

Beacons and the Evolution of Offline Shopping



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Retailers: Own the Airspace



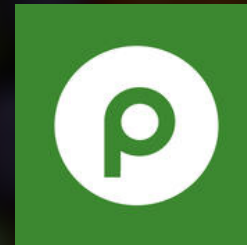
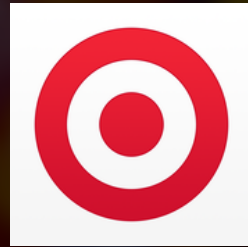
Apps: Have the Audience



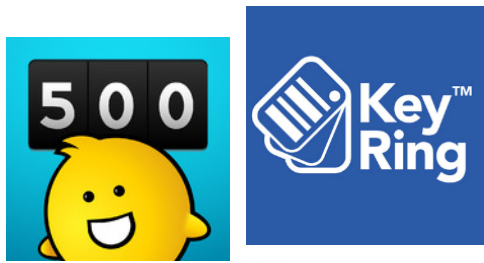
Brands: Are the reason we shop

Retail apps lack sufficient scale.

Top 10 retail apps only reach an average of 4.5mm users



There is no "one app to rule them all" for shoppers.
Each shopper loves a different set of apps in store.



inMarket User Reach

Verified monthly active user reach by comscore (in millions).



inMarket
Network of
Shopping
Apps

36MM+

30 million MAUs

20 million MAUs

10 million MA

Placed

2.3



2.7



3.4



*Candy
Crush*

13



Groupon

15.3

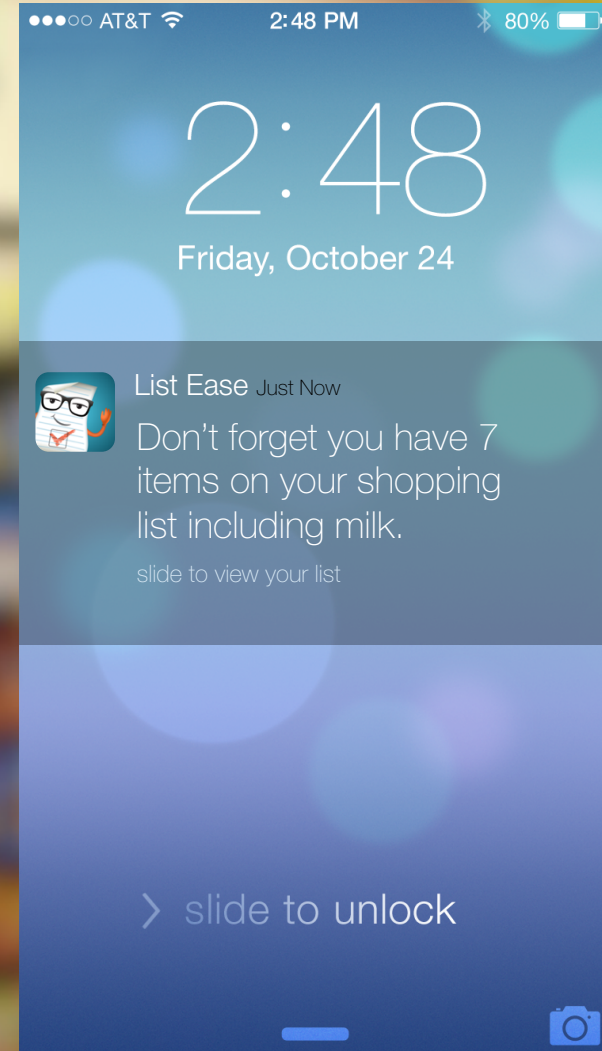
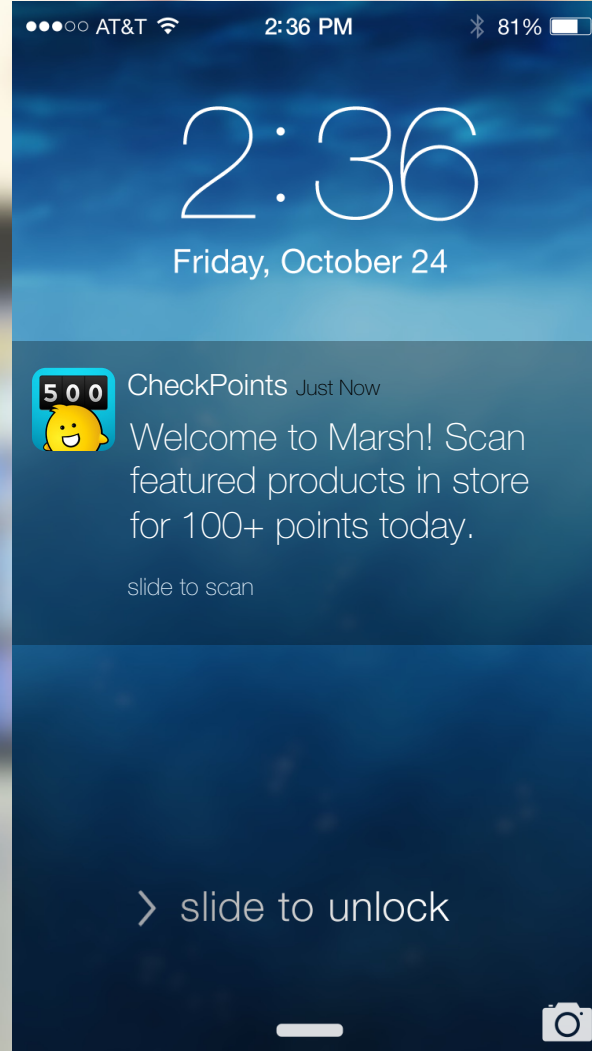


*Big Bang
Theory TV
Audience*

16

*(per
Nielsen)*

Proximity-Based Experiences Right Now



Results for Retailers



8% more trips per year.
14% lift in basket size

*Results from an inMarket mobile campaign for a major retailer Q3 2014



Results for Apps

9%

Traditional message
response

45%

Proximity initiated
message response**

16x app usage*

6.4x retention*

* vs. users not exposed to in-store proximity messaging

** Based on a 2014 inMarket study.



Results for Brands

Lift in Purchase Intent

20x

Sales ROI

160%

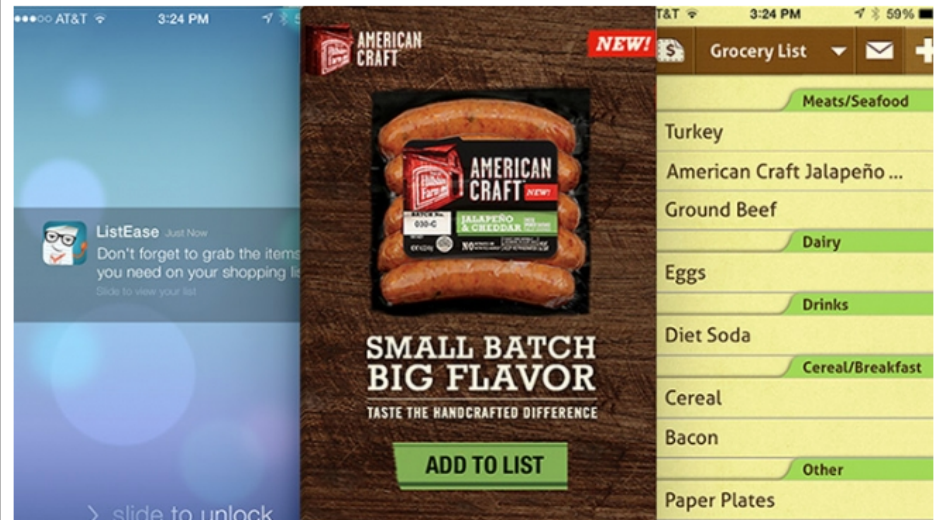
ADWEEK  **Media Plan of the Year** Submit your entries now—the deadline to enter is Sept. 12.  **Working Woman** Mad Men's Christina Hendricks navigates the modern office.  **True Detective** BBDO rolls out immersive U-verse campaign.

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO **SUBSCRIBE** Search

Hillshire Brands Sees 20 X Jump in Purchase Intent With Beacons Sausage brand claims initial success with mobile

By Lauren Johnson

July 22, 2014, 2:38 PM EDT Technology



The Hillshire mobile promo

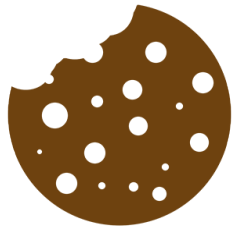
Hillshire Brands and IPG Mediabrands-owned agency BPN are announcing an interesting case study today about how **beacons** (the devices set up in brick-and-mortar stores to trigger location-based offers) increased purchase intent and sales for American Craft link sausages. While marketers have hyped beacons for a while now, Hillshire's campaign is one of the first proof points that back up the use of the in-store technology.

"The real, groundbreaking news here is that this is the first-ever data release from beacons

The Promise of Beacons



Create personalized experiences for shoppers in stores.



Offline Cookie – Create an an omni-channel CRM to deliver one-to-one marketing and attribution.



Digital Insights: Measurement of campaigns to increase efficiency and optimize strategies.