their phone⁽³⁾

What Retailers & Brands LEARN



Retailer & Brand BENEFITS



Retailers who ran beacon marketing campaigns saw 16x more engagement with their mobile apps⁽⁴⁾.
- BI Intelligence

References:

- 1) <http://www.fierceretail.com/mobileretail/story/simon-add-beacons-200-malls/2014-08-05>
- 2) <http://info.mozu.com/content-omni-channel-strategy-future-retailing.html>
- 3) <http://9to5mac.com/2014/06/16/beacons-in-retail-stores-blowing-up-app-usage-ad-engagement>
- 4) <https://intelligence.businessinsider.com/the-beacons-report-exclusive-market-forecast-and-top-strategies-as-retailers-race-to-adopt-them-2014-7>



CONTACT US:
 600 Old Country Road, Suite 541
 Garden City, New York 11530
 Tel: 516.246.9422 Fax: 516.256.7805
 email: info@mobiqitynetworks.com

FOLLOW US:
twitter.com/MobiquityNet
linkedin.com/company/mobiquity-networks
facebook.com/pages/Mobiquity-Networks
www.mobiqitynetworks.com