Engaging Mobile Consumers:

Comparing Beacons and Magnetic Positioning for Indoor Advertising

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In an apples-to-apples comparison for indoor advertising between Bluetooth beacons and magnetic, the benefits are striking for magnetic positioning. With a higher level of accuracy, magnetic has the ability to generate superior contextual relevance and increase advertising conversion revenue, all with a total cost of ownership significantly lower than Bluetooth.

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February 2015 Jon Rosen, Senior Analyst, Opus Research Derek Top, Research Director, Opus Research

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