Proximity Marketing – Privacy Considerations

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Mobile Shopping: Services & Benefits

- Opportunistic offers (Special offers for customers with indecision)
- Influence buying decisions at right place/time
- Check-in Coupons / notes
- Contactless payment
- Rewarding program (connect to loyalty programs)
- In-store navigation
- Send them specials, offers and coupons at specific locations in the store
- Welcome Message
- Products from wish list availability (inventory)
- Shop location broadcaster
- Ask for help
Personalized beacon
Bluetooth Smart & Proximity: How it works

- Optimized for small bursts of data
- Impressive battery lifetime (2 years)
- Range of batteries and configurations
- Ideal for sensors
  - Proximity-driven technology
    - This allows to monitor for enter and exit region (events)
    - Immediate < 1m < near < 3m < far < 20m < 70m (max)
    - Phones (and tablets) can “see” what they’re close to.
    - Deliver content and experiences to users based on precise proximity to things in the physical world.
- It’s cross-platform: all the major phone platforms have Bluetooth Smart (>250 million devices and growing)
Discover by Proximity

Order by Sections
Discover products and offers by distance
Order by interest matching
Organize by categories to focus on the products that you are interested
Discover the deals

Mobile Shopping: Omnichannel Building Blocks
Mobile Shopping: Omnichannel Building Blocks

Explore
Organize and visualize what is around
Star, Lists, or mesh of products
Mobile Shopping: Omnichannel Building Blocks

Welcome Message
Special offer or reminder

Engage Messages
Challenges to invite them to go inside
Mobile Shopping: Omnichannel Building Blocks

Loyalty Program
Reward customers with loyalty points, and special offers

Nordstrom Rewards for card 6833

762
POINTS EARNED

2000

Earn a $20 note in 1,238 points

NOTES TO SPEND NOW

$0

Points are based on purchases minus returns. Points and rewards are recalculated throughout the month, so updates may not appear immediately. Notes are issued monthly. If you share your account with an authorized user, call 1.800.446.4500 or ask any salesperson for your Notes info.

Never miss a note
Engage reminding the usage of pending notes / vouchers
Mobile Shopping: Omnichannel Building Blocks

Inventory
Check inventory from the stores in your neighborhood

Get informed if a wish list product is available in the store that you are just walking around

Make your online, mobile and physical experience a unique and unified one
Mobile Shopping: Omnichannel Building Blocks

Shared Customer View

Wish Lists
Potential to make it public
Share it
Find a wish list
User acceptance – Remember de 3Cs: Customer, Customer, Customer

Push Notification Turn-Offs

- Privacy concerns
- Data for Value equation
- Relevance is the price of entry
- Engaging vs. annoying
- Plan the lifecycle
- Personalization - key to long-term success
- A true omnichannel opportunity
- Test & learn NOW

Swirl/Research Now survey, Nov 2013
Privacy by design: Responsibility

User Experience
Benefits
Provide values and relevant information in the proper amount (loyalty, notes...)

Context
Proximity Control
Offer located experience with fine control of coverage levels and location-based

Opt in
Customer choose
Allow users to download an App and enable the advertisements that he would like to subscribe
Privacy by design: Platform
Privacy by design: Platform
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Insight

Behaviors analytics
Ability to understand unique in-store shopping behavior
Morrisons: Operational Efficiency

**Dimensions**
- **Information Technology**
  - Analytics, reporting, audit, composition, data sharing and process integration
- **Operational Technology**
  - Automation, optimization, performance enhancement and alerts detection
- **Sensor**
  - Sensing, user interaction, device management, data modeling, security and monitoring

**Functions & Benefits**
- **Problems Prevention**
- **Events Forecasting**
- **Data Reuse/share**
- **Assets Management**
- **Automation & Monitoring**
- **Control & Events detection**
- **Connectivity & Management**
- **Sensors & Actuators**

**Solution**

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**Morrisons: Ambient Monitor (haku)**

**Cloud Connectivity**
HTTP/CoAP with enhanced security and OMA LWM2M (oneM2M) for scalable device management, remote monitoring and interoperability.

**Sensors and operational monitoring**
Sensing capabilities for monitoring the cold chain and detection of anomalies based on activity (e.g. noise).

**User interaction**
Interaction with the customers through the red button, in order to inform about problems, stockout, request help…

**Services Beyond: iBeacon – proximity marketing**
Haku is based on Bluetooth Smart and enabled with iBeacon technology for propagating marketing information to smart phones (iOS / Android OS).