



meridian

The Mobile Software for Visitor
Engagement

Brief Intro: Meridian

Meridian: Software Platform for Building Apps for Places

The screenshot displays the Meridian software platform interface. At the top, the browser address bar shows the URL. The header includes the Meridian logo, the project name "Venetian-Palazzo", and navigation links for "editor", "help", and "developers". A user profile "jeff@meridianapps.com" and a "logout" button are also present, along with a search bar.

The main interface is divided into a left sidebar and a central editor area. The sidebar contains a "Save" button and a list of menu items: "Editor", "featured", "maps", "pages", "events", "theme", "BluDot", "status", "Account", "reports", "settings", "versions", and "languages".

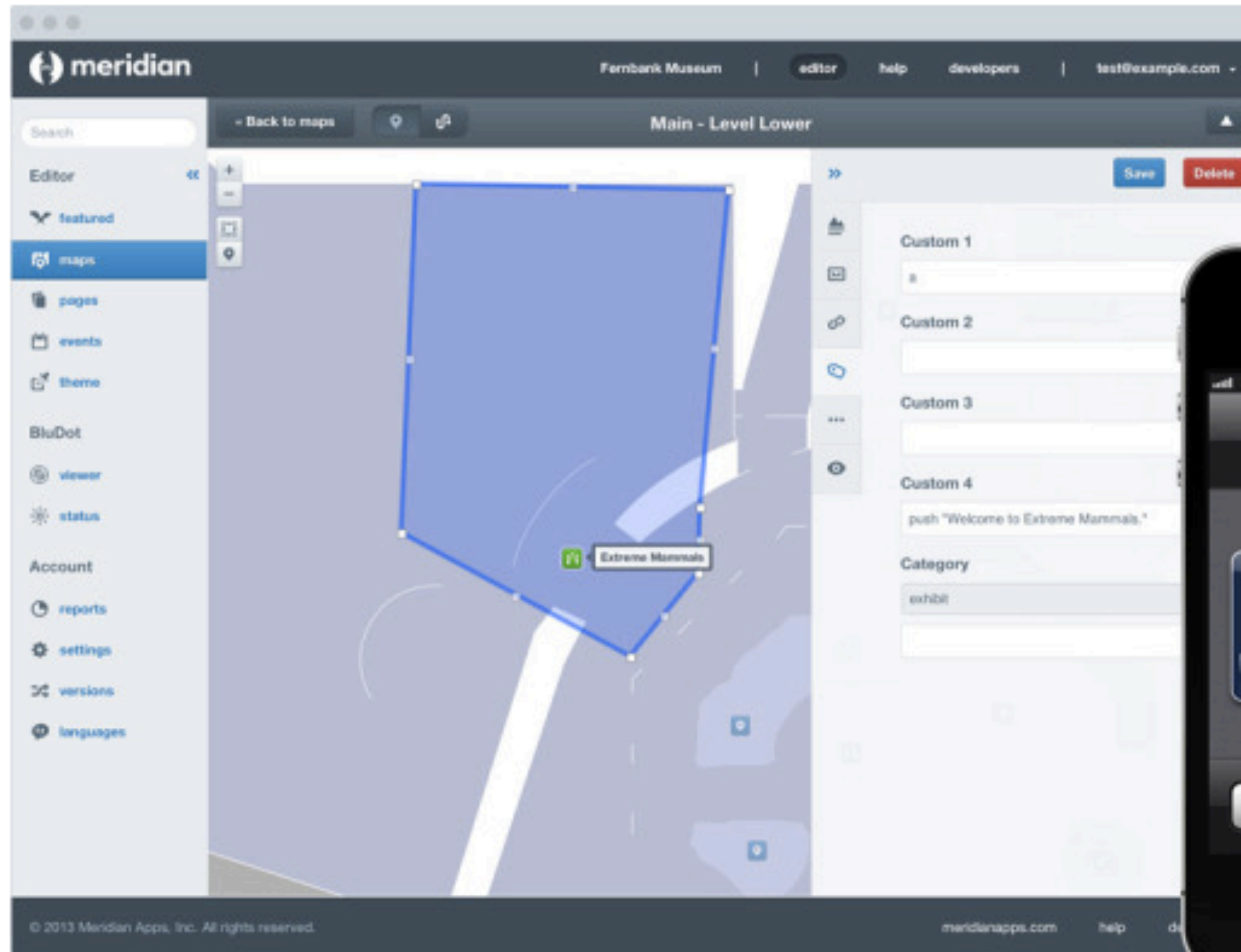
The central editor area is titled "Style" and "Glass" and includes a "Logo Alignment" dropdown set to "Left". Below this is an "Image" field with a thumbnail of a promotional image. A "Promotions" section is visible, containing a list of promotional items with fields for "Link" and "Title".

On the right side, a mobile app preview is shown. The app interface features a dark background with a promotional image of a man and a woman. The text on the app screen includes "Carrier", "10:19 AM", "SOUL 2 SOUL", "2 ICONS 10 WEEKENDS", "What's Happening", "Exclusive Offers", "Dine, Shop, Play, Explore", "All-Suite Accommodations", "For Our Fans", and "Information".

SDKs for Improving Existing Apps With Indoor Positioning and Turn-by-Turn Directions



And Indoor Offers/Notifications Based on Proximity



More Than 70 Corporations Powering Apps with Meridian



[indoor location](#) / [location-based services](#) / [wi-fi location](#)

Aruba buys indoor-location startup Meridian. Here's why

by [Kevin Fitchard](#) MAY. 17, 2013 - 8:55 AM PDT



SUMMARY: *Meridian works with companies that want to bring detailed location awareness to their mobile apps using their Wi-Fi networks as guideposts. If you're Aruba, that's not a bad feature to have in your access points.*

 [tweet this](#)

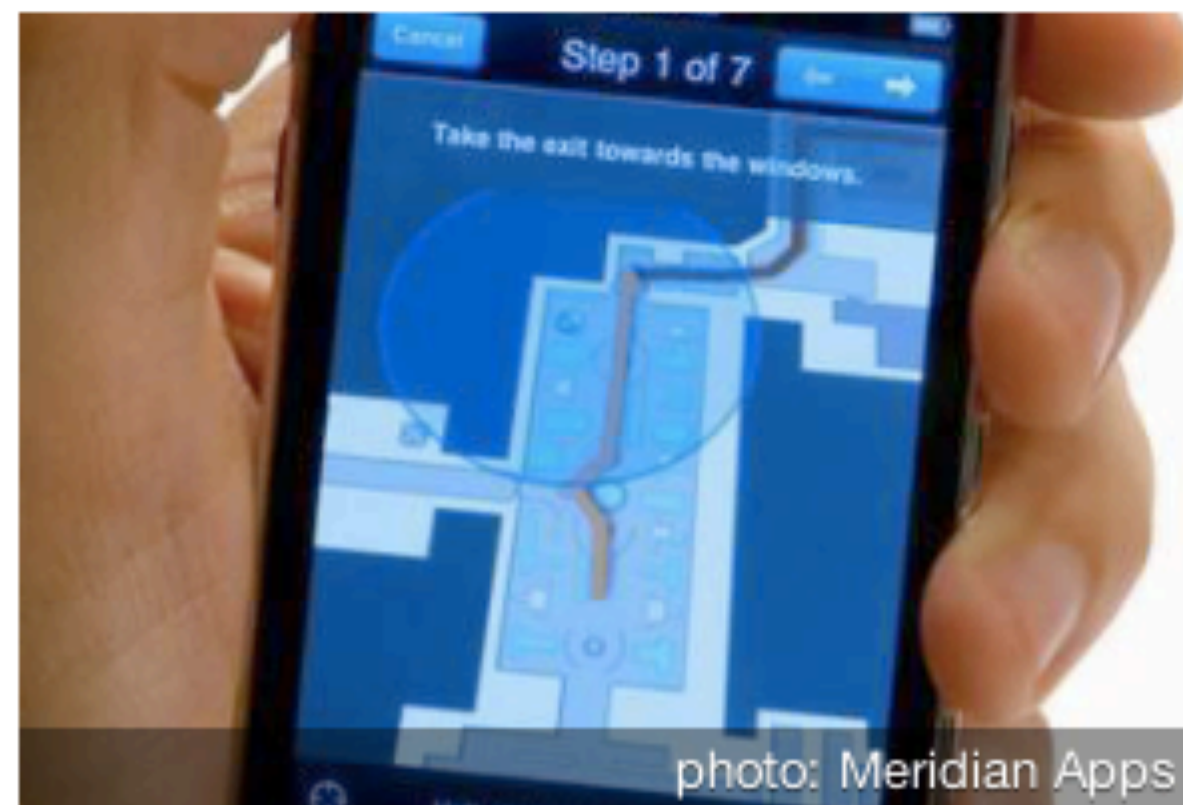


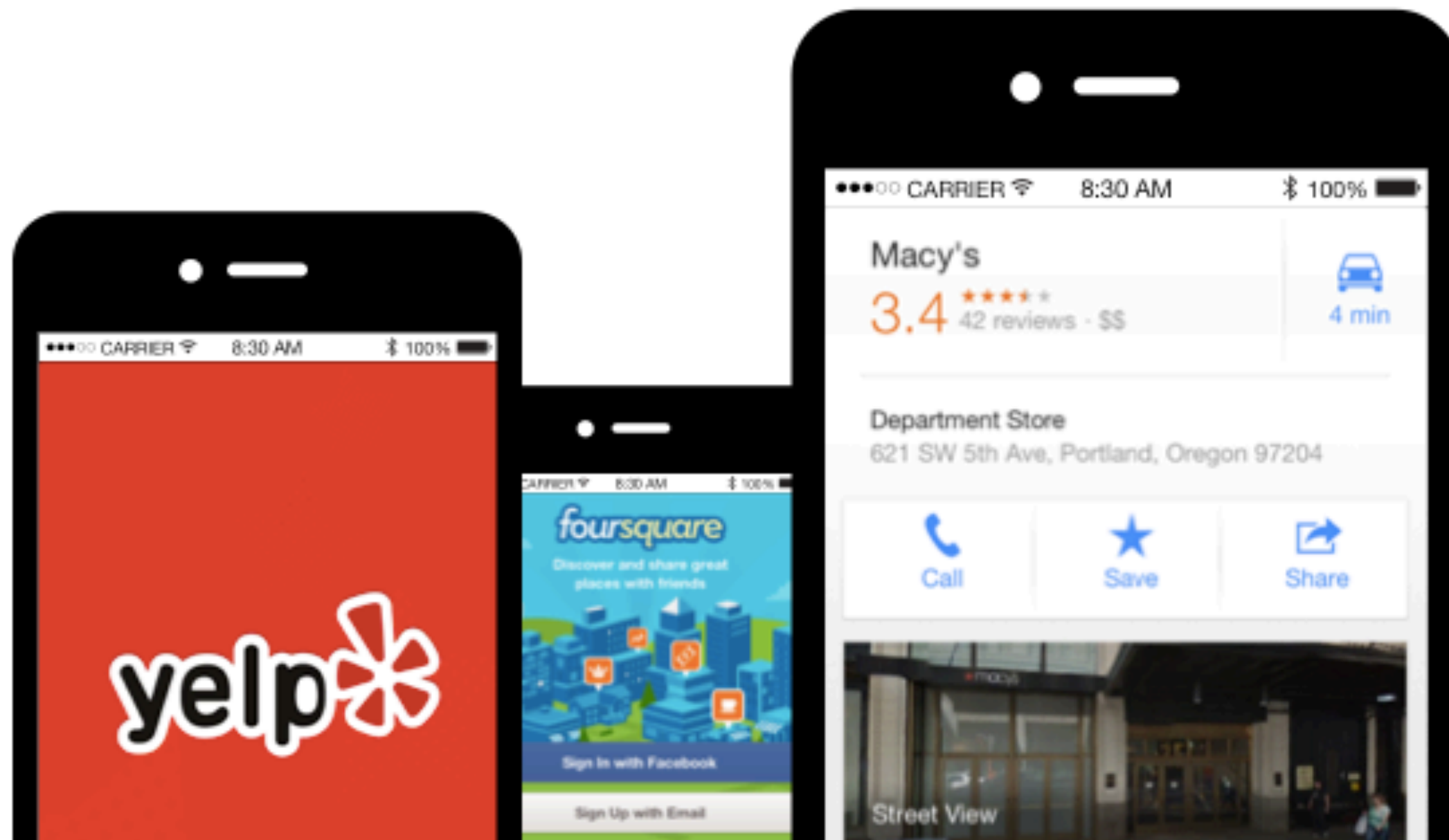
photo: Meridian Apps

Location: First Wave Was Focused on
Consumers

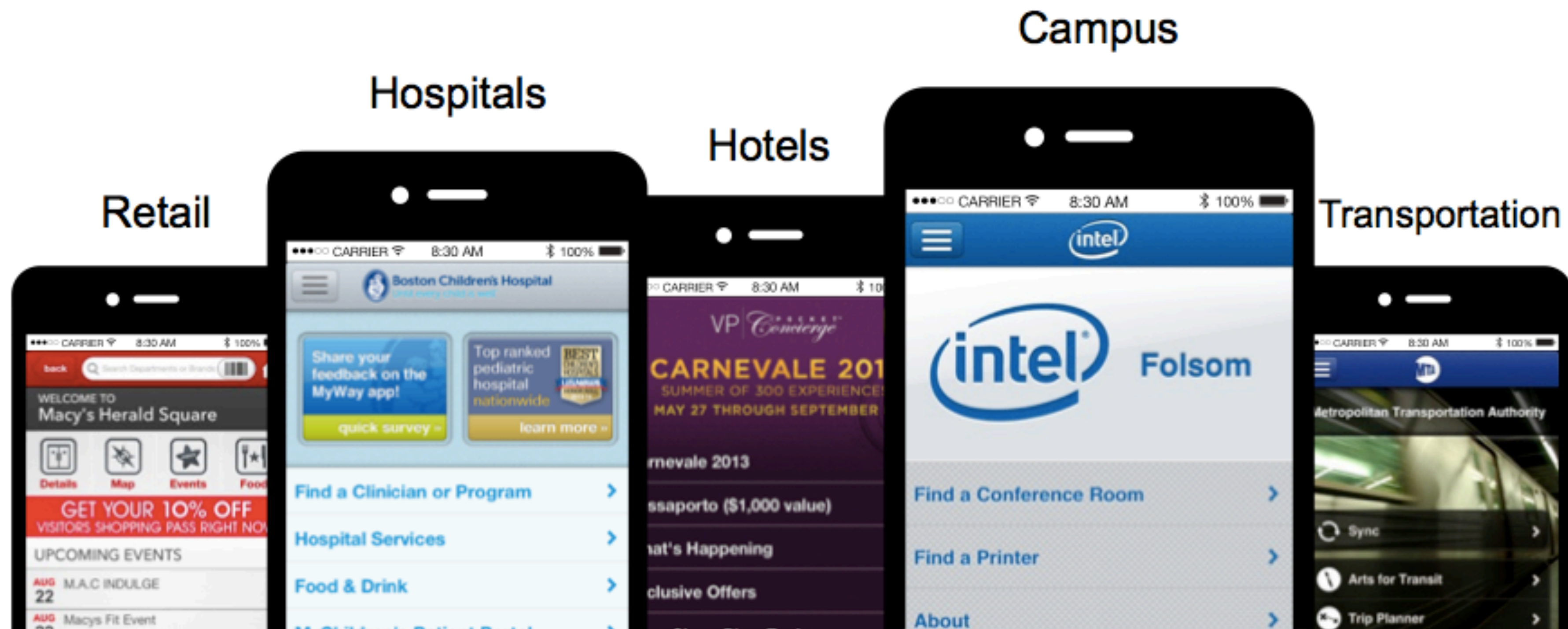
The first phase of mobile engagement didn't provide enterprises enough context around the customer and their location.



When location was important, enterprises didn't have control of the data presented.



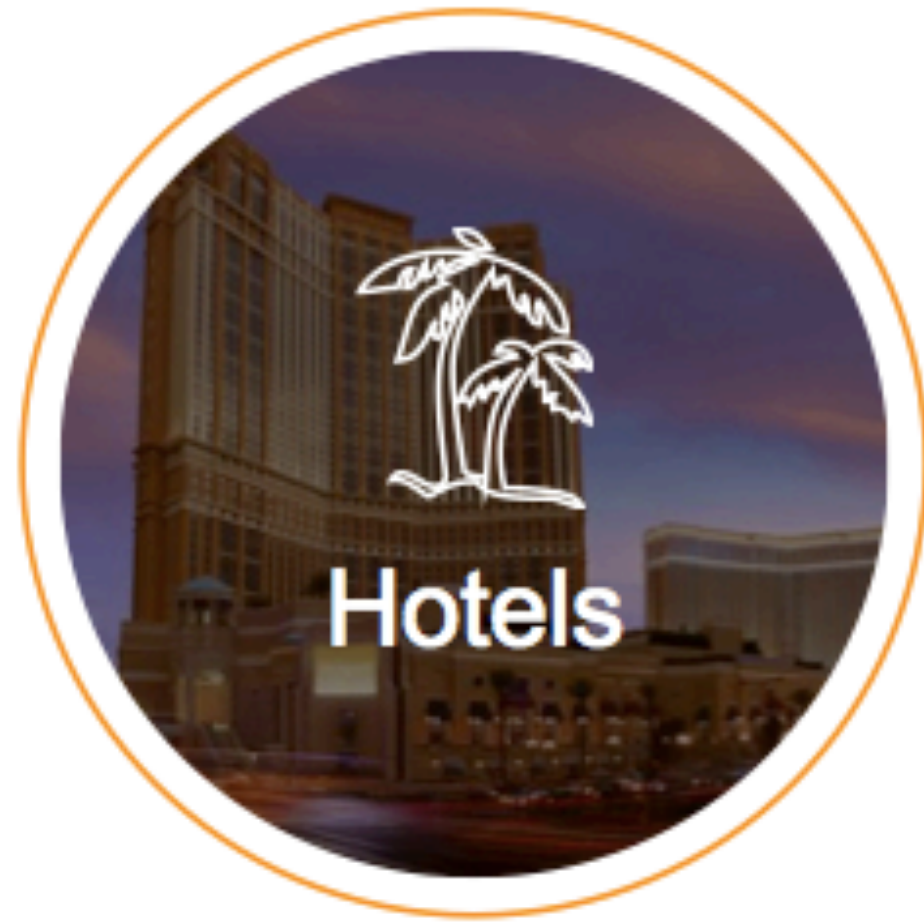
Location: Second Wave Includes Enterprises



80% of the world owns a **mobile phone**. And we're using them in the venues we visit.



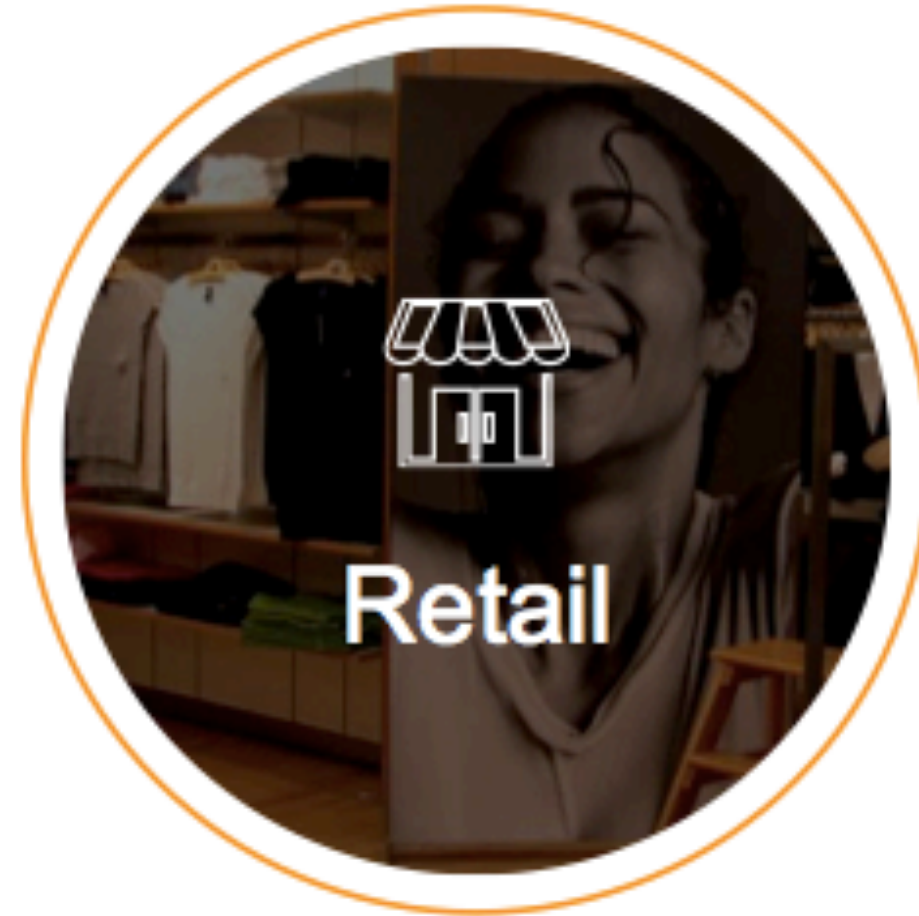
27% of companies worldwide intend to implement **location-based mobile marketing** in 2013.



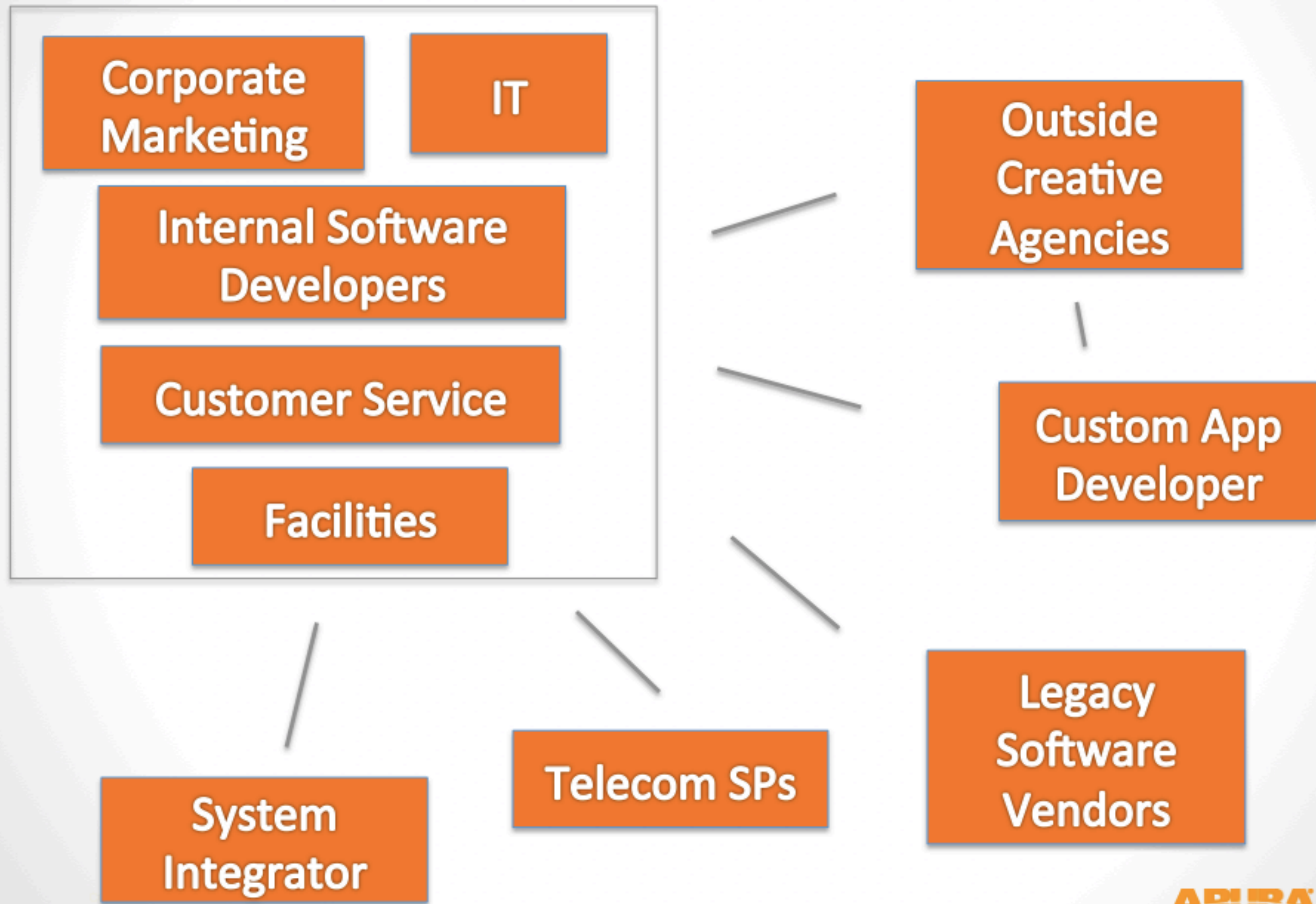
Share of Wallet
With notifications about
nearby specials



Patient Satisfaction
With directions and
notifications



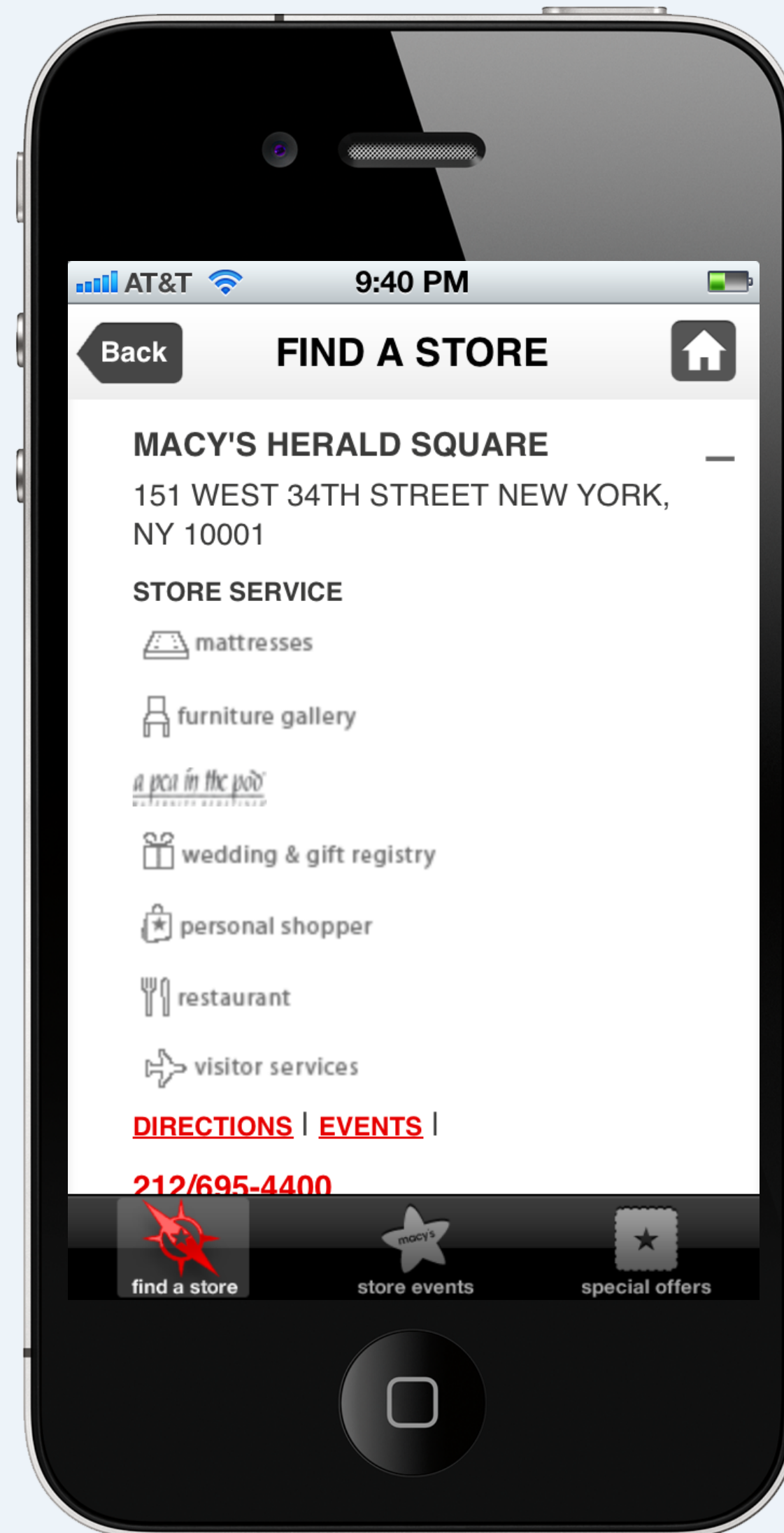
Lower Abandonment
By guiding shoppers to
products and special sales



Retail Case Study: Department Store

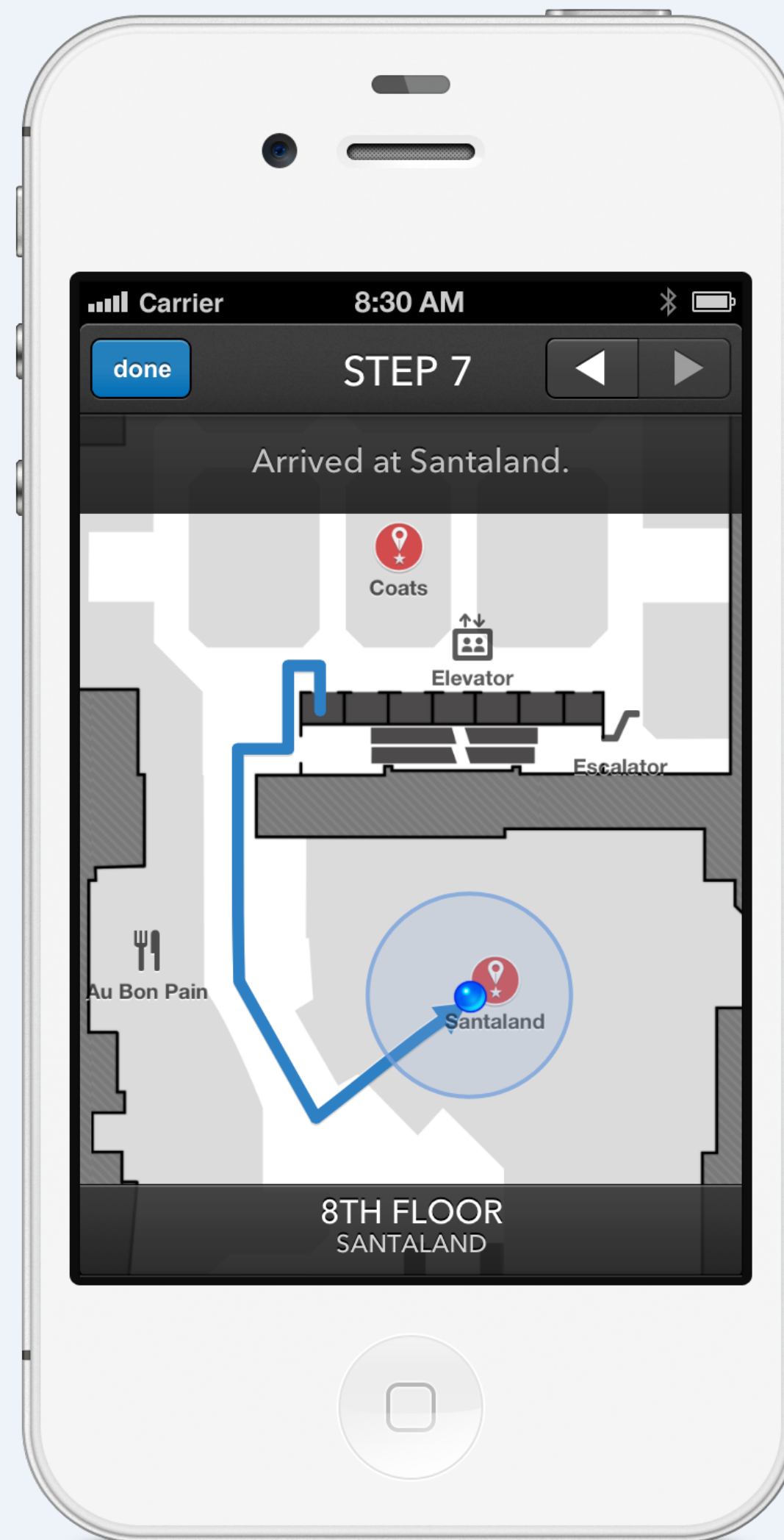
Retailer's First App: Mobile Friendly Version of the Web Site

1. Retailer's Mobile App Supported E-Commerce Efforts Only
2. App Did Not Encourage Store Visits or Make Visits More Beneficial.
3. Failed to Take Advantage of Indoor GPS to Detect and Engage Shoppers



The Retailer's Problem

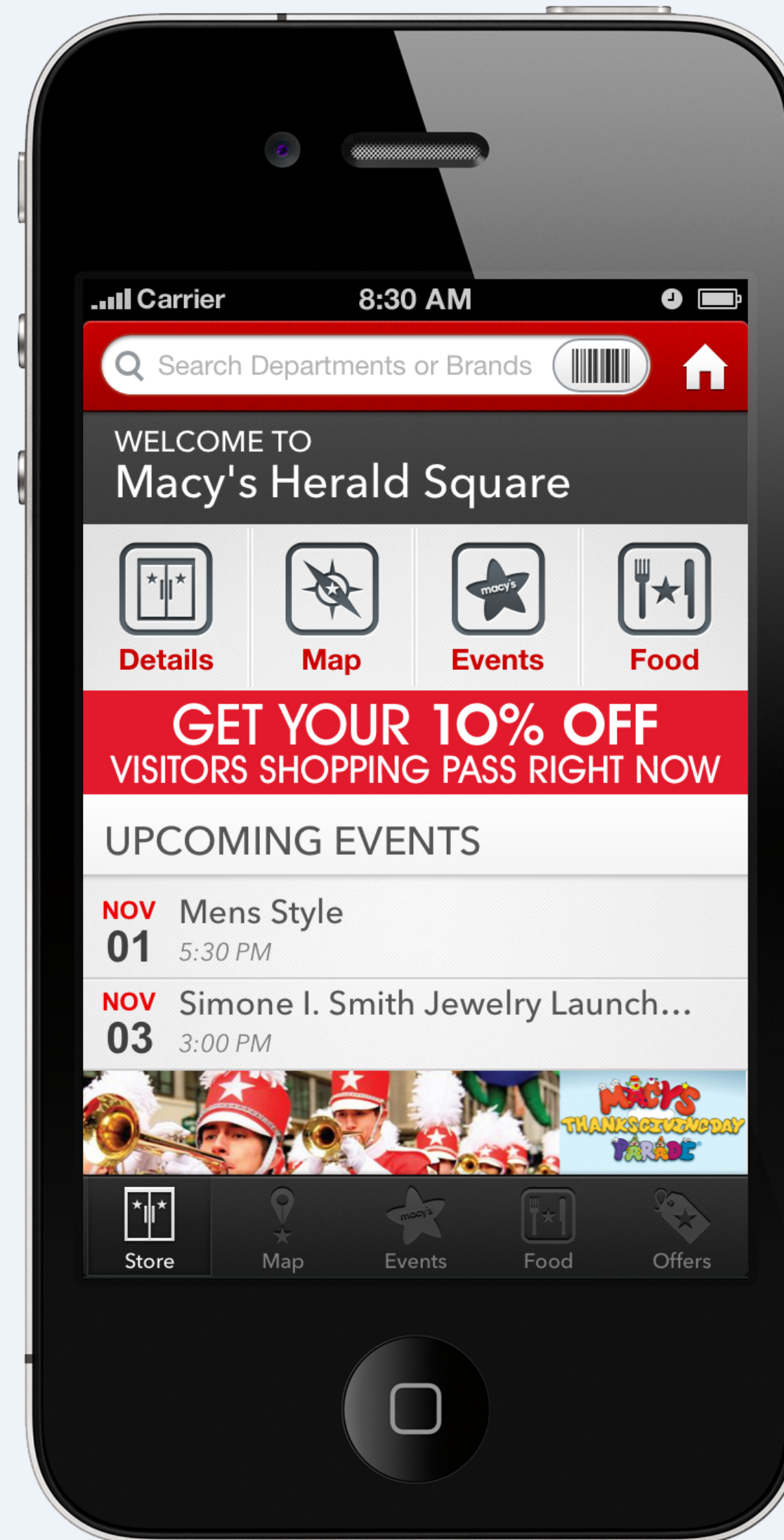
Needed Help Guiding Visitors to Brands, Departments and Facilities



Lower customer service costs – “Where’s the restroom?” – and ensure shoppers find the products they’re looking for to increase satisfaction and basket size.

How the Retailer Did It

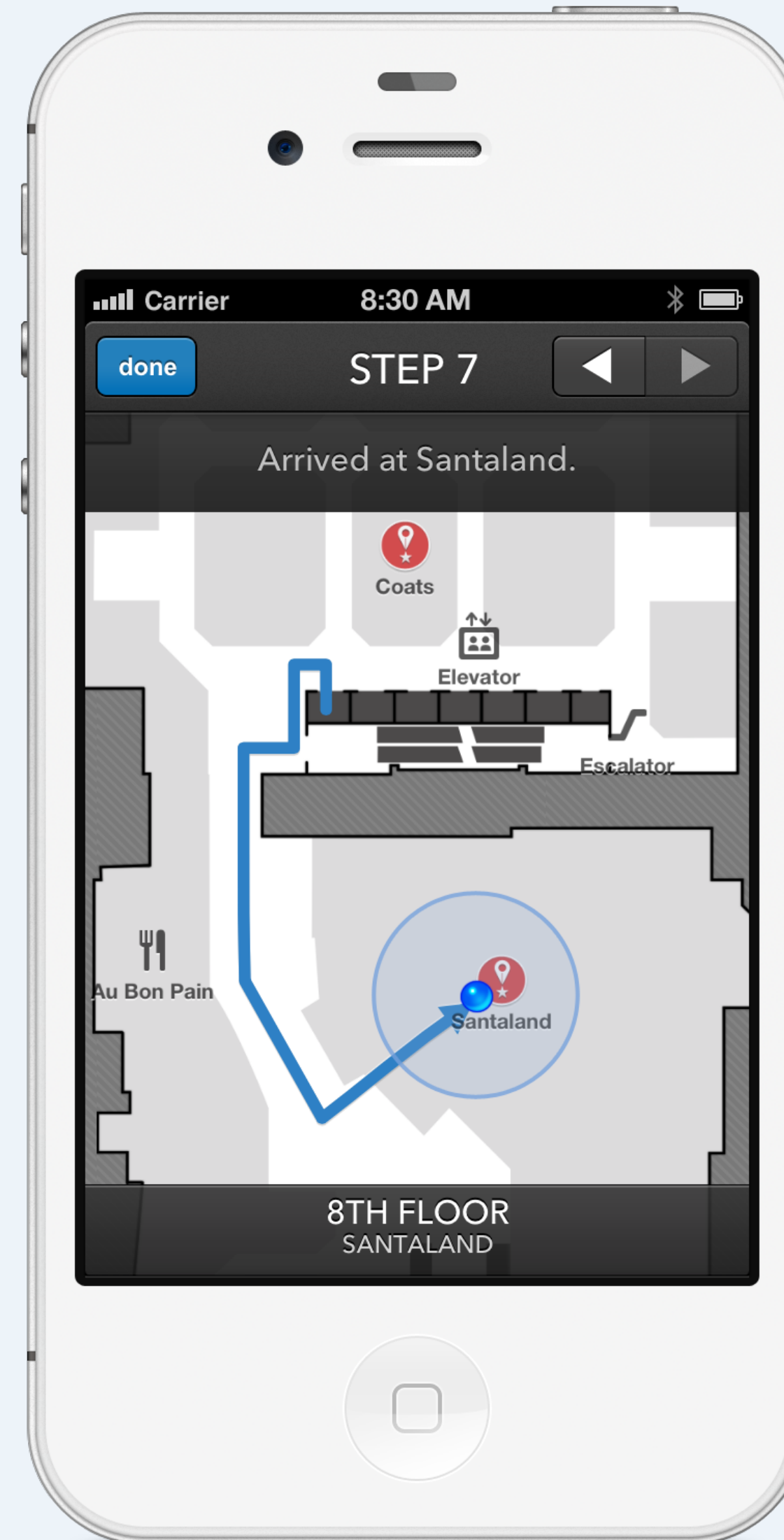
Offer Visitors an Location-Based Experience for Each Store Using Geofencing.



Guide Visitors to Brands and Departments With a Simple Tap of the Map. Free Up Costly Sales Associates to Answer More High-Value Questions and Make Shopping Fun.



Help Visitors Figure Out Where They Are With the Coveted “Glowing Blue Dot.” Gain Their Trust and, Later, Send Them Offers Depending on Their Location.



How It Works



- Mobile Concierge Services >
- App Integration** ▾
- Meridian

'alpha-mse' Meridian Integration

Services > Mobile Concierge Services > App Integration > 'alpha-mse' Meridian Integration

General

Enable Meridian Integration ?	<input checked="" type="checkbox"/>
Location Name ?	<input type="text" value="Cisco"/>
GPS Latitude ?	<input type="text" value="37.40714"/>
GPS Longitude ?	<input type="text" value="-121.92878"/>
Email Addresses ?	<input type="text" value="sai@outlook.com"/>
Enable location update notifications ?	<input checked="" type="checkbox"/>

Advanced

Save



Get the most from your MSE.

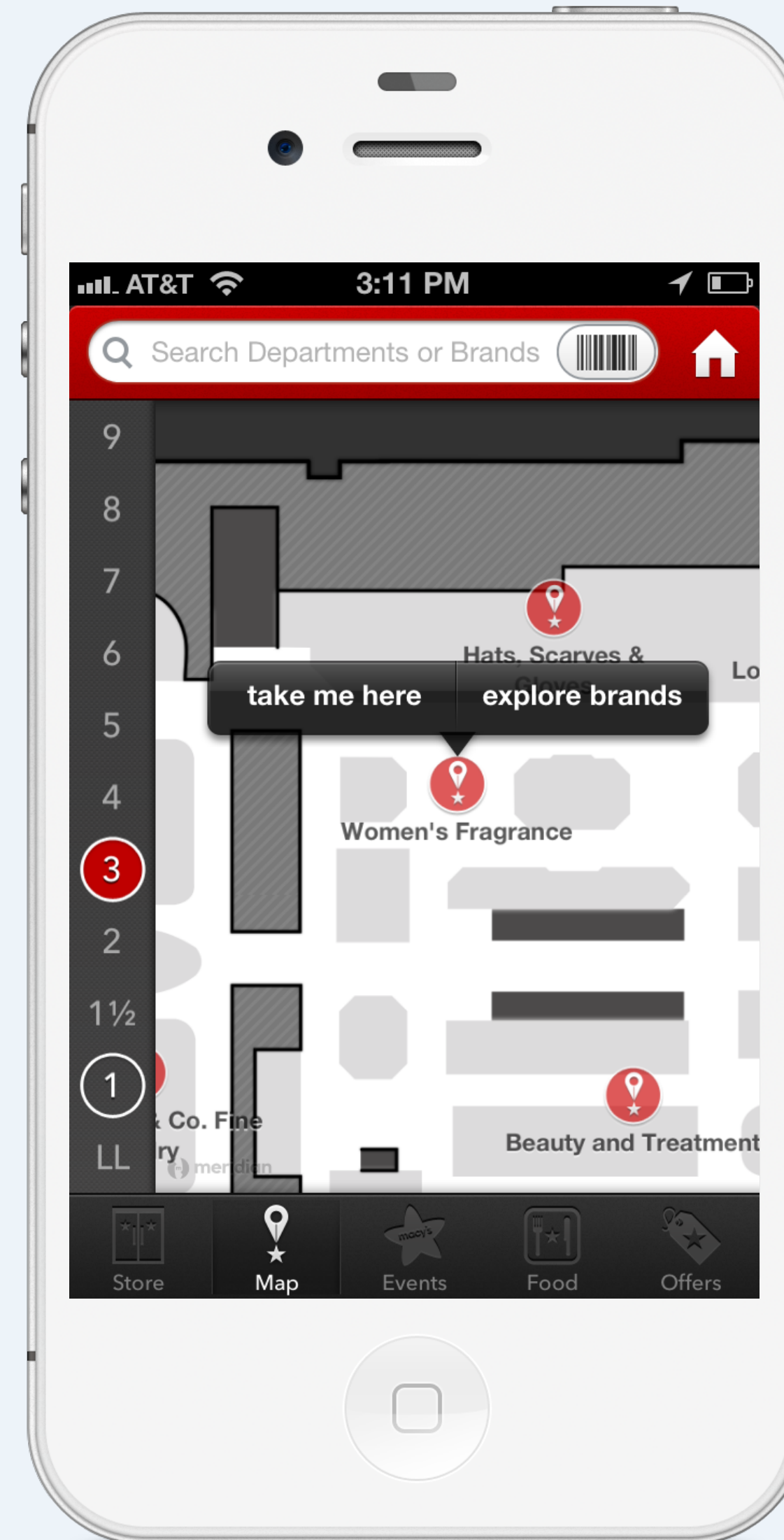
Provide indoor location services to users on their devices. Create location-based notifications and offers. Access realtime analytics, and much more...

Learn more at meridianapps.com/MSE

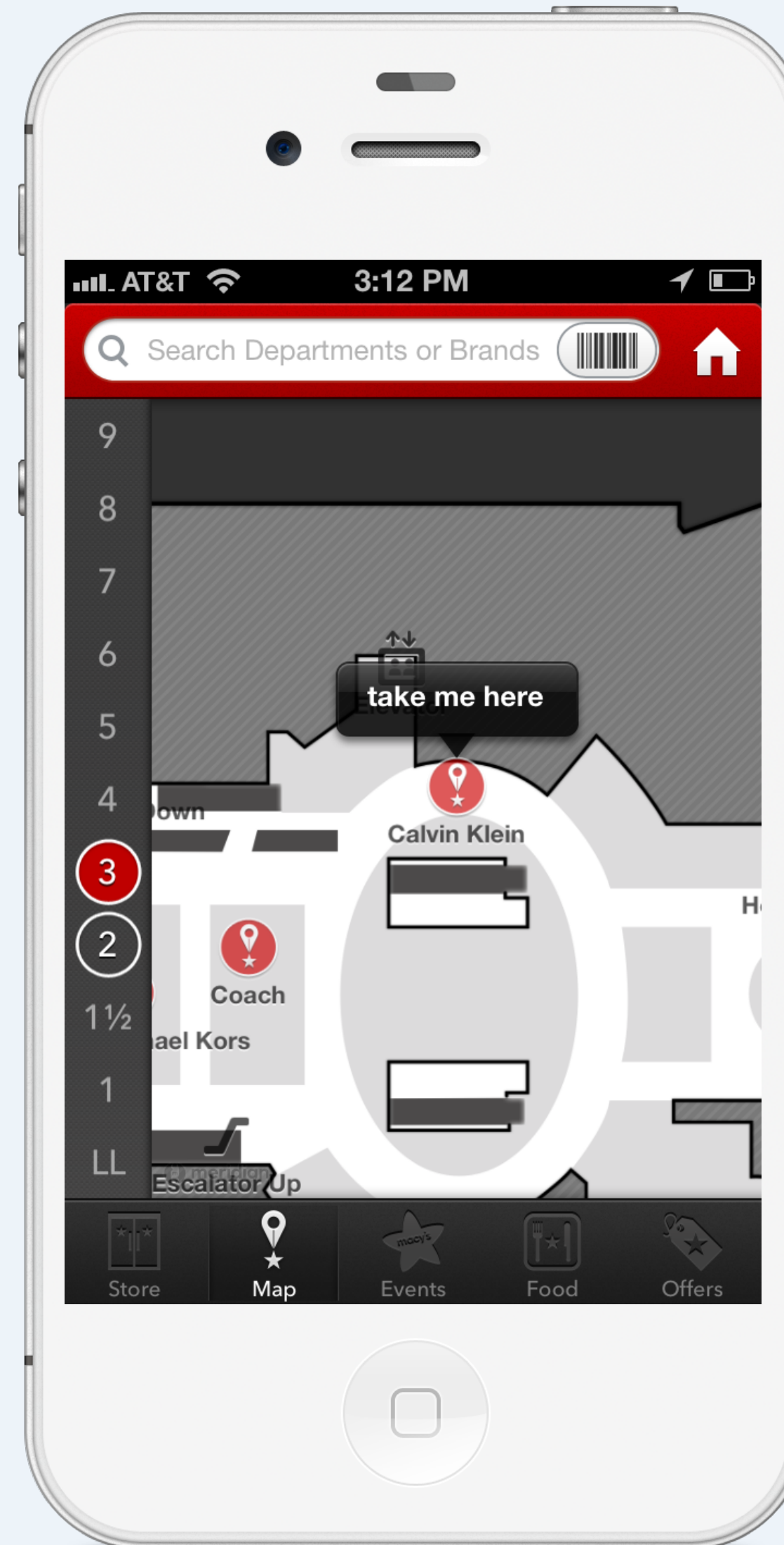


What Should We Navigate
People To? Brands,
Departments, Products?

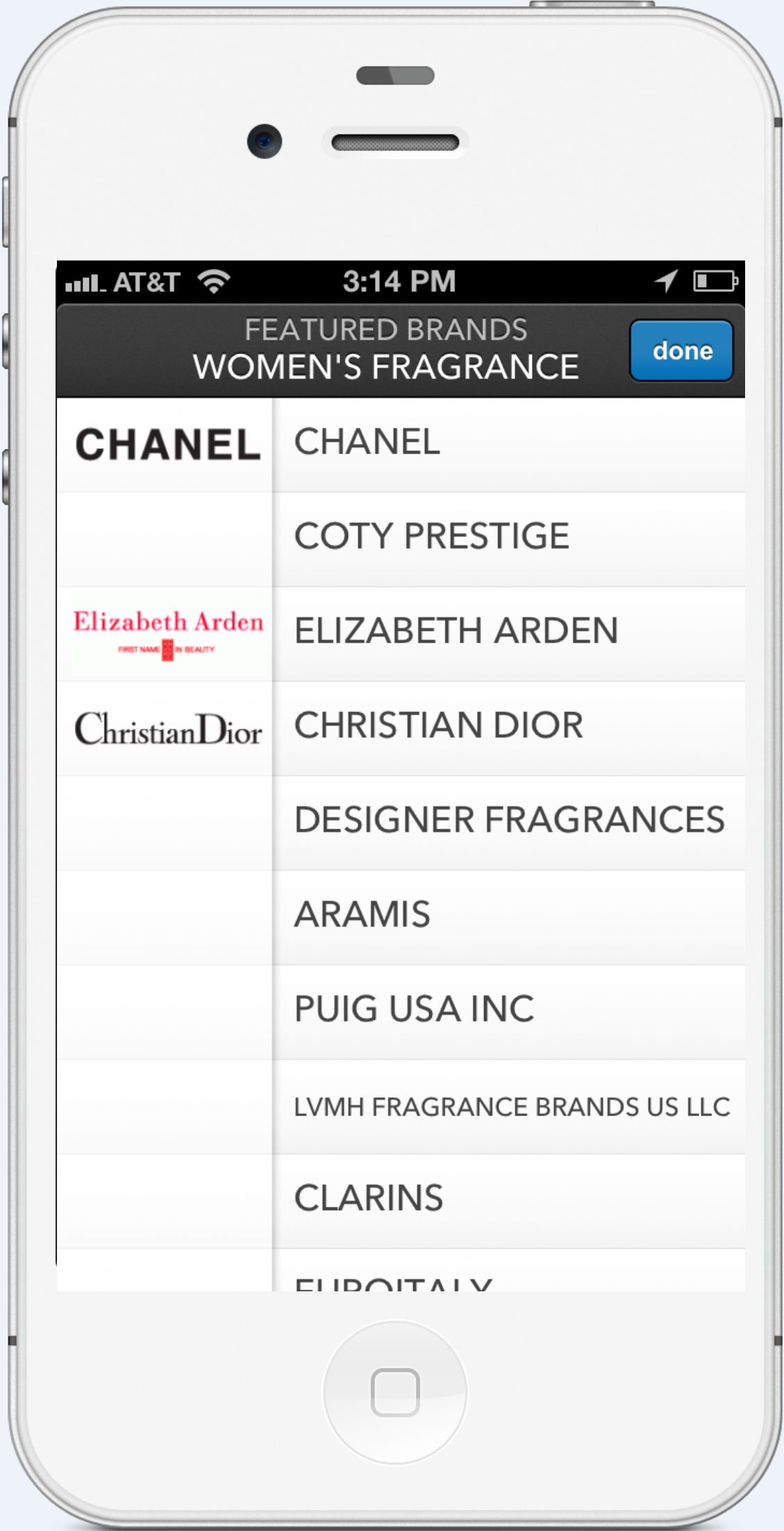
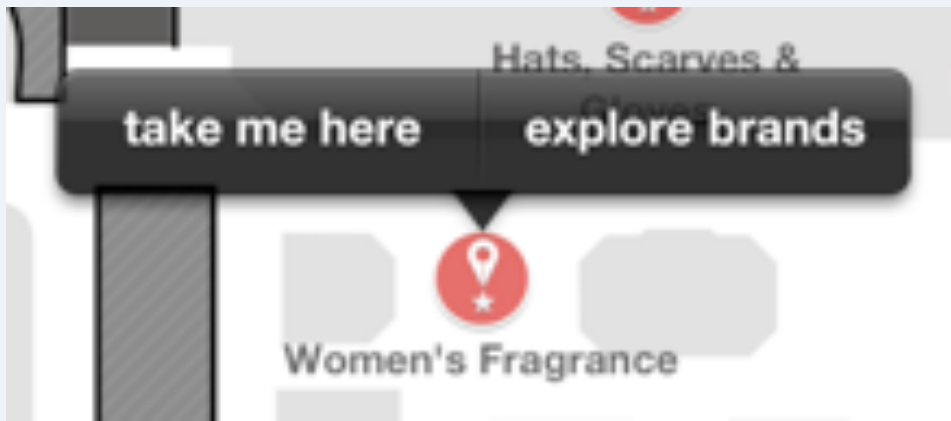
The Retailer Chose to Navigate Visitors to Departments Such as Women's Fragrance...



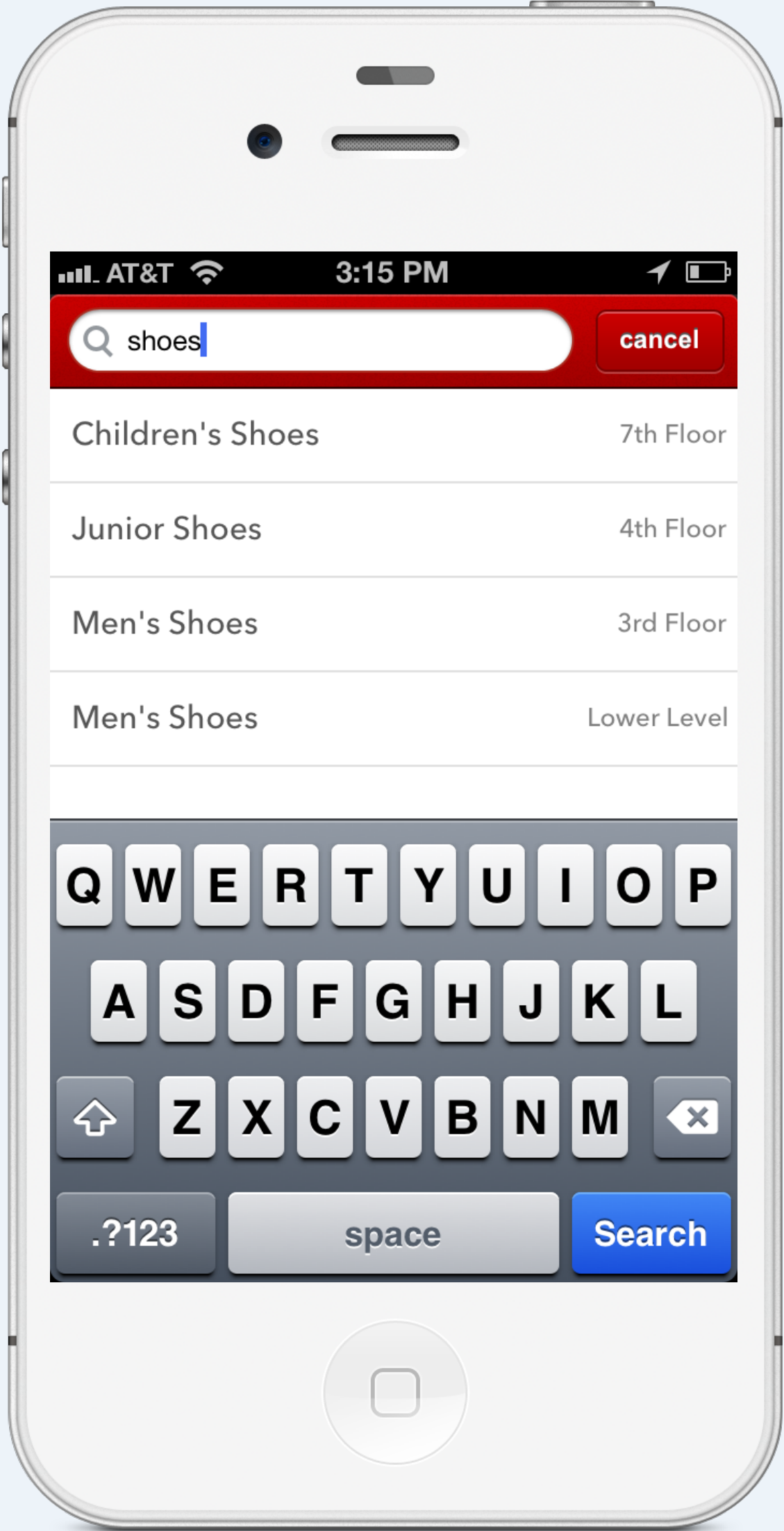
And the Retailer Also Chose to
Navigate to Brands Such as Calvin
Klein.



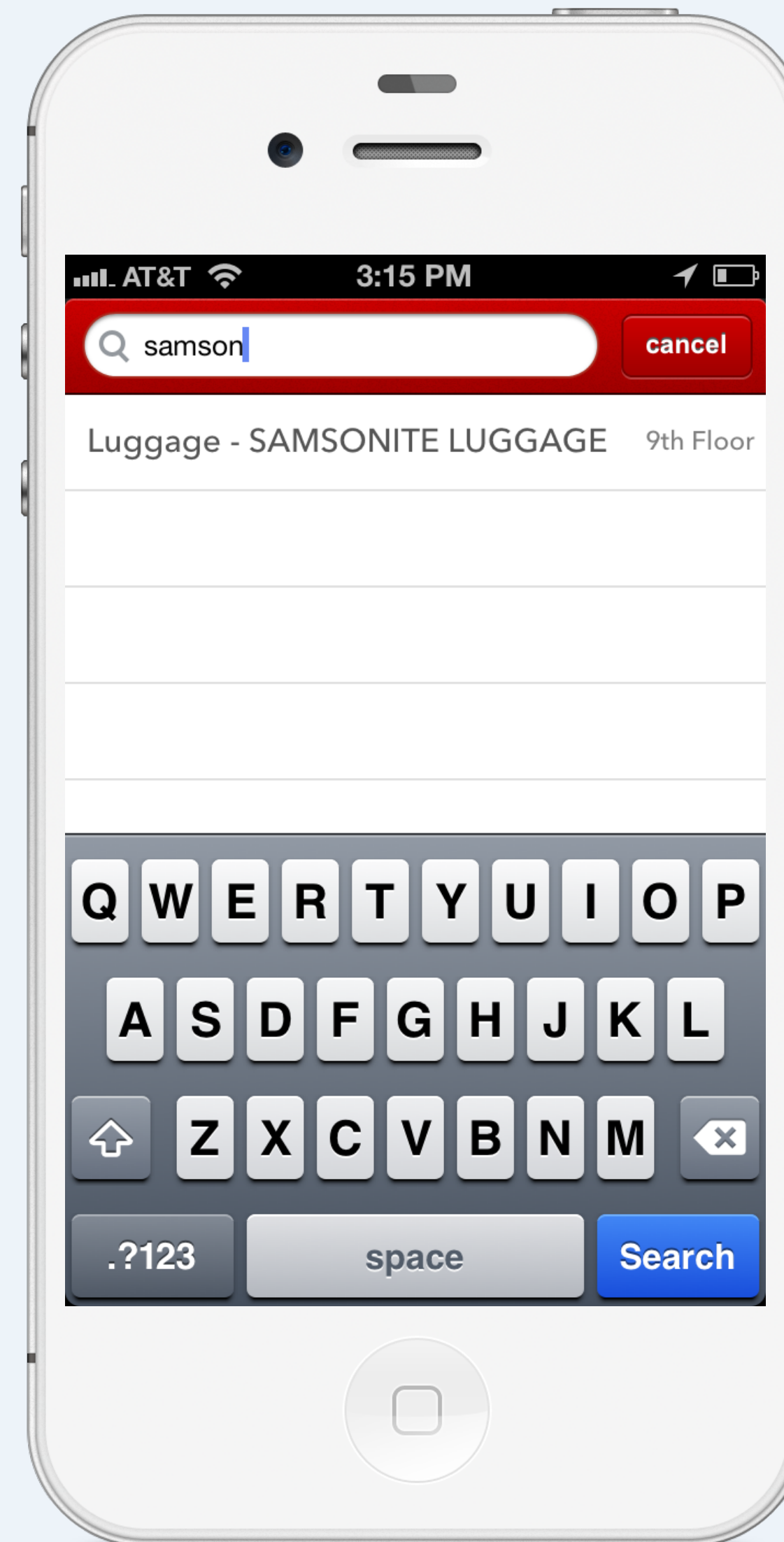
Retailer Allows Customers to “Explore Brands” for Each Department too.



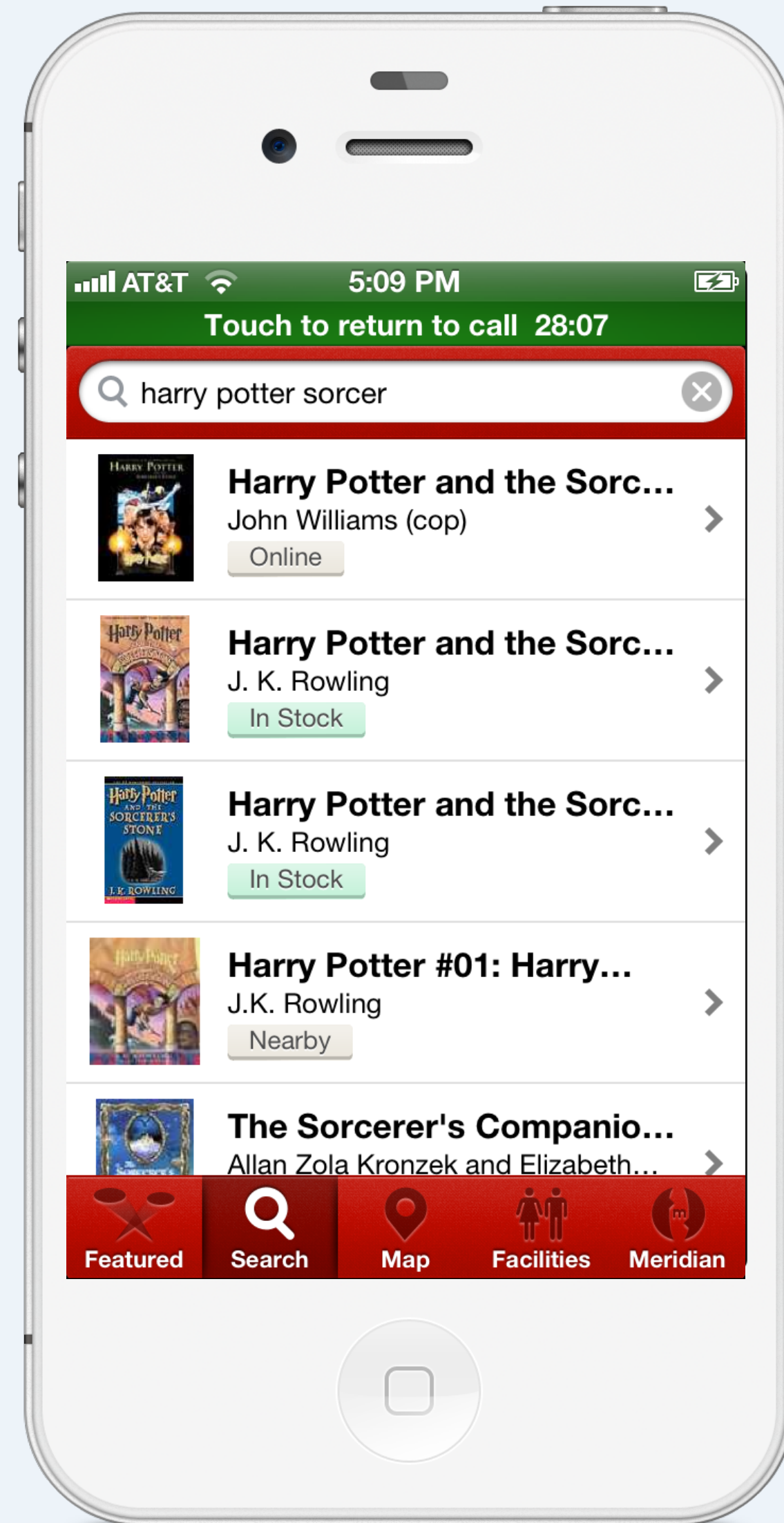
Integrated Product Category Database With the Indoor Mapping



And They Included Their Brands Database in the Integration



Yes, Many Retailers Consider Integrating With Their Product Databases in Phase Two. Like Powell's Books.



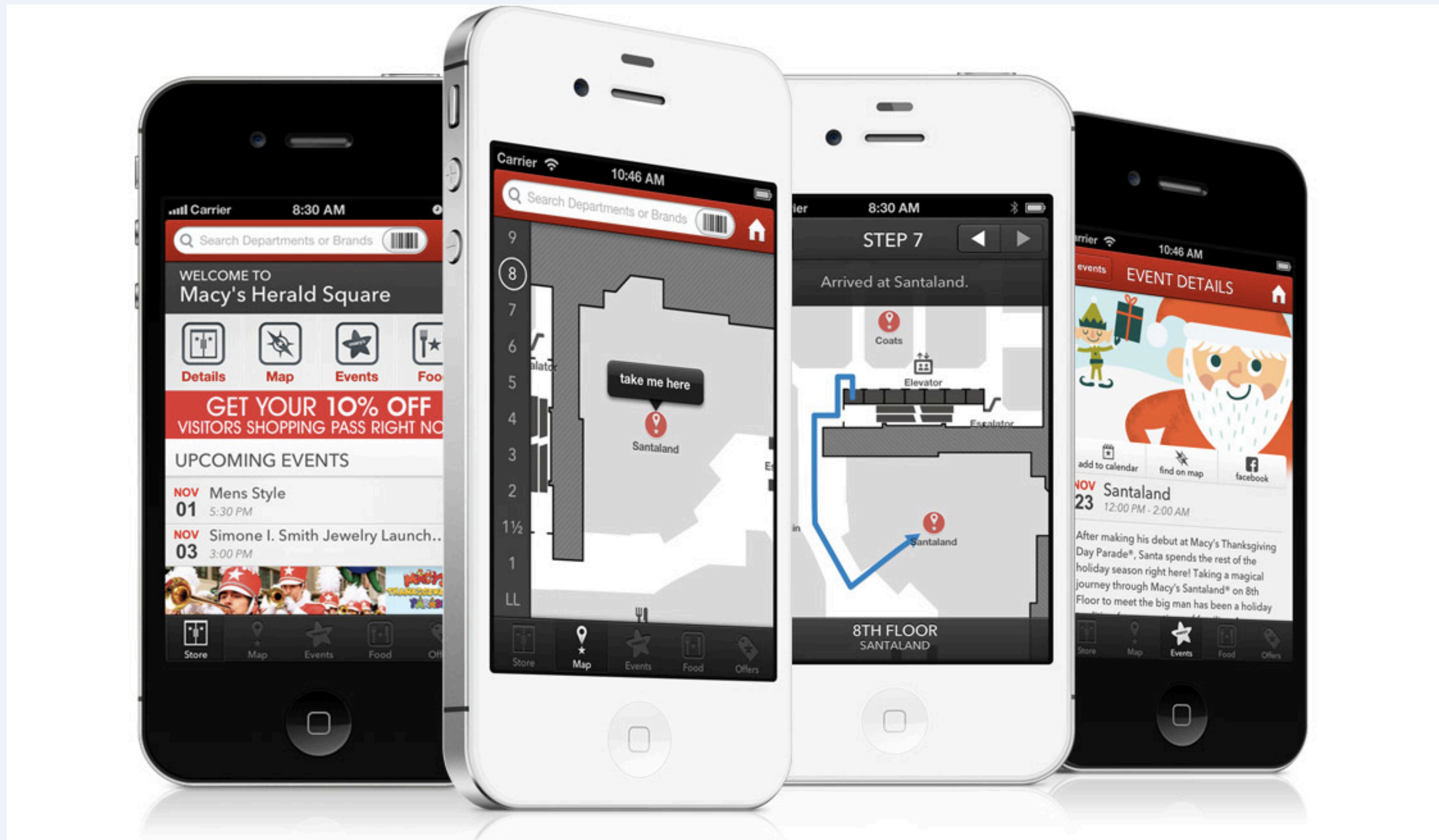
Retailer's App Results

The retailer updated their app with in-store features in Nov. 2012, and quickly reported some initial results less than two months later in Jan. 2013:

- 19% increase in new users of the app converted by the new features.
- More than 44% of users of the previous app downloaded the newest version for the new in-store features.
- 10% of app users visited the Herald Square store in New York City to test the in-store mode.

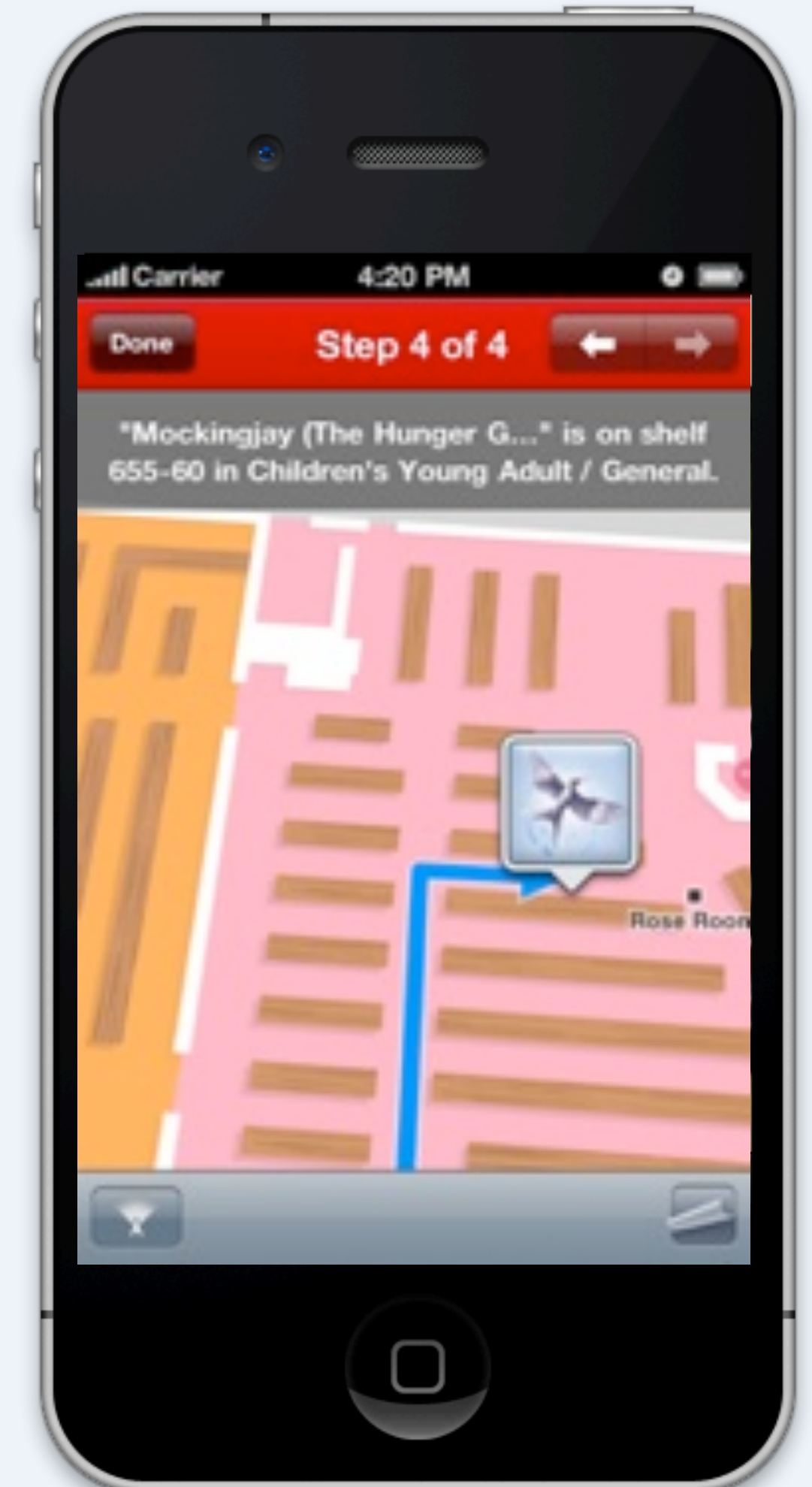
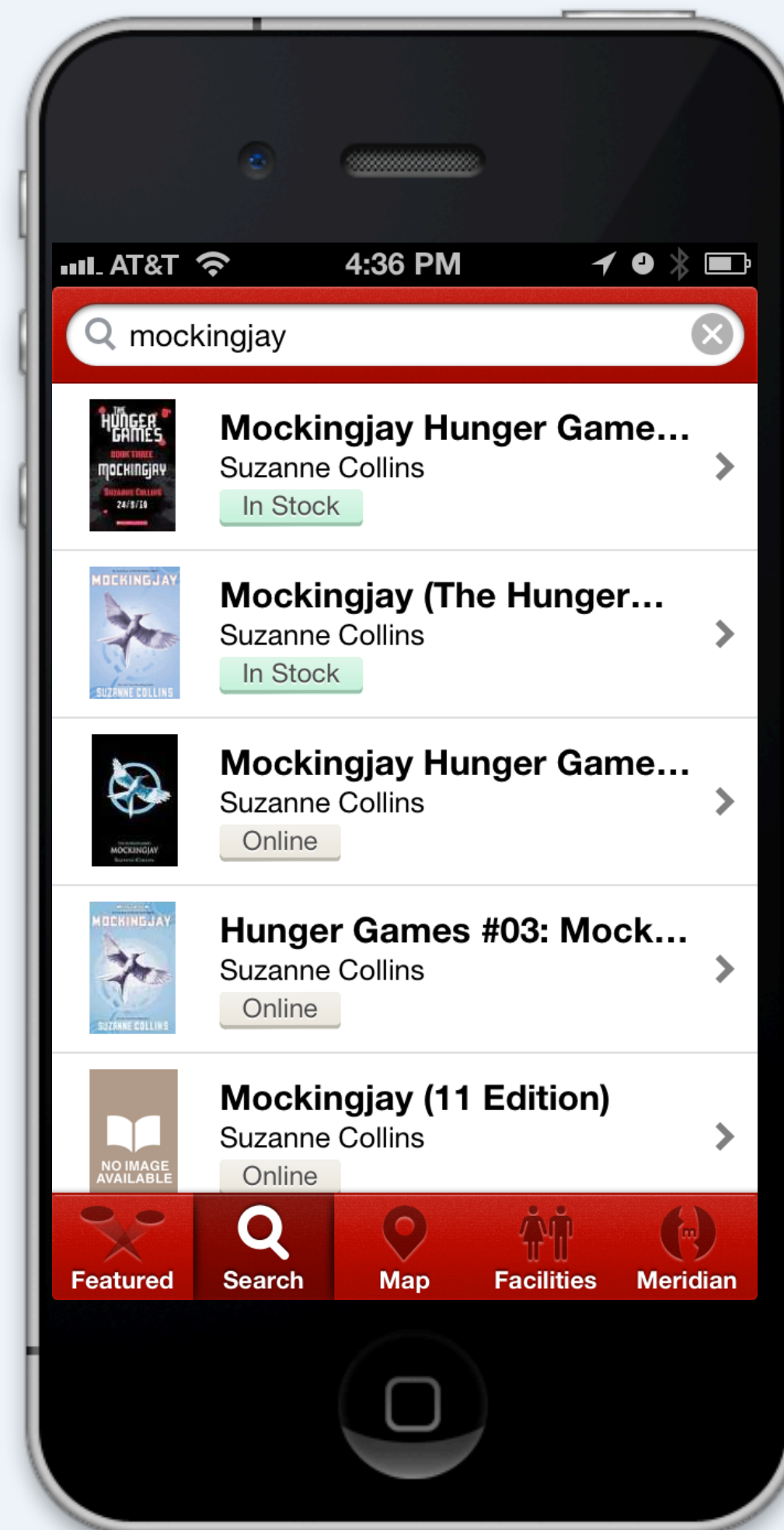
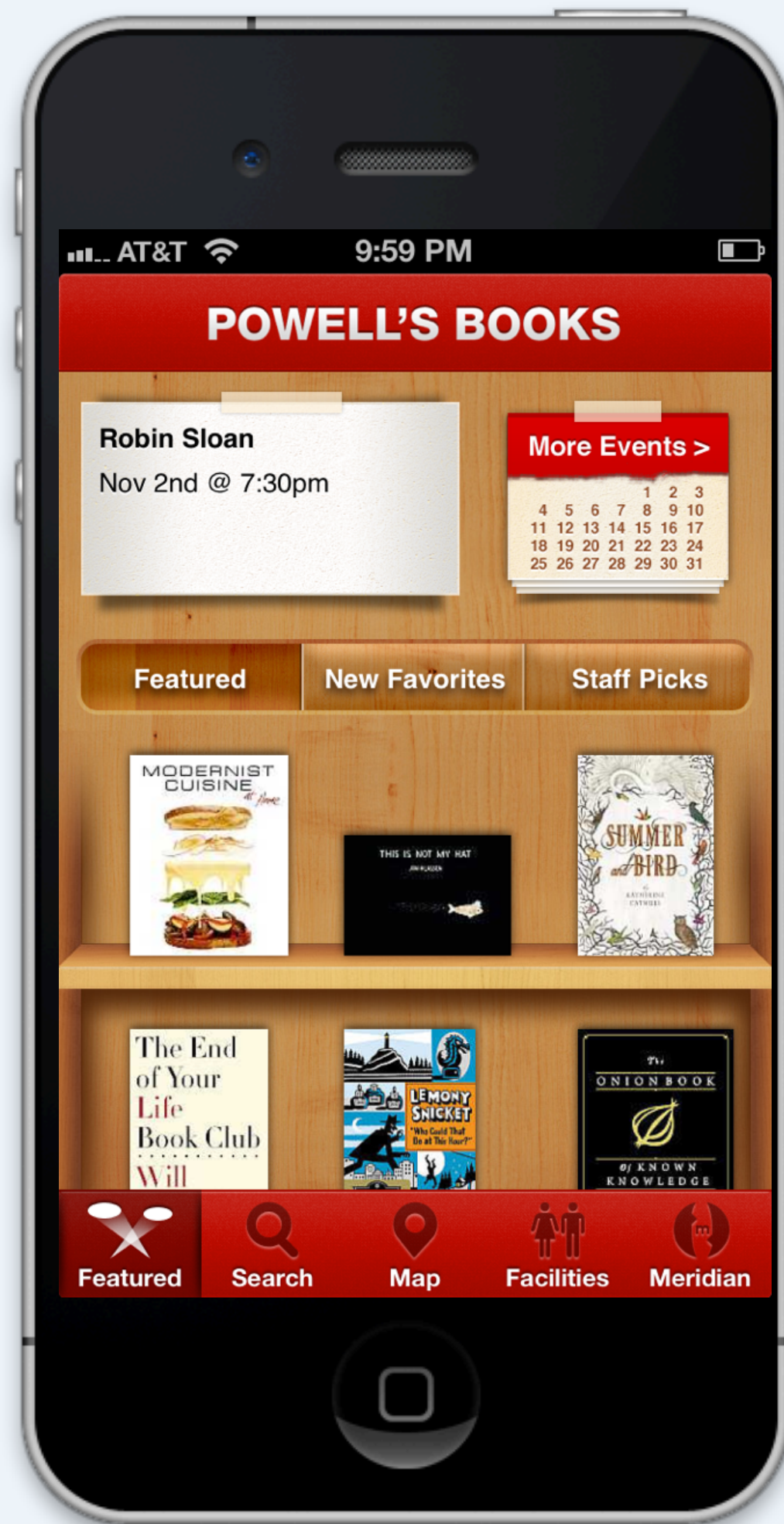
Buzz about the retailer as an innovator increased due to thousands of tweets and Facebook updates about the new features, as well as media coverage in Mashable, USA Today, Adweek, Business Insider, Engadget, Sydney Morning Herald, and retail trades such as Retail Wire.

Retailer Updated Their App With Meridian's News SDKs for Indoor Positioning, Navigation and Promotions



Powell's Books

Powell's: Retail Case Study



Powell's Books: Largest Indie Bookstore Chain in the U.S.



rose 600-899

botany	668-669
childrens	600-636
education	640-643
games	645+662
sports	646-649
young adult	655-661
geology	675-676
nature	653-654
pets	

Info 

RECOMMENDED

TRAIL TESTED BY GRANT PETERSEN

PLANET R. PEPPE

JUST RIDE

DRIVING MR. YOGI

ENLIGHTENED CYCLIST

NATURE PRINCIPLE

SPORTS

football

basketball

bicycling

SPORTS

baseball

soccer

648

647

Orange Room

need help?



look for an employee wearing this vest

JUST RIDE!

BY GRANT PETERSEN - ON SALE NOW

WEDNESDAY SUDOKU

LARGE PRINT SUDOKU

WORD SEARCH



Search

Save

Editor <<

featured

maps

pages

events

BluDot

viewer

status

Account

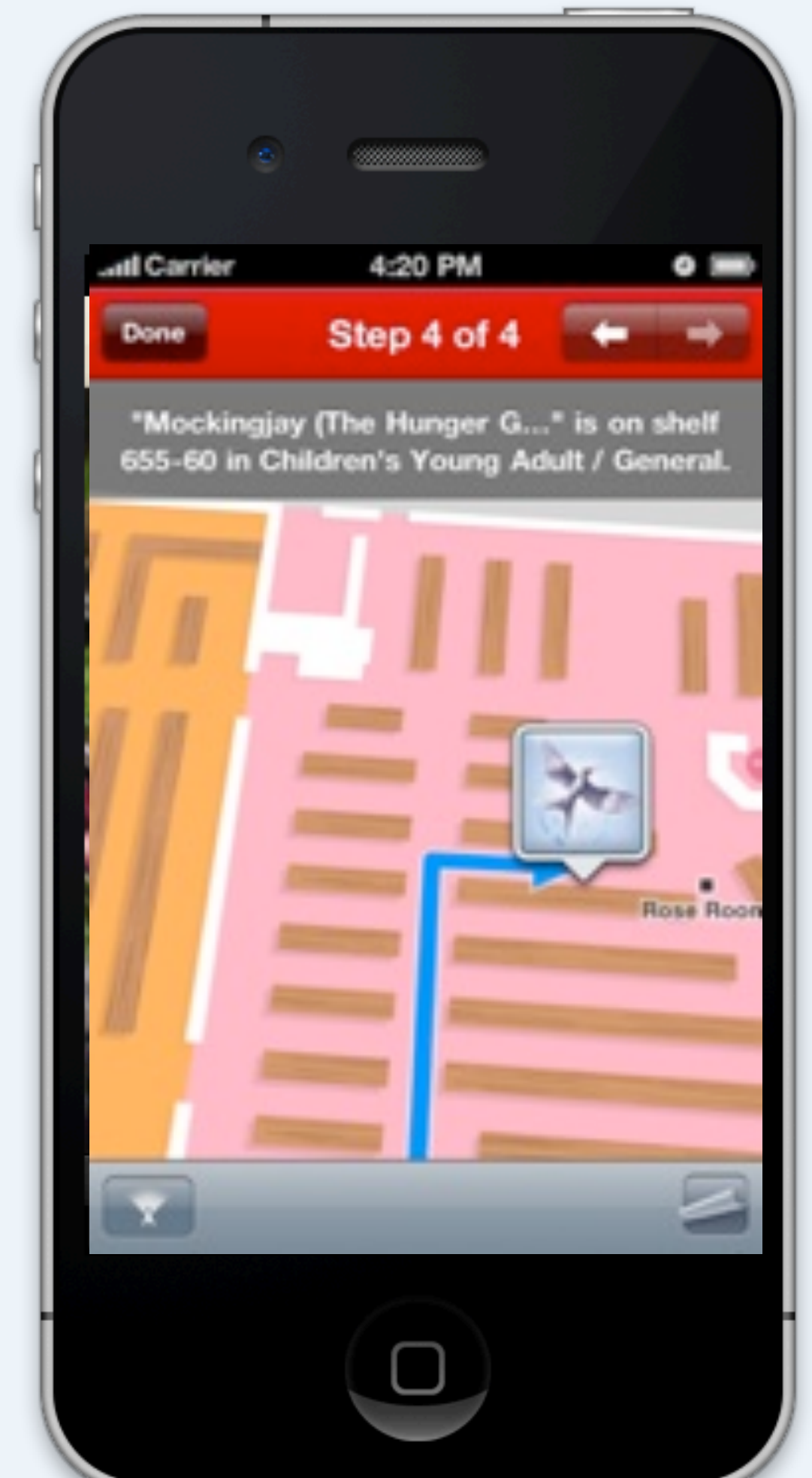
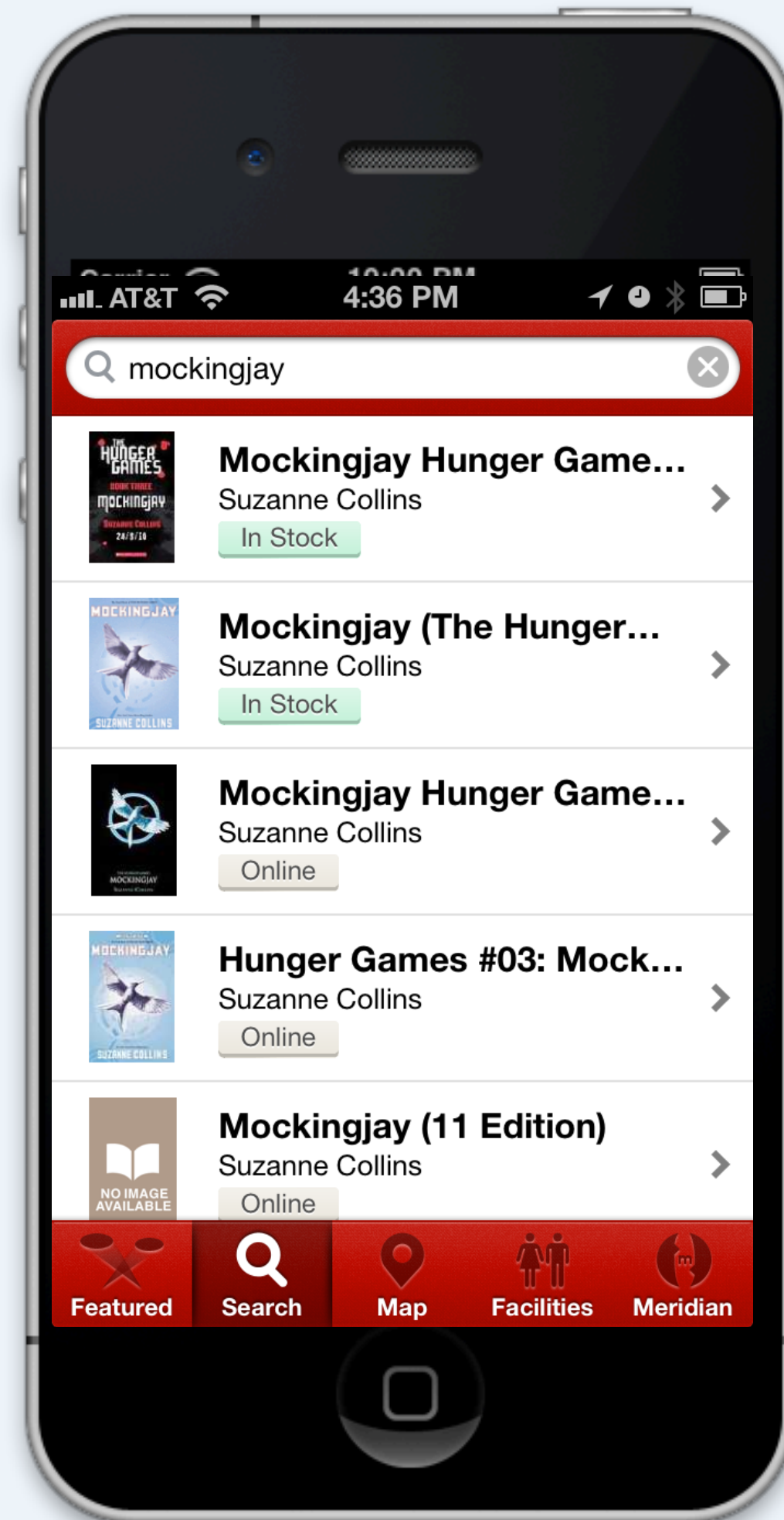
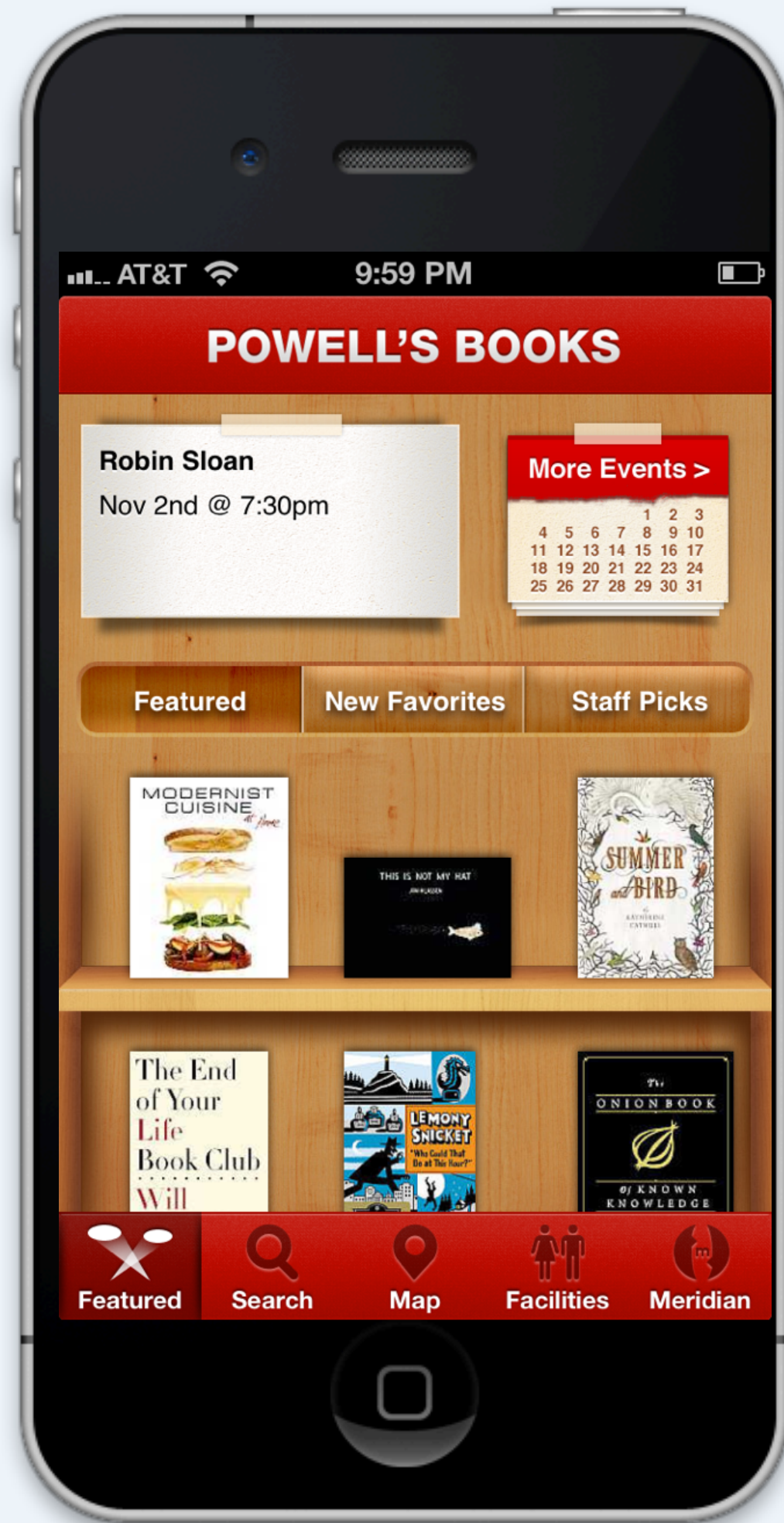
reports

settings

versions

Title	Featured
ISBN	9780393073775
ISBN	9781416975908
ISBN	9780374115739
Books	ISBN 9780393081374
ISBN	9780399254697
ISBN	9780062112347
	+
Title	New Favorites
ISBN	9781595144126
ISBN	9780452298804
ISBN	9780316053570





Powell's Books: Results

Visitors using the Powell's app spend an average of 30 minutes interacting with the tool.

In the first month alone for one store, Powell's reported a five-figure increase in revenue from the app.

And one in three people using the app tap on the advertisements on the home page, which are images of book covers from publishers (a new source of revenue). Powell's regularly changes the ads using Meridian's software.

Powell's Books: Customer Quotes

"Before our app you always needed a map to get around the store. We have always had eight or nine info desks around the store for people who say, 'Hey, I am looking for this book. How do I get there?' This is a way for our staff to untether from the computer and spend a lot more time being accessible to customers."

"What's really interesting is the level of engagement that the users are showing. We are seeing around 12 page views per visit on the app."

Powell's Books: Customer Quotes

“The mobile app not only helps customers find a book but it also routes them to the widest aisles for foot traffic management and merchandising reasons. The widest aisles include new release and special offer display racks while narrower walkways do not.”

"You have this ability to influence how people move about the store. Eighty percent of the app usage has been in the store. The other 20 percent has been for people game-planning before they get to the store."

Powell's Books: Customer Quotes

“We needed some data behind the app to say to publishers, 'This is the kind of impact an advertisement would have.' We took a month's worth of data. The numbers we saw are compelling month over month.”

“It's difficult to capture that moment when an in-store customer shows what he or she is interested in. The app enables a publisher to serve an ad to a customer who has just declared his or her intent to purchase in that category.”



meridian

For more information visit
www.meridianapps.com