

LA GEOLOCALISATION

3^{ème} révolution du net



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SHOPALERTS™

Location-based mobile marketing at scale

OVERVIEW

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Company founding principle

Location is **THE** defining characteristic
of mobile...

Place and time are the keys to making
any mobile experience relevant



Placecast is leading innovation in location



at&t



“Placecast has taken on the problem of delivering advanced location-based advertising head-on, and has executed more than effectively.”

Mobile Marketing Watch – January 2010



The New York Times

Forbes

Mobile Marketer

TechCrunch

ADWEEK



AdvertisingAge

CNN Money



- 5+ years in development
- Proprietary technology and patents solve problems of running location-based programs at scale
- Experienced team from mobile, supply chain management and digital media
- Platform licensing and direct sales to brands
- 5 global carrier programs
- ShopAlerts is the leading opt-in location-based mobile marketing solution

Introduction to ShopAlerts®

Introducing ShopAlerts™

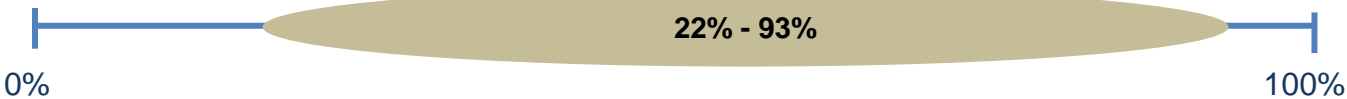


<http://www.youtube.com/watch?v=Uuv9c-yGdL4>

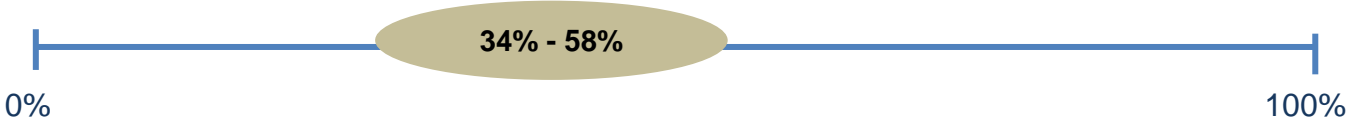
Consumers love ShopAlerts

Average

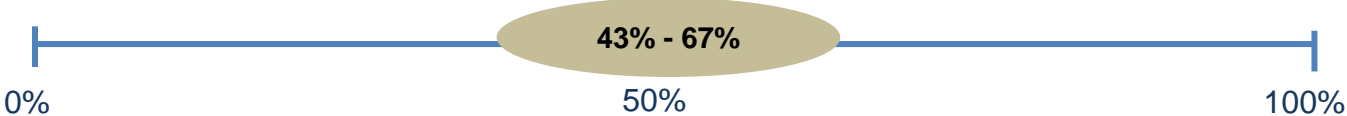
Recall



Likelihood to visit retailer



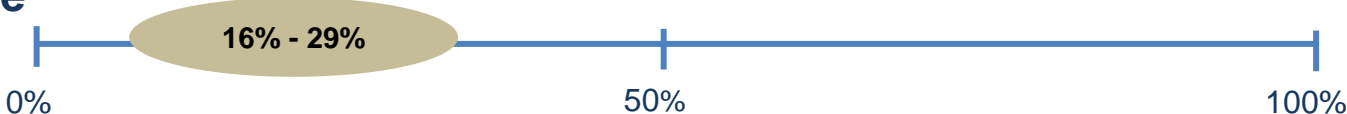
Retail visitation



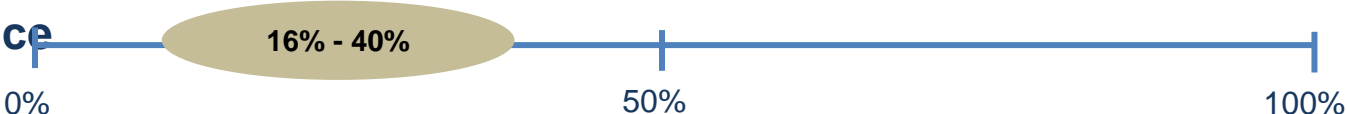
Purchase post receipt



Intent to Purchase post receipt



Appeal of SMS due to convenience of mobile receipt



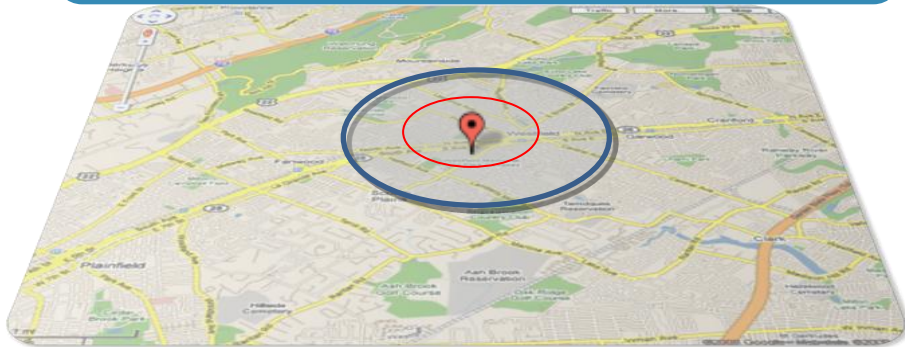
Location-based offer management – challenge

“Deliver the most relevant, nearby offer, tailored for each user based on current location, individual preferences, prior behavior...in real-time across any mobile device.”

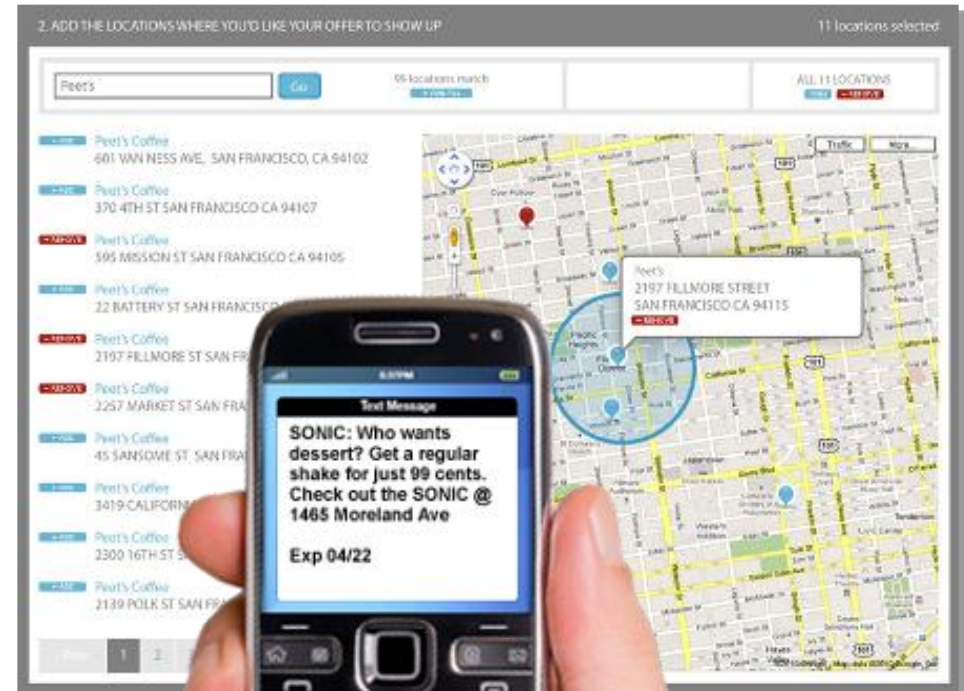
ShopAlerts overview

ShopAlerts is the only proven commercial location-based SMS marketing service

- 1 Retail locations uploaded to system to create geo-fences
- 2 Dynamic offers created and attached to geo-fenced locations
- 3 Offers day-parted, capped and scheduled for delivery
- 4 SMS blasts can also be created for consumers not in geo-fences



Easy-to-use interface for configuring, managing and reporting on programs



ShopAlerts user experience

Consumer Opts-In

Geo-fence is triggered

Dynamic message delivered



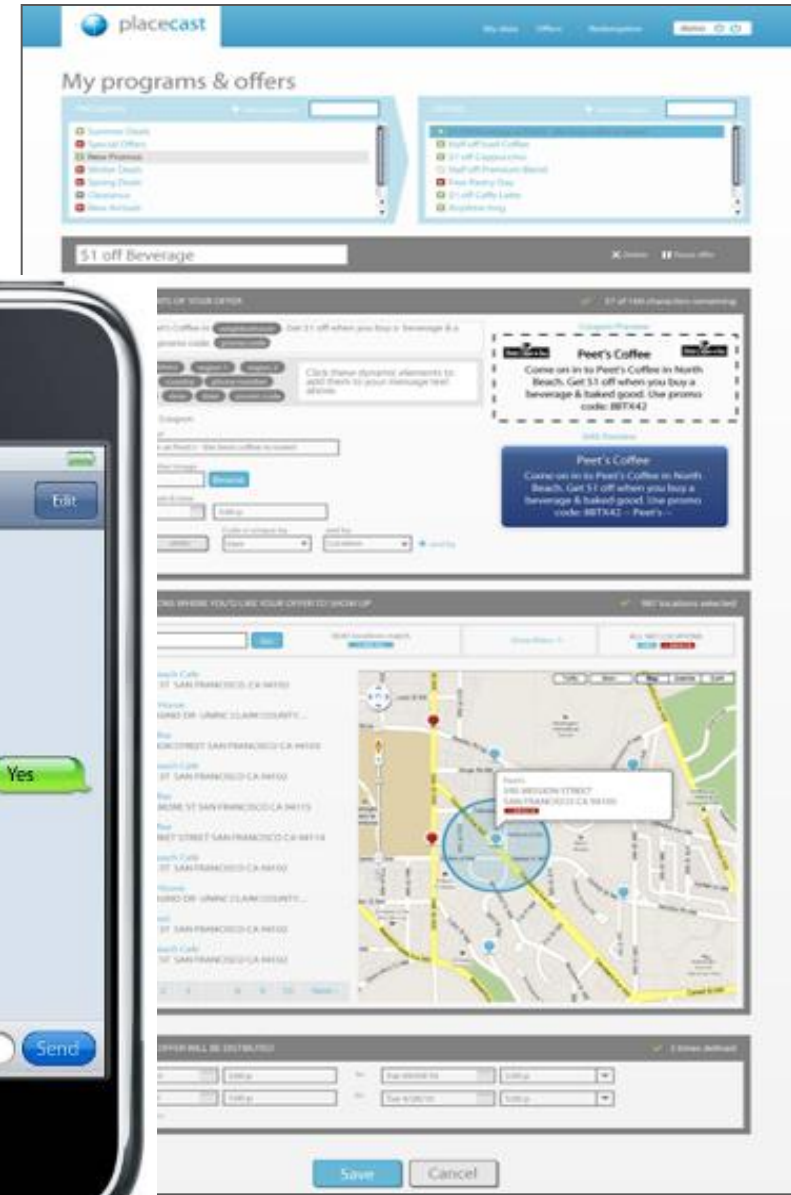
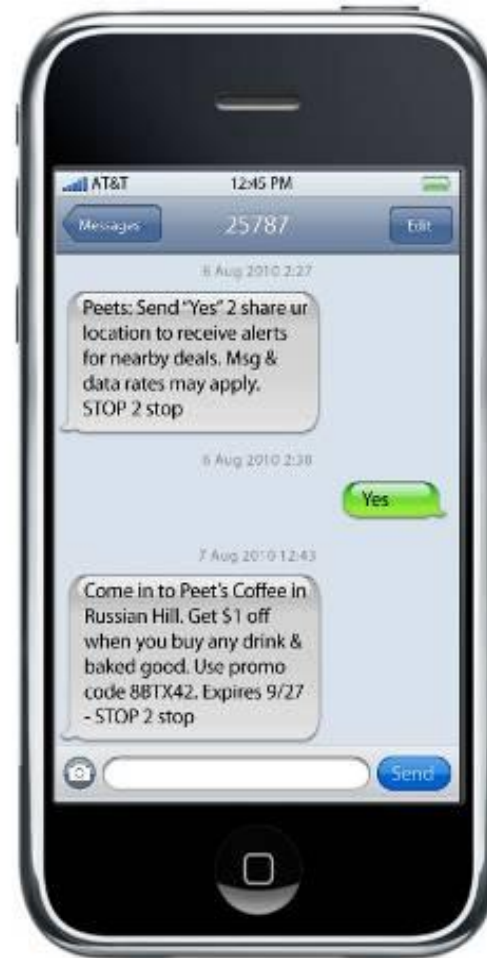
- Customer opts-in to alerts program through :
 - Web site
 - Mailer or bill insert
 - Social Network
 - SMS or email program
 - Web or mobile banner
 - In-store/POS
- No app download/set-up

- Customer is out shopping in a retail area, office area during lunch time, sporting event, concert, or any other location
- Triggers the geo-fence set by brand based on segment behavior

- She/he receives an SMS alert on mobile
- Message presents a personalized offer
- Dynamic message - promotional, branding, sponsorship or a reminder
- Option to leverage digital assets (links)

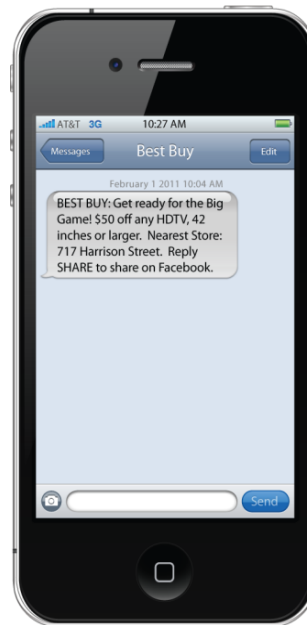
ShopAlerts coupons, in-app alerts, and link to CRM

- Manage coupons, promotions and discounts at the venue or user level
- Track redemptions
- Push location-based alerts into existing smartphone apps
- Can also integrate with retail POS and loyalty systems
- Other features: syndicate offers across Facebook, storyboarding, dialoging



ShopAlerts: Facebook Share

Brands can now incorporate viral marketing and expand their reach through social media by allowing users to post their ShopAlerts message on their individual Facebook user walls, spreading the reach of the message/promotion to their friend groups.

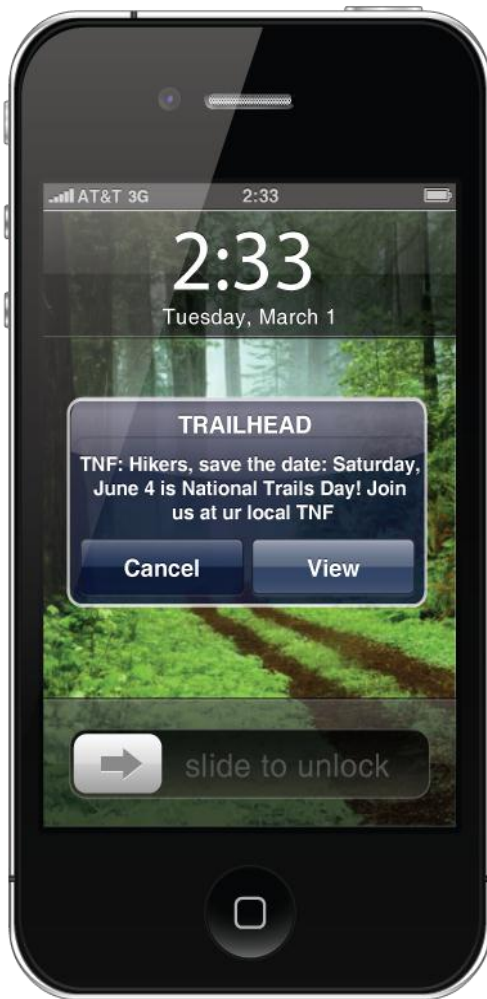


User can opt-in to Facebook sharing capabilities when registering for the ShopAlerts program by sharing user name and password

User receives a ShopAlerts message with the option to reply SHARE to share the message via Facebook and does so

ShopAlerts message is posted to the user's Facebook wall and shared with his/her network

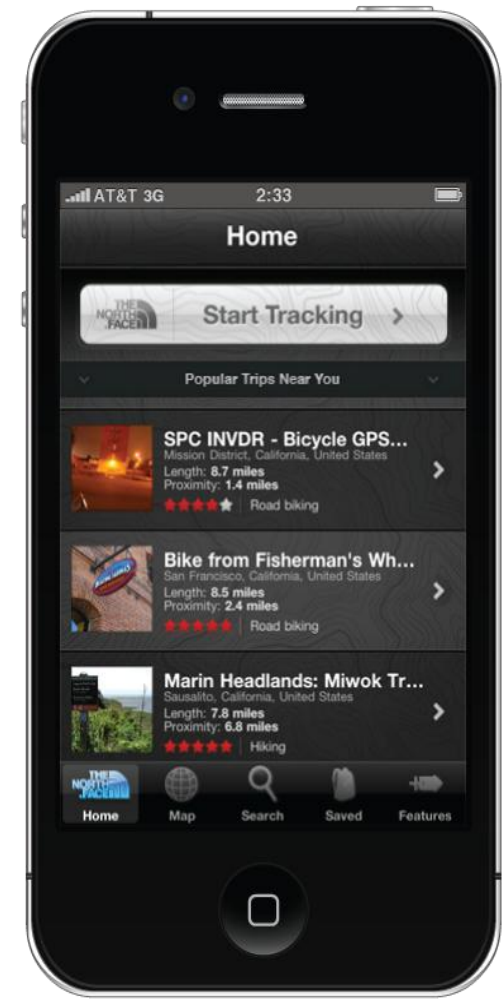
ShopAlerts In-app push notifications



Opted-in subscriber receives a geofencing alert about something interesting nearby when the app is not on



Alert is delivered as a push notification to open app



App can then be powered on for more immersive experience

Working examples....

- Introduction of Via Ready Brew in the UK market
- Induce trial on premises and purchase at grocery stores

Product Trial



- Reach them at their passion points while hiking, biking and skiing, in addition to around stores.
- Weather triggers as well

Experiential



- Weapon for "Burger Wars"
- Promote different menu items throughout the day
- Redemption via discount code

Direct Response



- Drive traffic to store and website
- Increase frequency and basket size
- Offer special deals to best customers

Special Offers



O2 UK: Case Study



▪ Launch...

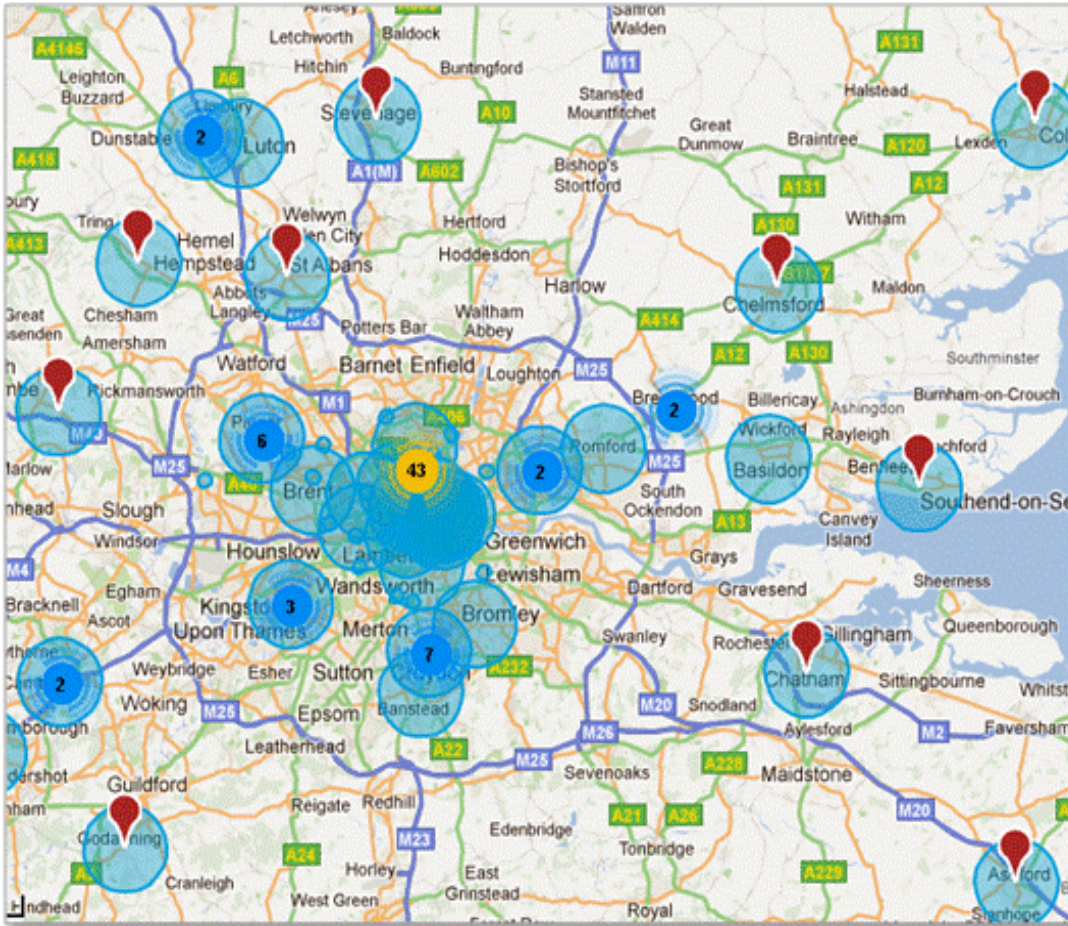
- Originally plain SMS without location
- 2 messages/week

▪ Today...

- Consumer preference center
- Available targeting: age + gender location + time + expressed interest in product category
- 5 messages/week
- <1% opt-out rates
- Great results for the top retail and CPG brands in the UK

O2 case study: Fitness First generates powerful results

Fitness First



- Targeting: 18 – 35 who expressed interest in healthy living
- Geofences set around Fitness First sports clubs across the UK
- Offer: a free two-day pass, with details of the nearest club.
- Results:
 - £385,000 in new revenue for Fitness First
 - 2,700% ROI
 - 1,100 new gym sign-ups for 4 and 12 month memberships

Why Is ShopAlerts™ So Effective?

- **Not** an app – no download - works on all phones
- Location-based marketing at scale – **268M phones** in the U.S. today (AT&T, Verizon, Sprint & T-Mobile)
- Automated and intelligent service that **consumers find valuable**, not intrusive
- **Simple to implement** at scale vs. other mobile initiatives (extend existing marketing initiatives)
- **Acquisition and retention** models
- **It works** – purchase rates from 11% – 65%

Questions?

Merci!

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