


Retail


Proximity Marketing
with Beacons

Jenna Sue



...

...



Hi Rebecca

A new offer for you

[VIEW](#)

PROXIMITY PROS



...

...

786-681-4650

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I. Introduction to Proximity Marketing in Retail

What is Proximity Marketing?

The mobile industry continues to scale rapidly, with global mobile subscriptions growing around 5% year-on-year. According to GSMA's The Mobile Economy report, an additional one billion subscribers are projected to get added to the total number of subscribers by 2020, taking the global penetration rate to approximately 60%. With mobile devices becoming a staple of present-day society and the leading way of accessing digital content, today, marketers need to understand how to connect successfully with their mobile consumers at the right place and at the right time. This is where Proximity Marketing comes into the picture.

Proximity Marketing—also called hyperlocal marketing—is a form of marketing that uses mobile technology to transmit marketing messages to mobile device users who are in close proximity to a business. This form of marketing offers an innovative method of delivering contextually relevant information, offers, and content that regular emails and paper coupons cannot match.

Though, at its simplest, proximity marketing is the act of advertising to customers based on their location, marketers all over the world are now beginning to realize that there is more to proximity marketing than merely delivering vouchers and promotional offers. Proximity marketing tools can be used to better understand the needs and wants of your customer base, as well as notable patterns in customer buying behaviour. This marketing approach can essentially personalise a customer's shopping experience right from the time they enter the store to when they make the payment for a purchase.

Over the past few years, we have seen businesses leverage various technologies such as **Wi-Fi**, **NFC**, **Geofencing**, **Beacon technology**, and GPS, to deliver hyper-local, contextual, and personalized messages to both existing and potential customers. Right from leading retail brands like Macy's, Coca-Cola, and Procter & Gamble to publishing brands like Elle, to events like SXSW festival, businesses across various verticals are busy trying to deliver a compelling customer experience by pushing the right message, to the right person.



Image source: seobuzzinternetmarketing.com

Proximity Marketing approach in Retail

Among all the industry verticals currently using proximity marketing to target and connect with customers, retail is by far ahead of all competing verticals. This is confirmed by the Proxbook database that suggests that 62% of the 142 global place-based tech providers are devoting their resources and time specifically to the retail space. With the downturn of traditional marketing and the evolving, information-craving shoppers of today, retailers are searching for alternative ways of delivering their product and service offerings in brick-and-mortar stores. In this regard, proximity marketing is proving to be an out-of-the-box approach to drive purchase and footfall to their brands and stores alike. It then comes as no surprise that proximity-based marketing is projected to drive about \$5 billion in spending by brands by the year 2019 and much of that spending will be driven by beacons, according to the Director of Research at Borrell Associates.

Besides retailers, customers are equally excited about this new evolution in shopping. Statistics, based on various surveys, point out that customers are eagerly looking forward to proximity marketing experiences:

- I. More than half of the customers are interested in location-based services.
- II. 53% of customers are willing to share their current location to receive more relevant advertising.
- III. 57% of customers are more likely to engage with location-based advertising.
- IV. 62% of customers share local deals with friends.
- V. 63% of customers feel a coupon is the most valuable form of mobile marketing.

The stats clearly imply that customers prefer proximity-based personalized shopping experiences and this will soon turn out to be a key differentiator among brands. A great way to incorporate proximity into customer personalization, is to leverage beacon technology. Beacons help retailers deliver rich, personalized and seamless customer experiences, be it, promotions, in-store navigation or loyalty programs. Beacons also help make customer experiences a notch better by stitching together the data collected from customers' digital and physical journeys. From activating purchases through personal notifications to enhancing in-store experience through innovative beacon based store assistance, beacons are proving to be invaluable to retail.

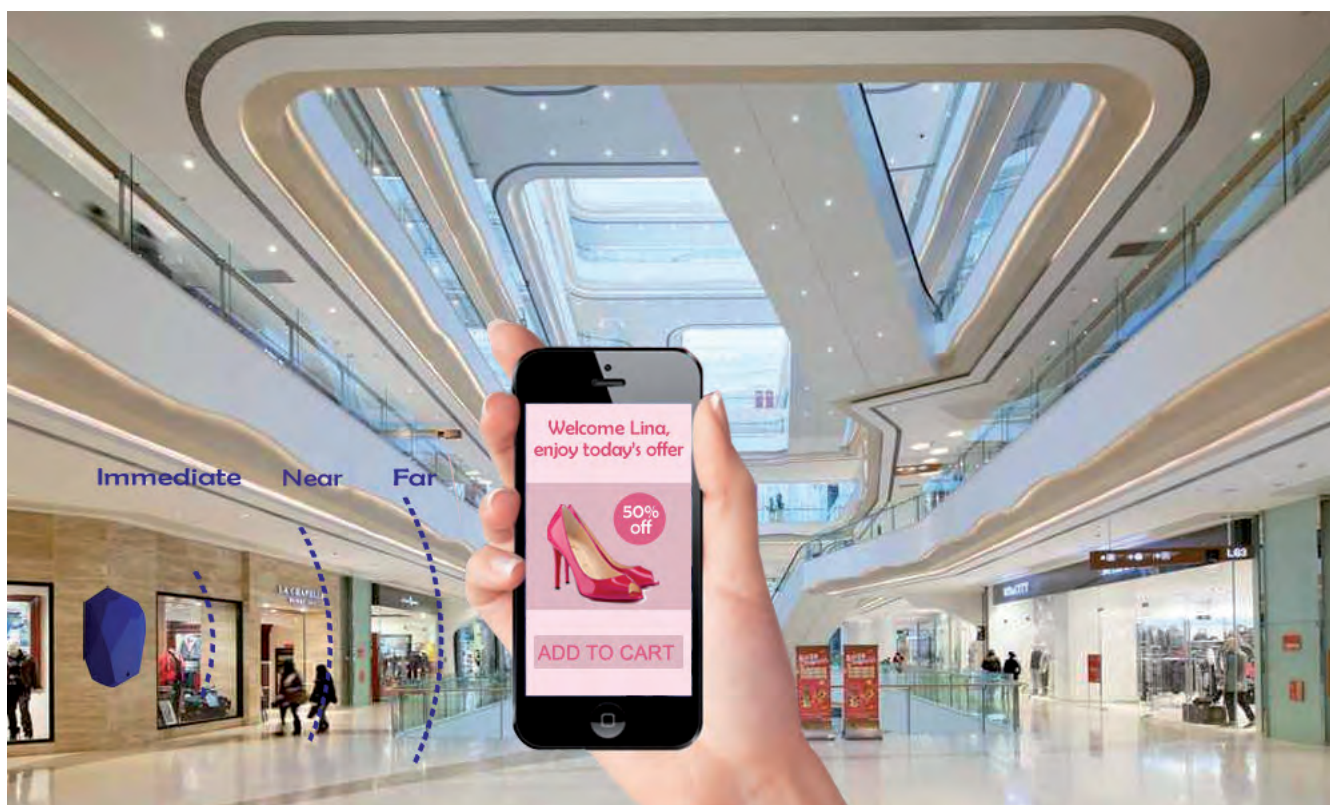
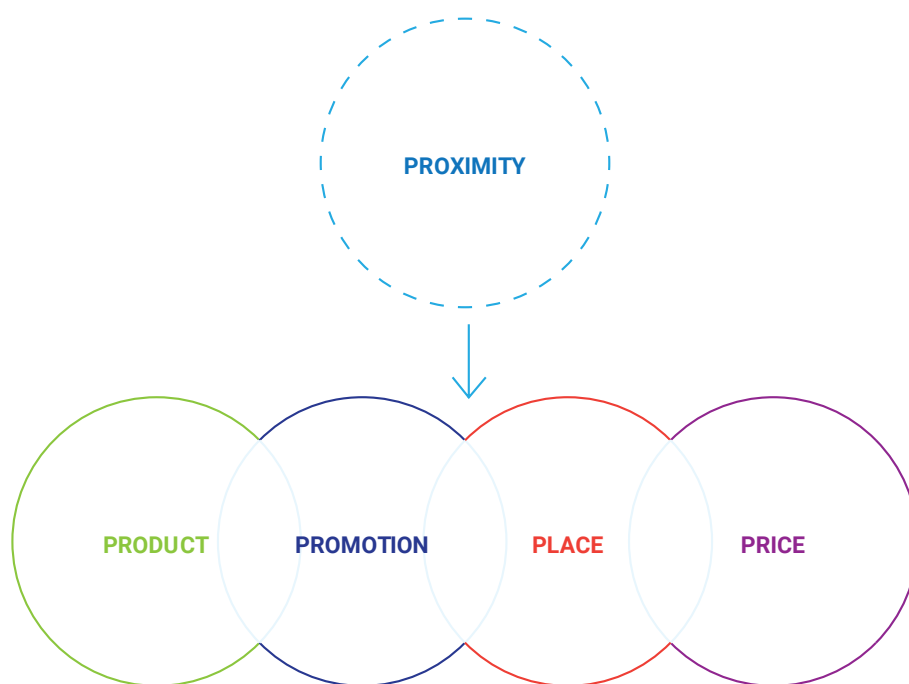


Image source: radepartners.it

II. Why Retailers must not ignore the 'Proximity' factor

Beacon technology, with its ability to detect a customer's proximity and collect data, empowers retailers with myriad opportunities to engage with customers better. It is no secret that retailers all over have doubled down on their proximity marketing efforts by incorporating beacons at various points of their customers' buying journey. With beacons predicted to directly influence over \$44 billion in retail sales this year, retail brands are all set to move out of the pilot phase into mainstream beacon deployments affecting payments, and loyalty programs. However, some retailers and marketers are still wondering if the 'proximity' factor provides the right solution to their marketing challenges.

Retail brands need to realise that proximity marketing allows brands to build a close connection with its customers. It works as an effective tool to generate repeat sales and deliver the brand message. The renowned 4 Ps of McCarthy—Product, Price, Promotion, Place—have long been the foundation of the business tool known as marketing mix. They form the levers of growth on which most retailers rely and accordingly maneuver marketing strategies depending upon changes in market equilibrium. In markets driven by mobile devices, however, the rhythm of innovation is so fast that four 'Ps' are not enough. We need the fifth P of marketing, the most critical in the digital era, which is **Proximity**.



Here are some reasons as to why Proximity is essential to the renowned 4 Ps for marketing effort:

- 1. Product:** Proximity marketing is a culmination of marketing strategies with a set of technologies that rebuild the way we interact with products. Technologies like Bluetooth beacons now allow businesses to offer personalized product-related content to the customer when he/she is close or inside a store, right on his/her smartphone, to encourage specific behaviors, intensify the shopping experience and facilitate the purchase decision. Contextually product-related content enhances the interaction between the customer and the product itself.
- 2. Price:** With the high smartphone adoption rate and easy access to internet, tech-savvy customers now like to know well about the best deals on offer and thus have a variety of options in hand. For instance, in the travel products or services category, 63% of shoppers conduct online research before they make a purchase, 52% check or compare prices, and 46% of shoppers search for deals or coupons, according to Nielsen Global Connected Commerce survey. On an average, a consumer visits three stores before making his/her

purchase. So, blurring the line between E-commerce and traditional store is extremely important. Proximity marketing via beacons allows businesses to deliver best product offers and discounts available at the nearest stores in a matter of seconds, with all the other necessary product-related details.

3. Promotion: Traditional methods of product promotion do not sway today's customers anymore. Customers now expect unique and customized shopping experiences – be it being greeted with personalized welcome messages, receiving tailored loyalty programs or intelligent preference-based product recommendations. In fact, according to a recent survey by Accenture, nearly 60% of the US consumers agreed that they want a more personalized shopping experience with real-time promotions and offers. Hence, proximity marketing becomes essential in delivering just that to make the customers feel valued.

4. Place: The aspect of a customer's location is extremely essential to the entire shopping experience and the kind of services a business can put on offer. Until recent years, major marketing efforts were aimed at reaching target segments of customers—with mostly one-fits-all content. The idea of a marketing strategy based on proximity was out of reach, due to technological limitations. Now beacons are turning the idea of proximity marketing into reality. The physical location of a product with respect to the customer is today linked to critical business strategies and product-related marketing efforts. And, this in itself is turning out to be a huge business opportunity.

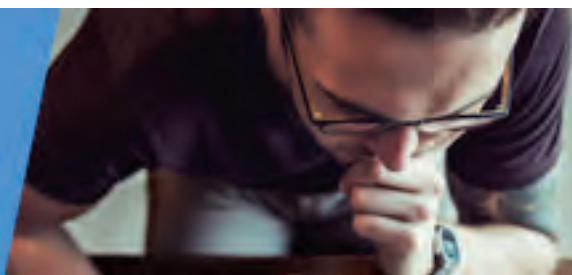
III. 10 Brands Nailing it with their Proximity Marketing Campaigns

According to a recent ABI Research report, Bluetooth Low Energy (BLE) beacon shipments are forecasted to exceed 400 million units in another five years. Unacast's latest Proxbook report confirms the same and announces that the numbers in their report align with ABI Research's forecast. This only highlights that the proximity marketing industry in retail is growing at a great pace as is evident from the 52% growth in the number of beacons deployed by retail in the past quarter.

Last year, we saw big brands, like Target, undertake large scale beacon deployments and this year started with Rite Aid's announcement of initiating the largest beacon deployment in a retail setting till date. Under the light of such developments, here is a comprehensive list of 10 brands that are making it big with their proximity marketing campaigns via beacons. Let's take a look:

Looking for greater returns from your proximity campaigns?

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1. Woolworths



Image source: culturecrossmedia.com

Supermarket giant Woolworths successfully completed a beacon trial with one store using **iBeacon technology** to improve customer service around click-and-collect. The proof-of-concept was kicked off in the Norwest Circa Woolworths store in Sydney. The store was fitted out with beacons and the customers were prompted to download a dedicated mobile app to access the click-and-collect service. This app was connected directly to the in-store systems, ensuring seamless communication of a customer's order, as well as proximity to staff.

Campaign: Click-and-collect consumers received a push message upon arriving within a certain radius of the store asking if they wished to collect their online order. If a consumer selected 'Yes', a notification was sent to Woolworths' picking systems. This notification prompted the staff to start assembling the order. Certain triggers at different stages of the fulfillment process then prompted a push notification via the app to the consumer, notifying him/her that his/her order is ready.

Results: In the three-month trial period, the collection service time of Woolworths reduced by 50% via their beacon-enabled click-and-collect services. They registered a record collection time of 15 seconds. After the success of the beacon trial, Woolworths announced that they will soon roll out beacons across all of their 254 click-and-collect stores with the aim of allowing consumers to place their order online and pick them up in-store. The chain is also working on allowing customers to sign for an order on a handheld device, thus eliminating the cumbersome physical paperwork.

2. Macy's



Image source: freestufffinder.com

Famous retailer Macy's started the beacon test run at Macy's Herald Square, New York and Union Square, San Francisco. It partnered with a third party app so that once customers enter the areas near the two stores, they receive a notification alerting them to deals and reminding them of products they were interested in, that are on sale at the store. The retailer soon expanded the use of beacons to all of its 786 stores nationwide.

Campaign: Macy's pepped up their regular trial of using beacon-triggered notifications and messages to enhance customer experiences in stores. The beacon-triggered ads included discounts, rewards, recommendations, department-level deals, and personalized deals for customers. The retail chain leveraged beacons further on Thanksgiving for an in-store contest focussing on Pinterest for showcasing deals and a mobile-enabled shopping list. A push notification prompted shoppers to engage with a digital experience, the beacon-triggered and mobile-enabled Macy's Black Friday 'Walk In and Win' game. The game gave shoppers a chance to instantly win \$1 million Macy's gift codes and other prizes.

Results: Macy's leveraged beacon technology for the purpose of hitting the two 'holy grail' metrics—in-store beacon engagements boosting app usage by 16 times and increasing app retention by 6 times. The retail chain now has more than 4,000 proximity sensors placed in its nationwide stores to power engagement and marketing efforts.

3. McDonald's

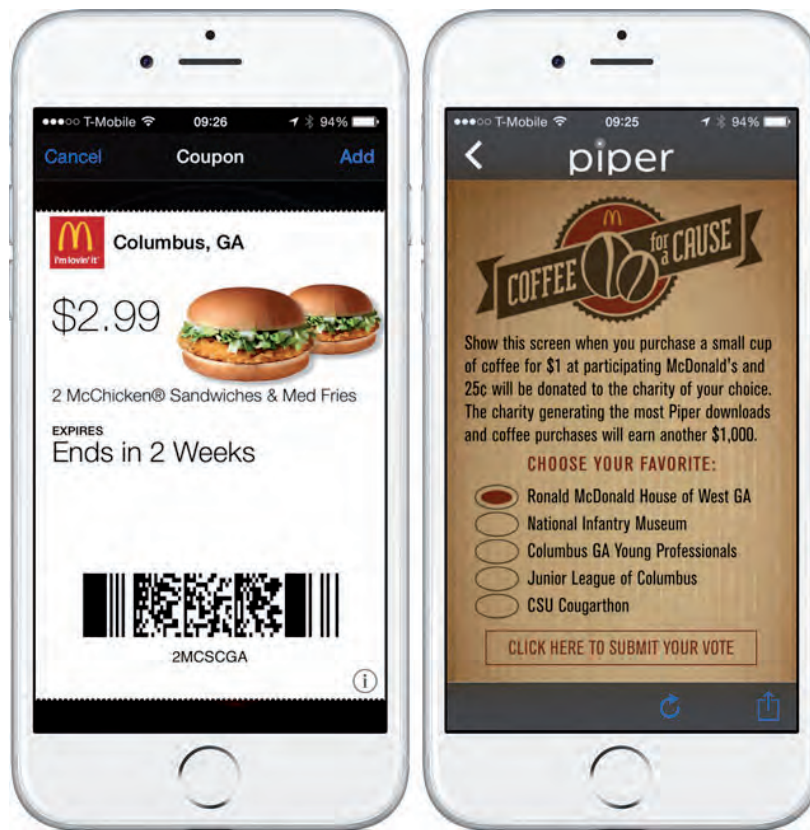


Image source: linkedin.com

McDonald's sought to enhance personal relationships with customers as well as promote a new line of coffee-flavored beverages by leveraging a new proximity marketing strategy via beacons at 15 of its cafés in Istanbul. The focus was to increase awareness of the new coffee-flavored drinks, including ginger mocha, coconut latte, and chai tea latte.

Campaign: As a part of this program, the chain tapped a popular Turkish loyalty app called Shopping Genie, to target customers while they were around the premises of a local McD Café. Each time users, with the mobile app installed in their smart device, entered the beacon-enhanced premises, they received a mobile coupon prompting them to purchase a coffee and collect one beverage from the new drink line for free. The app also tailored promotions sent to users according to their pre-selected likes.

Results: With two campaigns of six weeks duration each, the proximity marketing campaigns via beacons saw 30% of users, who received the promotion, using it more than once. 20% of the loyalty app's users identified themselves as interested in receiving such types of offers. Thus, the campaign helped McDonald's achieve 20% conversion rate with 30% of users who received the promotion.

4. Heineken



Image source: mobilemarketer.com

Heineken's beacon project aimed to drive purchase intent, in-store sales, and brand awareness in conjunction with the release of the 2015 James Bond movie Spectre. The brand leveraged multiple collaborations with mobile leaders and roped in beacons to ensure that its products were top-of-m

Campaign: Heineken drew in-store supermarket shoppers to an interactive display via beacons. The idea was to leverage location-based technologies such as beacons with the aim of converting points-of-purchase into 'smart places' in order to personally connect with customers.

Results: Heineken had an estimated revenue of \$320,000 from the campaign with 200,000 in-store and points-of-sale engagements. The purchase intent of customers increased by 7 times, with an increment in revenue on investment by 6.2 times. The alcohol marketer received nearly one million shopper impressions as a result of the beacon implementation. It now plans to work with 20 to 30 beacon-based retail/shopping apps for location ads. It also plans to integrate with Shazam via beacons in order to create engaging content that can be used in-store as well as at outdoor locations.

5. Carrefour



Image source: romania-insider.com

Carrefour has extensive iBeacon networks in all 28 of its hypermarkets in Romania through which the retail chain offers its consumers a simple, intuitive, and fun app for orientation inside hypermarkets from area to area. The retailer's beacon-enabled app offers navigation, automates the commercial content delivery, and collects essential data about in-store consumer behavior. Its proximity marketing campaign keeps consumers informed about the products, services, and actual special offers from each of the store departments.

Campaign: Once users download Carrefour's Smart Shopping app, they can select the sections they would want to go to for shopping from a predefined list of store departments. After the shopping list is completed, the application calculates a route, and shows the path to follow on the store map. As users advance from one area to another, the route is updated and the mobile phone shows them their next directions. At each aisle of the hypermarket where they stop, shoppers get notifications or active promotions with details about the products.

Results: With beacons, **Carrefour** has seen an astounding rise in its application's engagement rate which went up by 400% and the number of app users which grew by 600% in a period of seven months.

6. Meadowhall



Image source: britishland.com

Meadowhall Shopping Centre in Sheffield, UK, used iBeacon technology to gamify the Ladies' Night event with brands providing offers, discounts, freebies, and prize giveaways. Many retailers such as Hotel Chocolat, Krispy Kreme, Cath Kidston, and House of Fraser participated in the event.

Campaign: Customers had to download Meadowhall's beacon-enabled app to receive notifications on their smartphone whenever they came into the range of a beacon. On discovering a 'hotspot', Ladies' Night visitors saw a message alert appear on their phones. When they tapped the alert, it activated the offer related to that particular 'hotspot', ready for redemption at the participating retail store.

Results: The event was highly successful as it saw more than 500 app downloads within the first three hours, with over 500 offers redeemed. All 120 hotspot offers were redeemed within the first 52 minutes of the event. Meadowhall also won the Purple Apple Merit Award for strategic marketing for using 'groundbreaking' mobile phone beacons.

7. Elle

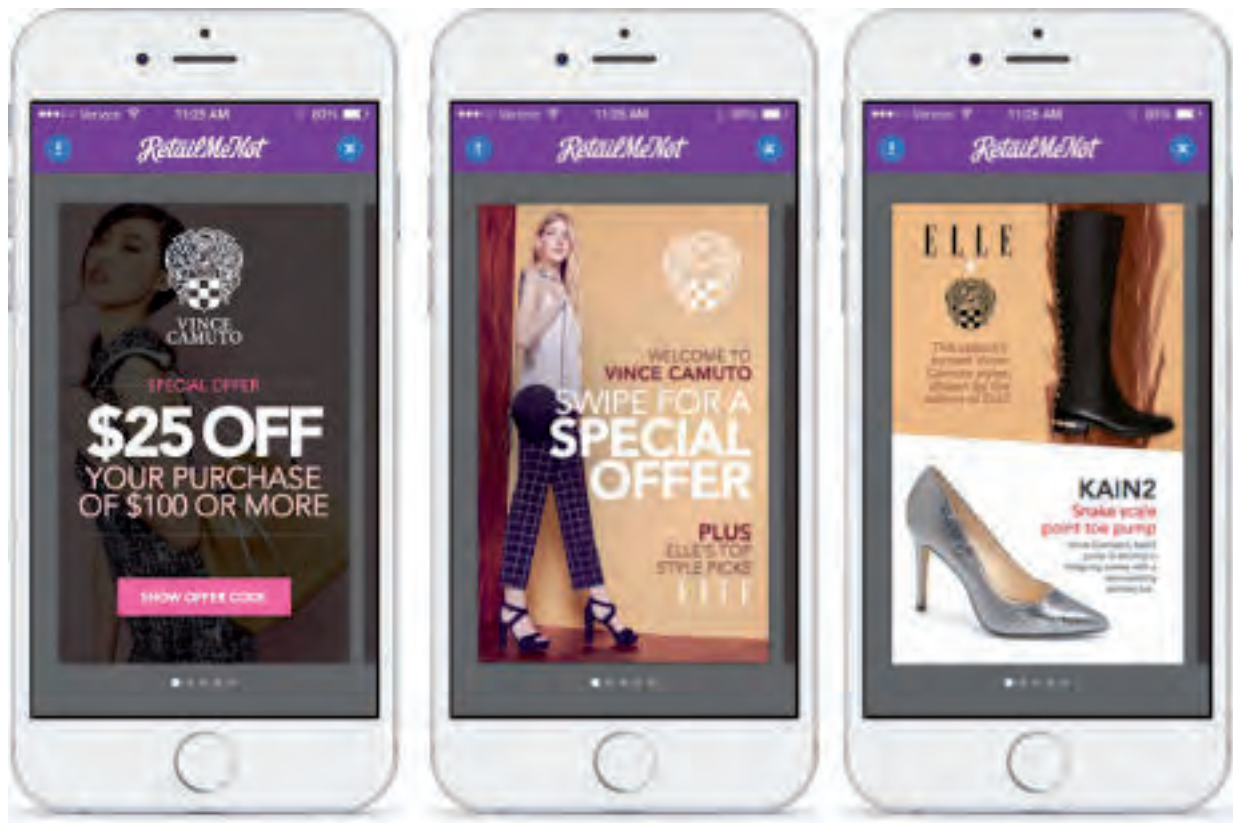


Image source: nfcworld.com

Elle Magazine leveraged a combination of two location-based technologies - geofencing and iBeacon, to run campaigns in honor of its 30th anniversary September issue. As a part of the program called ShopNow, Elle made its editors' product picks available to users on ShopAdvisor, a personal shopping concierge app and RetailMeNot, a mobile coupon app.

Campaign: Consumers who had opted for a push notification were notified by ShopAdvisor when they were within a mile of a product suggested by Elle. In case a customer had chosen to visit the store listed with that particular product, he/she got another notification with a promotion offer by RetailMeNot through beacons.

Results: The magazine generated an engagement rate of 12% and 15 times higher open rate for notifications than the mobile advertising average of 0.8%. It also witnessed 500,000 in-store visits through beacon marketing in five weeks, which is 100 times higher than the usual number.

8. House of Blue Jeans



Image source: khon2.com

House of Blue Jeans deployed both iBeacon and RFID technologies to enhance their customers' in-store experience and increase loyalty by combining location-based communication with real-time product visibility.

Campaign: With a fully customized omnichannel retailing platform integrated with IoT hardware—such as a smart mirror, beacons, and RFID readers—the brand placed one full-length mirror on the sales floor due to the compact size of its fitting rooms. When a shopper held a clothing item up to this mirror, an RFID reader placed on a small counter next to the mirror interrogated the RFID tags attached to the clothing item. Thereafter, the system suggested other items to consider based on stock availability and garment style. If shoppers also had the store's app running on their phone, the beacon integrated into the mirror pulled up their profile, and the messaging on the mirror suggested items that complemented past purchases.

Results: House of Blue Jeans increased average time per customer spent in-store to 1525 seconds. Also, customers tried 90% more product items with the interactive mirror than inside the fitting rooms. The results also show 1 out of 7 customers had repeated visits.

9. Coca-Cola

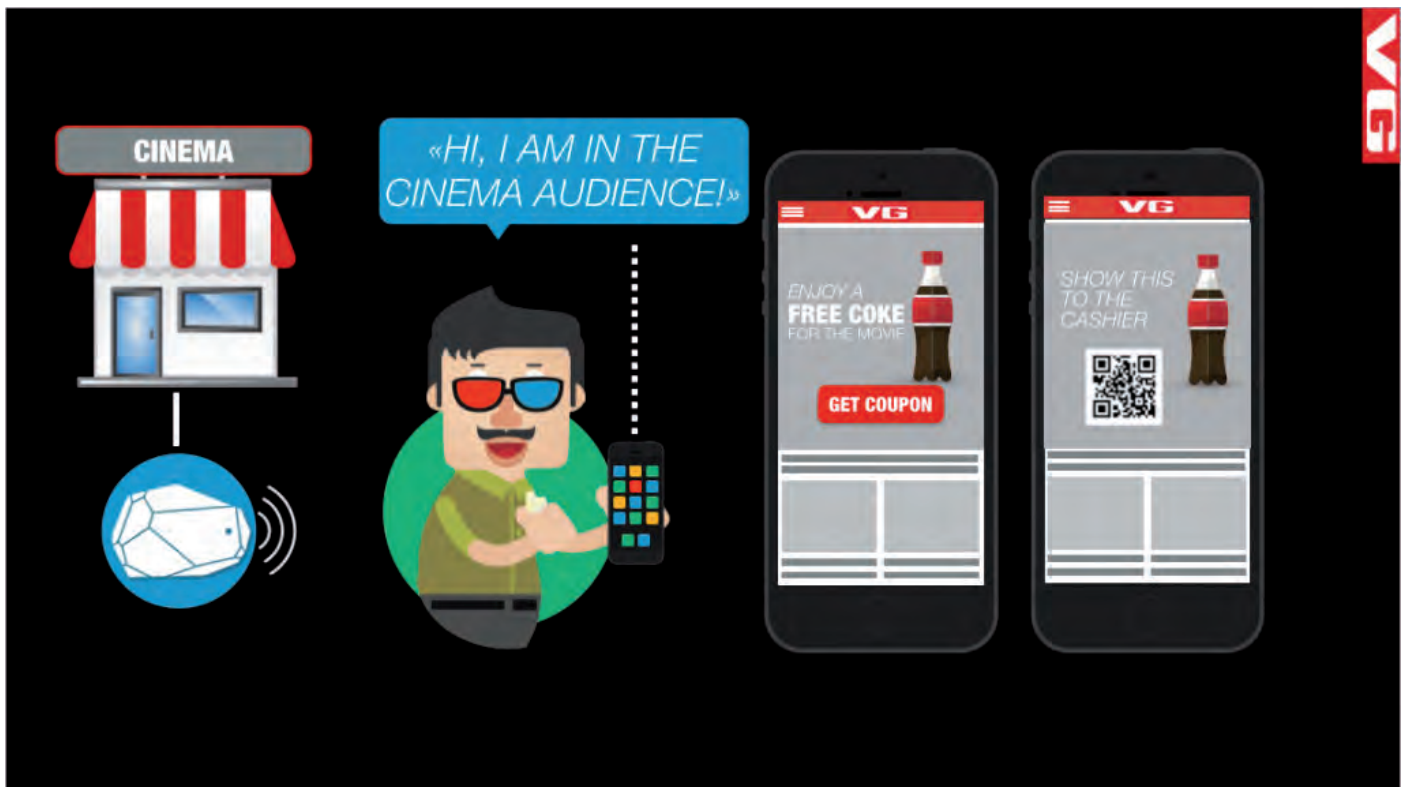


Image source: tech.vg.no

Coca-Cola leveraged iBeacon technology in CAPA cinemas in Norway, to precisely retarget smartphone-equipped consumers. The campaign ran for close to eight weeks at one of CAPA's largest movie theaters, during May and June 2015.

Campaign: The beacon pilot saw movie-goers receive a beacon-enabled notification for a free Coke that could be redeemed at the counter if they had Norwegian publisher VG's app on their phone as they walked through the CAPA hallway. Beacons were used to gain data, which was then stored anonymously on a media platform. This data was then used to retarget the same movie-goers a week later with an offer for a free ticket that could be redeemed at the movie theater.

Results: 24% of movie-goers clicked to collect a free soda while at the theater. When the movie-goers were retargeted with an offer for a free ticket, 60% of them clicked on the ad and 20% of them redeemed the offer. The 60% click-through rate for the retargeting ad stands in stark contrast to the 0.18% click-through on online ads that VG normally saw. Coca-Cola also saw a massive uplift in terms of ad engagement by 300 times.

Need help with setting up beacon campaigns
WITHOUT APPS?

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10. Norwich City Centre



Image source: drichardscds.com

Norwich City Centre sought to remedy decreasing consumer footfall metric by mapping customer behavior and utilizing mobile proximity marketing services for merchants and visitors via a brand new beacon-enabled app. The aim was to incentivise shoppers to hit the high street.

Campaign: A beacon network was installed throughout the shopping complex to 17 shops, 5 floors, and 7 entrances. Once the Norwich shoppers started interacting with beacons, they were able to discover and purchase new products as well as sign up for incentives such as coupons, discounts and loyalty services. The centre used behaviour mapping to collect the time and duration of visit, consumer movement, and number of visits to each merchant. Additionally, the mall could also confirm their initial analysis via beacons on dwindling footfall—visitors were actually only using the centre’s parking facility and going elsewhere for shopping.

Results: Once beacon deployments were optimized for engagement across the centre, visitor dwell time saw a substantial increase by 50%. The centre saw 20% unique CTR on beacon notifications received by consumers.

IV. 17 statistics showing what the future holds for Proximity Marketing in Retail

In the previous sections, we have already elaborated on why retailers must not ignore proximity marketing and introduced you to some big brands that are making a mark with their proximity marketing campaigns. Now we bring you 17 statistics that retailers and proximity marketers should know in order to assess the projected growth of proximity marketing and beacons in retail:

1. According to Unacast's Proximity.Directory **Q1 2017 Report**, 75% of retailers in the U.S. are integrating proximity technologies into their marketing mix to increase operating profit. In fact, by using beacon technology, retailers can improve their position and increase operating profit by nearly 9% with an ROI of 175%, according to the report.
2. According to the **same report**, proximity marketing serves small-to-medium businesses and can increase operating profit by 8% with an ROI of 365%
3. According to the results of research **conducted by Accenture** in 2016, the majority of shoppers (56%) feel more disposed to walk into a store that recognizes them by name.

RECOGNIZE, REMEMBER, OFFER RELEVANT RECOMMENDATIONS:

Consumers are more likely to buy from a retailer (online, offline) that...



4. According to Unacast, through proximity technologies, even retailers from “struggling” segments (e.g. book retail) can transform their business from having negative profits to an operating profit of 9% with an ROI of 175%
5. As of Q1 2017, 14,486,000 sensors were registered to have been deployed globally, 11% increase compared to the earlier quarter: beacons account for 65%, Wi-Fi points - 20%, and NFC -15%.
6. Statistics suggest that 1 million beacons are expected to be purchased for deployment this year in the US Retail stores alone.

7. ABI Research forecasts that 400 million beacons will be deployed by the end of 2020.
8. Borrell Associates estimate that proximity-based marketing will drive an approximated \$5 billion in spending by brands by 2019.
9. Business Insider Intelligence predicts that installed beacons will grow from 50,000 in 2014 to 4.3 million in 2018.
10. According to Juniper Research, retailers will invest \$2.5 billion in IoT within the next 5 years. Much of that investment will be for beacons and RFID tags.
11. Retail is the most popular industry vertical using proximity marketing, with 70% of Proximity Service Providers supporting services in this vertical.
12. 77% of brands concur that location-based data is indeed vital for businesses.
13. The 'Store Operations Survey', comprising of 100 retail executives, conducted in 2016 by Retail TouchPoints, questioned the retailers about the benefits they had seen since implementing beacon technology. The results were mind blowing:
 - I. 71% retailers were able to track and understand customers' buying patterns using beacons
 - II. 65% felt that they were able to target customers down to the aisle level
 - III. 59% felt that customers were more engaged in the store
 - IV. 53% retailers felt that they were able to create more relevant and compelling offers in the store
 - V. 24% retailers saw an increase in sales
 - VI. 24% retailers saw an increase in offer redemption
14. According to a Verve Mobile's report, retailers using location saw a 74% lift in traffic.
15. Retailers using location-based technologies witnessed a 56% gain in the frequency of customer visits.
16. One-third of the top 50 US retailers are planning to roll out beacon programs this year.
17. The global iBeacon market is forecasted to grow at a CAGR of 200.3% by 2019, according to a report by Research and Markets.

V. How to start your own proximity marketing campaign

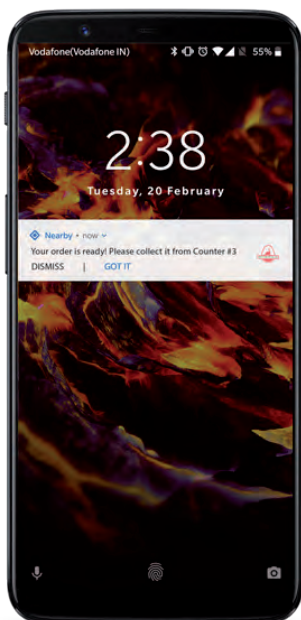
Retail stores are clearly undergoing a paradigm shift, where only being a pure play brick-and-mortar store is not the best approach to connect with the target audience. So, they are using proximity marketing to reach customers. Unacast, which operates a huge proximity network, released a Q1 2017 Proxbook report that reveals a staggering 75% of retailers in the U.S. are integrating proximity technologies into their marketing mix to increase operating profit. In fact, by using beacon technology, retailers can improve their position and increase operating profit by nearly 9% with an ROI of 175%. We have seen a number of large-scale beacon deployments that would corroborate such a figure.

While iBeacon technology is helping create significant customer impact, it also relies on smartphone apps (that need to be downloaded on customers' smartphones). This is where Eddystone, the beacon protocol other than iBeacon, proves to be of great value. iBeacon protocol requires an app, whereas **Eddystone** is a much easier approach to reach customers with targeted, contextual and hyper-local content directly on their smartphones, without the need for specific apps. Both the beacon protocols allow retailers to have a sound mobile strategy in order to effectively connect with customers while they are in or around stores.

For Retailers having their own apps

If you want to run proximity campaigns WITHOUT an app, move down to the [next section](#)

One of the top retail marketing strategies is how you can add convenience to a shopper's buying journey. According to a Forrester study, 73% of shoppers expect retailers to have click-and-collect capabilities. Retailers like Woolworths are already using beacons to improve click-and-collect services at their stores. For example, when a click-and-collect customer comes within the radius of the store, a notification is sent to Woolworths' picking systems to prompt the staff to start completing the order placed by the customer. Consequently, a push notification via the app alerts the customer when his/her order is ready.



Campaign Objective:

Let's see how you can use beacons to run a proximity campaign for a takeaway food chain (if you have an app). The objective of this campaign is to notify the staff of the customer's presence in the restaurant so that the order is prepared and packed on time. Finally, the customer must get notified when the order is ready for pick-up.

Step 1: Deploy beacons

You would need to deploy two beacons: one at the entrance of the XYZ Restaurant and the other one at the pick-up counter.

If you are looking for an end-to-end beacon solution, check out Beaconstac that includes:

- i. Beacons
- ii. Access to the Beaconstac app (on both iOS and Android)
- iii. Access to Eddystone compliant, cloud-based Beaconstac proximity messaging platform along with SDKs for Android and iOS at \$49.

Once you have purchased the Beaconstac beacons, their details such as the UUID, major and minor numbers, will be added to the Beaconstac dashboard (by us) before we ship the beacons to you.

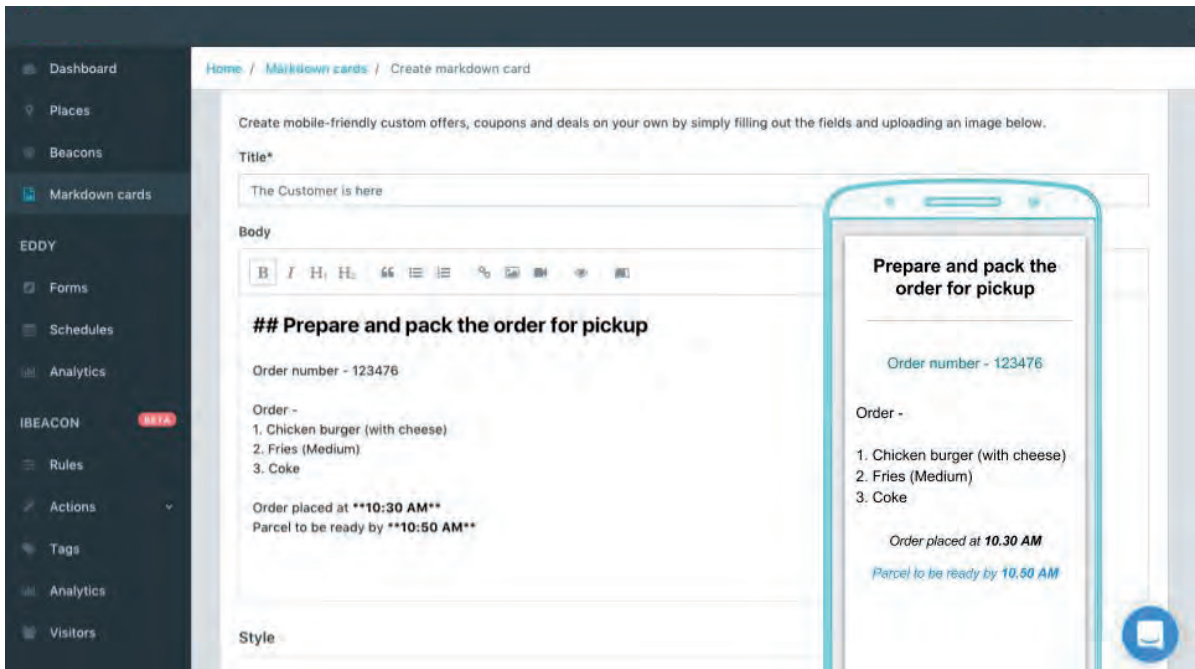
For instance, here we have named the beacon placed at the entrance as 'Beacon Entry' and the beacon placed at the pick-up counter as 'Beacon Collect'.

Step 2: Create Cards

Next, we'll create one card for each beacon: the first card would be for the beacon placed at the entrance and the second one would be for the beacon placed at the pick-up counter.

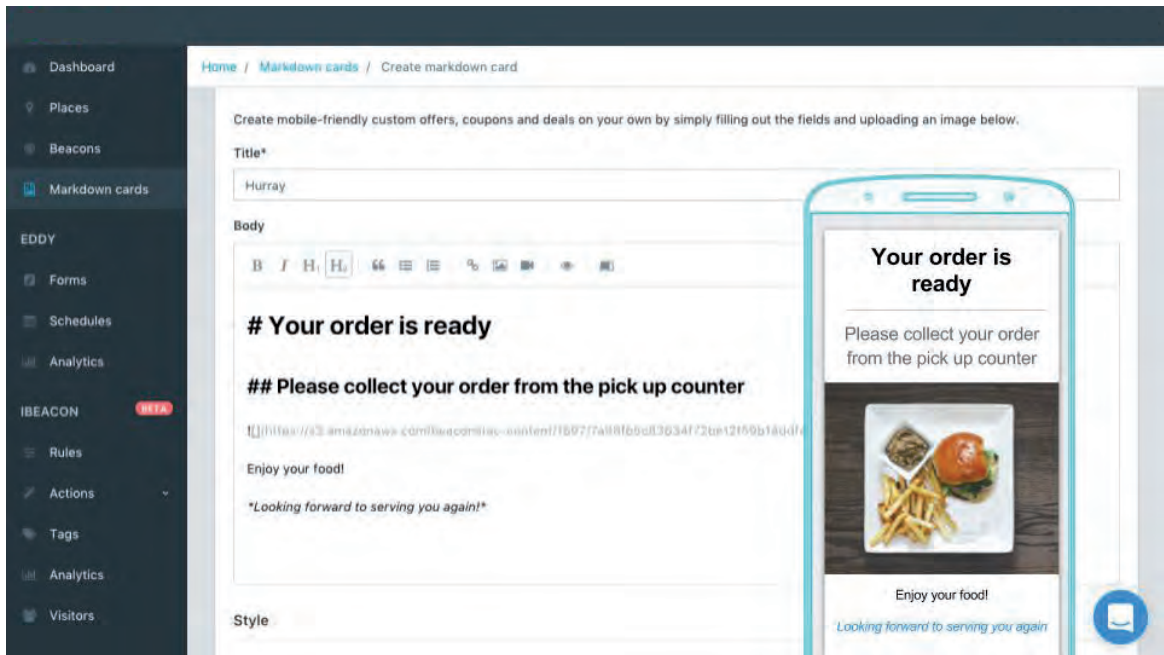
For 'Beacon Entry', we will create a notification that the staff members will see once the customer enters the store. Cards are customised creatives that show up on a user's mobile device when in proximity of beacons. Beaconstac offers several a host of formatting options for these card creatives.

I'll create a Markdown Card for this campaign. I will name the 'Beacon Entry' card as 'The Customer is here!'. And then go on to add text to the 'Body' section. For instance, I have added the following text for the 'Beacon Entry' card – "Prepare and pack the order for pick-up."



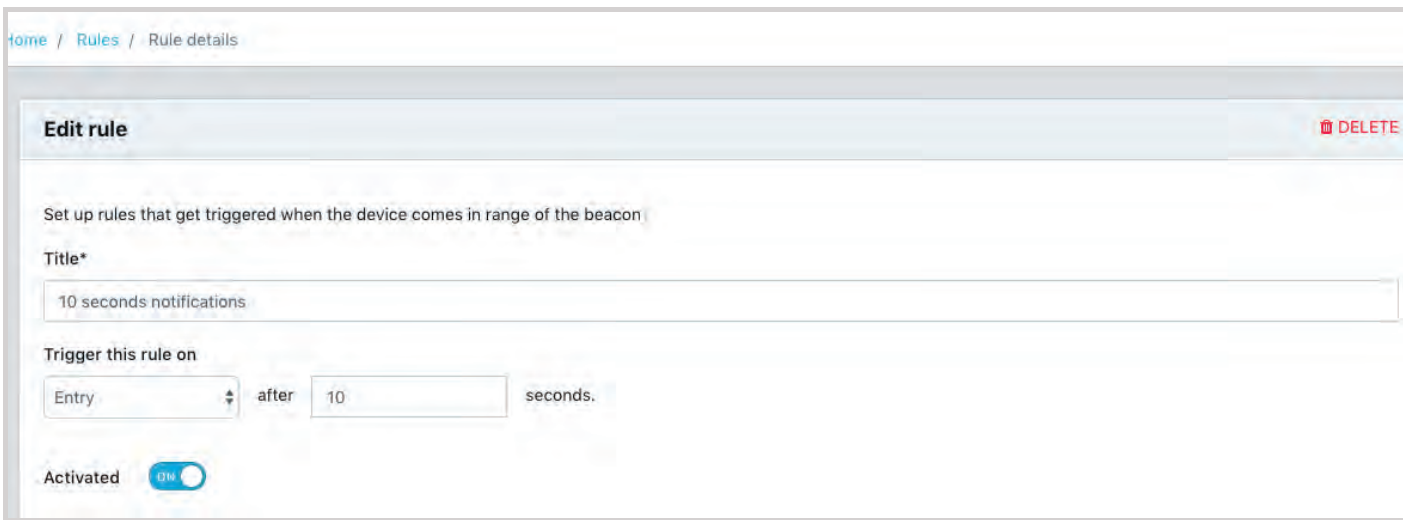
For 'Beacon Collect', we will create a notification that the customer will see when he/she approaches the pick-up counter and the order is ready for pick-up. I will name this 'Beacon Collect' card as 'Hurray!'. The text for this card would be "Your order is ready. Please collect it from the pick-up counter."

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Step 3: Add Rules

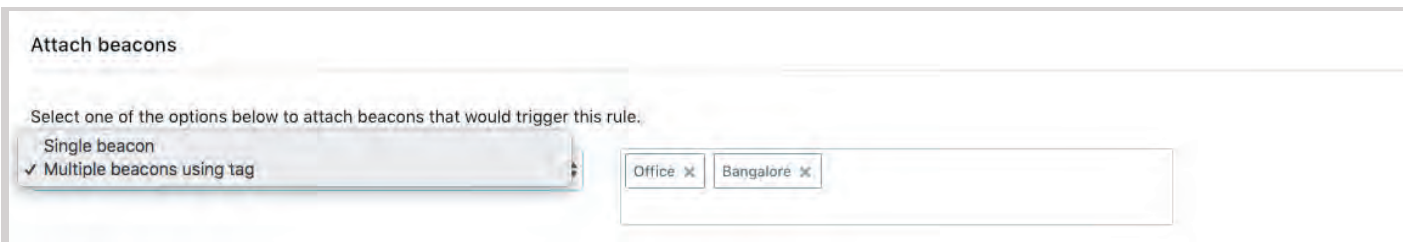
After this, all we have to do is create a rule for the beacon placed at the entrance such that it triggers the message for the staff when a customer, who has placed an order, is in its proximity of the store (entry beacon) for 10 seconds or more.



The screenshot shows a web interface for editing a rule. At the top, there is a breadcrumb trail: "home / Rules / Rule details". Below this is a header "Edit rule" with a red "DELETE" button on the right. The main content area contains the following elements:

- A heading: "Set up rules that get triggered when the device comes in range of the beacon".
- A "Title*" field containing the text "10 seconds notifications".
- A "Trigger this rule on" section with a dropdown menu set to "Entry", followed by the text "after", a text input field containing "10", and the text "seconds".
- An "Activated" section with a blue toggle switch that is currently turned on.

We will create another rule for the beacon placed at the pick-up counter such that it triggers a message for the customer when he/she is in its proximity for 10 seconds or more.



The screenshot shows a web interface for attaching beacons to a rule. The section is titled "Attach beacons". Below the title, there is a heading: "Select one of the options below to attach beacons that would trigger this rule." There are two radio button options:

- Single beacon
- Multiple beacons using tag

To the right of these options is a text input field containing two tags: "Office" and "Bangalore", each with a small 'x' icon to its right, indicating they can be removed.

Step 4: Create Custom Filters

Next, we need to add a custom filters to Beacon Entry. This attribute will determine which users would qualify to trigger a notification for the staff members. Custom filters can be used to filter actions based on the criteria.

Add custom filters

You can use filters such as age, gender, reward points, etc. from your enterprise system or third-party systems while defining these rules. [Create Filter](#)

Any of the following conditions should be met:

Attribute	Operator	Value
age (Number)	>	25
Type filter name		Enter attribute value

The app in the customer's phone will send data about his identity to the server. The server will then locate the customer ID and check whether that customer ID has placed an order online or not. Once it is confirmed that an order has been placed, the condition will hold true and the staff will then receive the message with the order details and the Customer ID in their device through the app.

For the beacon placed at the pick-up counter, we will add an attribute that will check if the order is ready. If the information retrieved by the app from the server states that the order is ready, the attribute will trigger the notification to be received by the customer.

Step 5 : Set Actions

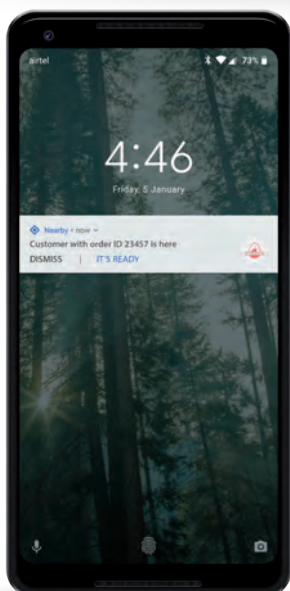
After this, we'll add the action to be triggered when the rule attached to the Beacon Entry is true. Here, the action is to trigger the 'The Customer is here!' card we created. Here is the action to be triggered when the rule attached to the Beacon Collect is true. And we are all set!

Select actions

Select a type of action you want your rule to trigger and then select one of the actions pre-defined under that type.

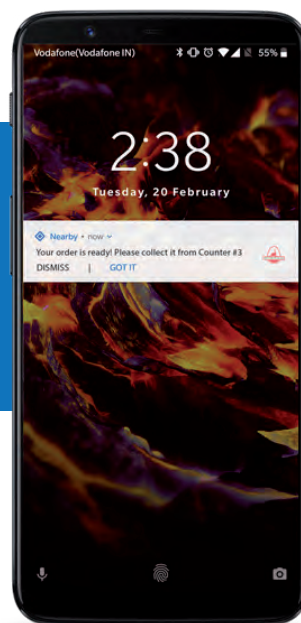
Notification

Webhook



Now the staff of the XYZ restaurant will receive a notification upon the customer's arrival to prepare the order.

Once the customer reaches the pick-up counter, he/she will receive a notification to collect the order once it is ready.



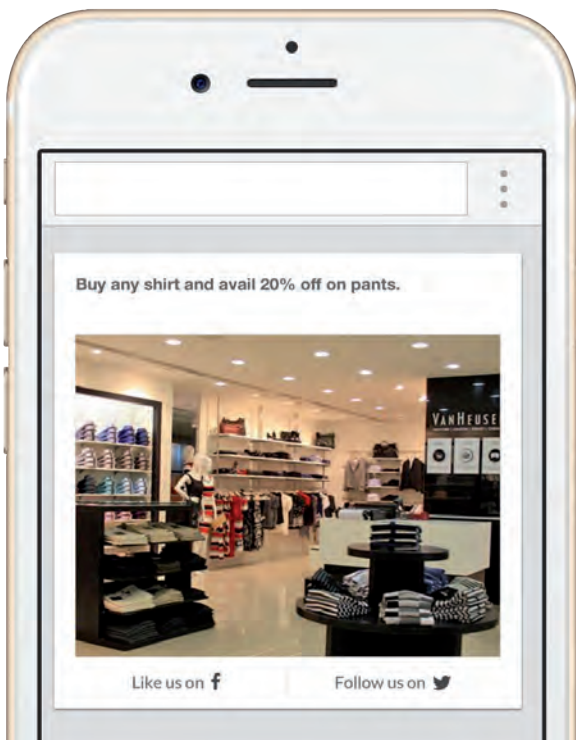
Try out this beacon pilot project and let us know about your experience.

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For Retailers who do not have their own app

With Google Nearby services in Android phones and CloseBy in Samsung phones, retailers can practically connect with all smartphone users at any given area in or around stores. Retailers will just need Eddystone compliant beacons and a mobile website in order to leverage this easy and effective location-based solution. So, we bring to you a step-by-step guide on setting up 5 different Eddystone campaigns or use cases that can be easily implemented at retail stores.

The first step is to come up with a clear campaign objective before installing beacons and setting up notifications.



Campaign Objective 1: Send targeted offers

The objective of this campaign is send targeted offers to customers in order to encourage them to buy complementary products. To illustrate this, we shall send an offer to all customers at the shirt section, about a special discount on pants that can be availed on purchase of any shirt. Let's name the campaign '20% off on pants' and set the display message as 'Buy any shirt and avail 20% off on pants'

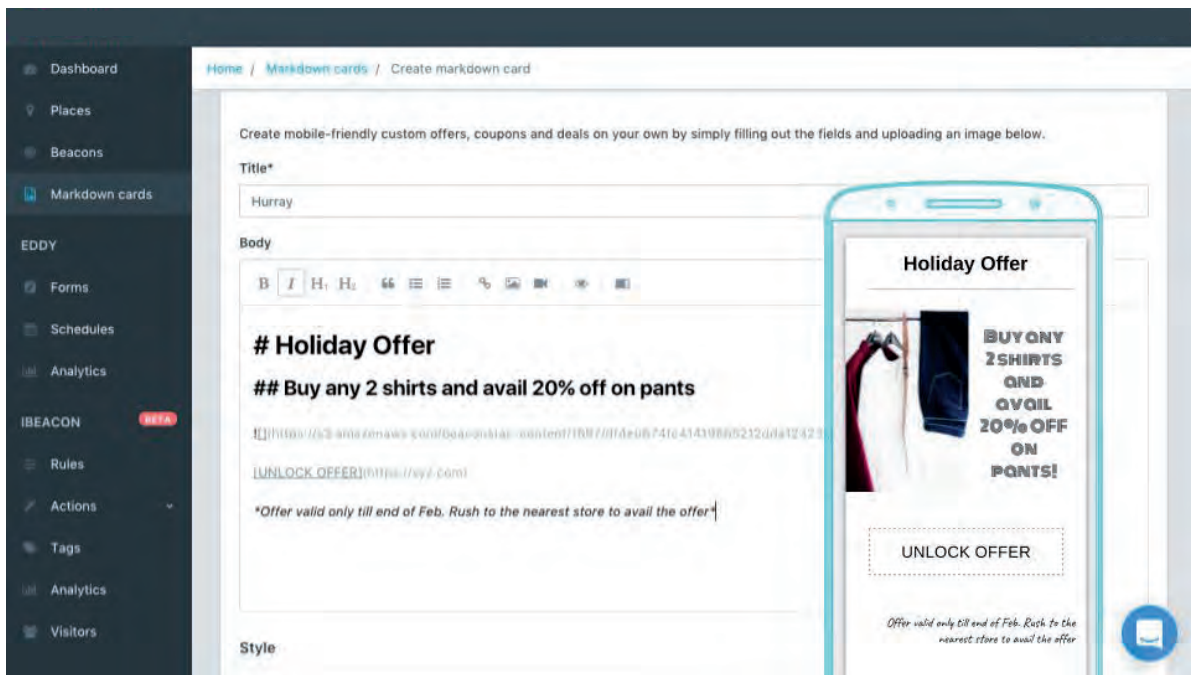
Step 1: Install Beacons

Once you have a clear campaign objective, you will need to purchase and install a few Eddystone compliant beacons. You can consider buying the **Beaconstac Eddystone beacons**. Once you have purchased the beacons, their details such as the UID-Namespace, UID-Instance and URL, will be added to the Beaconstac dashboard (by us) before shipping the beacons to you. For easy identification, the beacons can be named based on their location, campaign objective or any other point of reference.

Step 2: Create Markdown cards

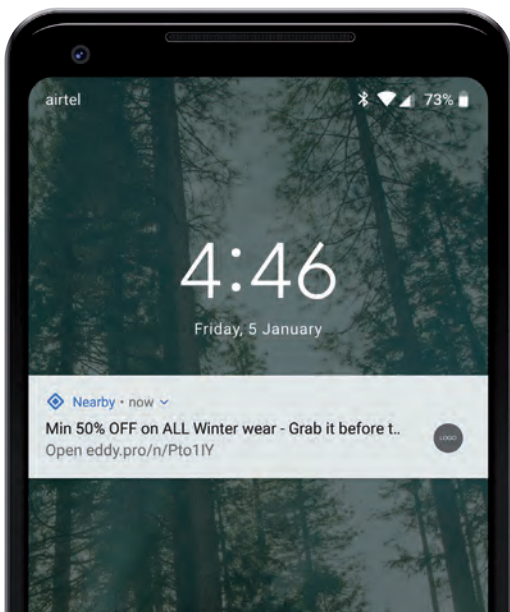
Markdown cards are creatives that appear on the customer's smartphone when they click on the notification - it could be about an ongoing sale, new products, information or anything at all.

You can format your card as you like, with options such as headline tags, bold text, italics, quotes and more. To make your card visually appealing, you could also add an image, animated GIF or video that best suits your campaign message. Add a call to action button to your card to drive users to take a specific action when they see this message.



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Step 3: Create Markdown cards



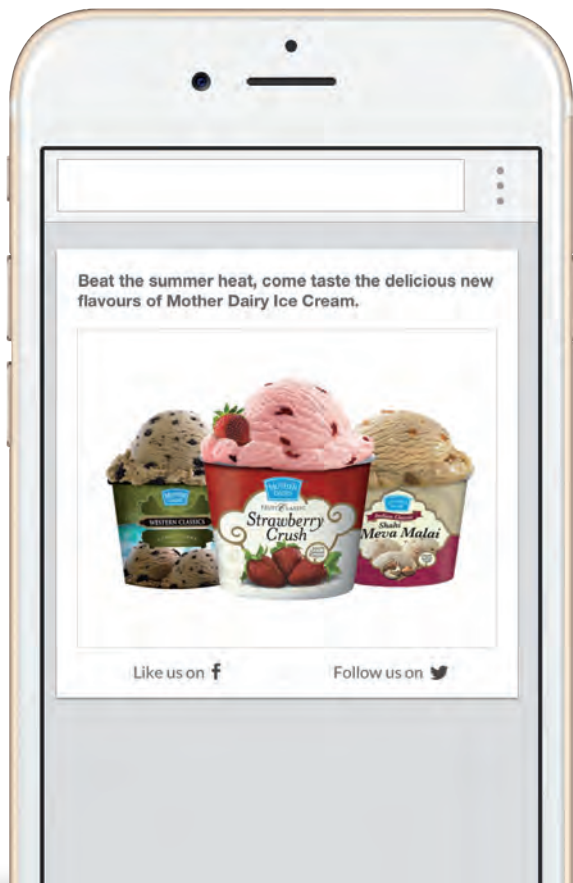
The last step is to set up the notification that you want users to receive on their smartphone. Add a catchy title, a description, and an icon that will be displayed in the notification.

The notification and card will be sent to anyone in the range of the Eddystone beacon. By clicking on the URL, the customer/user will be directly taken to the specific webpage that will display the intended message to the user (as mentioned in each campaign)

Campaign Objective 2: Help with new product promotion

Eddystone can prove to be quite useful for promoting new products at stores. The objective of the campaign is to attract customers at/near a store to visit the new product launch section. Let's name the campaign 'New Mother Dairy Ice Cream' and set the display message as 'Beat the summer heat, come taste the delicious new flavours of Mother Dairy Ice Cream'.

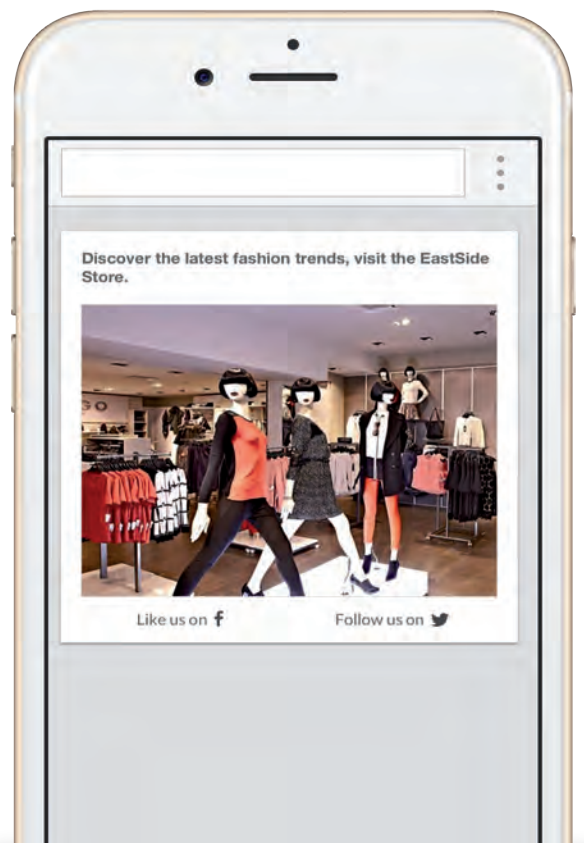
In a manner similar to the first campaign, you will first install the beacon. Thereafter, you will follow the second step and set up the notifications.



Campaign Objective 3: Attract new customers to the store

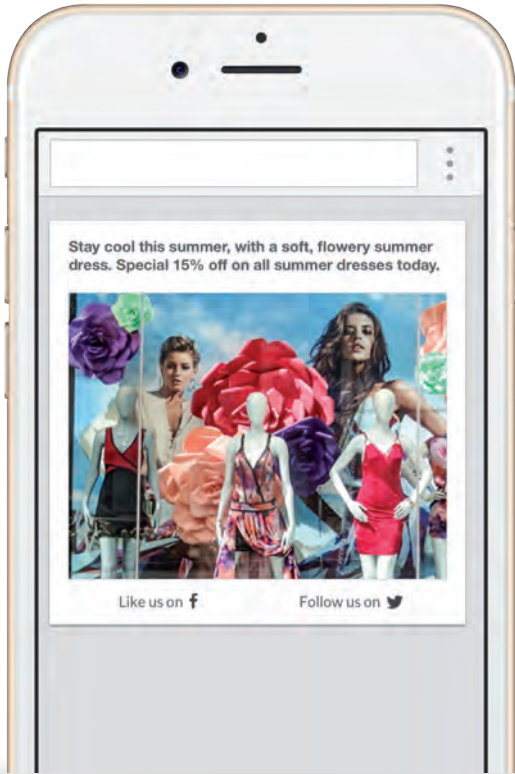
The objective of this campaign is to attract new customers or customers without the store's native app to visit the store. This campaign can prove to be a great way to increase customer reach. Let's name the campaign 'Discover the latest fashion trends' and set the display message as 'Discover the latest fashion trends, visit the EastSide Store'.

Follow the steps as stated in the first two campaigns. Once they are complete, you are all set to go.



Campaign Objective 4: – Send proximity marketing messages near mannequins

The objective of this campaign is push a customer closer to a sale when he/she is checking out the clothes/shoes/accessories on a mannequin. Such proximity marketing messages can be used to either send specific offers or relevant product information to customers. Let's name the campaign 'Mannequin 1 – Summer Dress' and set the display message as 'Stay cool this summer, with a soft, flowery summer dress. Special 15% off on all summer dresses today'.

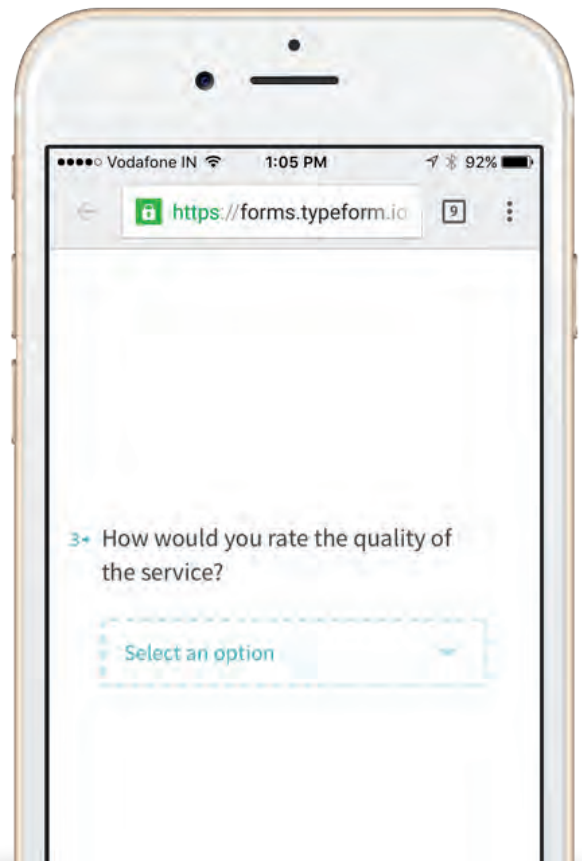


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Campaign Objective 5: – Collect valuable feedback

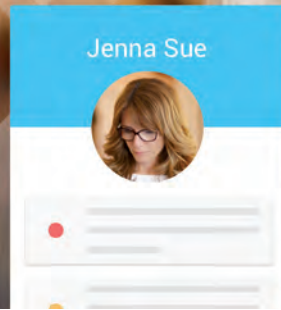
Eddystone provides one of the best ways to effectively run surveys and collect feedback. The objective of this campaign is to collect direct feedback from customers, by easily sending a survey form on their smartphones. One of the best times to send such surveys is while customers are waiting in billing queues. Let's name the campaign as 'Customer Survey'.

And now you are all set to try out these 5 campaigns without any hassles!



Retail

Proximity Marketing
with Beacons



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