



Mobile Proximity and Location Based Advertising within Reach

BRIEF

PROXIMITY AND LOCATION-BASED MARKETING AND SEARCH SOLUTIONS

Mobile location advertising has been discussed and executed for more than a decade – since the hey day of the ecommerce boom. Companies engaged in the discourse then included E*Trade, Gap, Exxon, NTT DoCoMo, Dentsu, Active Sky, SmartRotuaari, and many, many more. Japan, Korea, Finland, and Belgium took the lead in commercial deployment, while United States advanced in incremental pilot testing.

Today's leaders recognize their predecessors – where they faltered and how they succeeded. However, this report will not delve into the past. We look at today and talk to top executives building their plans for 2012 and beyond.

METHODOLOGY

Companies are presented so that the audience may gain insight into the operational and financial levers of management. Activities that catapulted each company forward are highlighted in context of their business model.

Seasoned thought-leaders from within the executive teams of each company provide their expertise to detail a vivid picture of what it takes to succeed today and what technologies will provide unique value to the industry in 2012.

This report presents location and proximity services that are successful and the companies behind the solutions.

IN THE REPORT WE TARGET TIER 1 PROVIDERS:

1. Mobile Ad Exchanges and Networks
2. Mobile Platform Developers
3. Mobile Content Providers
4. Mobile Ad Campaigns and Creators

“Advertising to consumers through a mobile device tells more of a personal story than any other communications channel and it allows for call-to-actions that are immediate —either by voice, by web, or by point-of-sale.” - Mike Tankel, Chief Innovation Officer The Cimarron Group

COMPANIES RESEARCHED

Acuity
Acxiom
Gloto
iAD/Quattro
JumpTap
Layar
Mobile Dreams Factory
mOcean
NAVTEQ
Ogilvy 360 Digital Insight
Peer39
Placecast

“NFC along with RFID as proximity technologies that consumers will expect to see activated in three to five years.” - Alberto Benbunan, Managing Director Mobile Dreams Factory

“It will be about a new generation of consumers that grow-up surrounded by personal communication technologies.” - Anne Bezancon, President and Founder Placecast

INDUSTRIES SERVED

The distinction between proximity services and location services reside in the applied use. The services encompass a wide variety of retail industries including fashion, travel, banking, food and beverage, and services such as cobblers, dry cleaners, and auto.

Proximity services use Bluetooth, WiFi, NFC, and RFID technologies over unlicensed spectrum while location services use carrier supported geo-positioning technologies over licensed spectrum. Both services are utilized to drive traffic into street-level businesses. Proximity services take the next step of providing the location of specific objects..

My insights come from seven years of working in retail – enabling a practical review of mobile local search and proximity marketing that comes from deep and lengthy work in the highly competitive – financially and politically – retail industry.

The operations and production that create beautifully lit and sumptuous environment for shoppers is an illusion – augmenting the reality of factory and assembly lines. The frontline are sales, stock, display, construction, customer service, security, accounting, human resources, operations, and management.

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“Acxiom research and development teams for social media have concluded that personal recommendations and opinions posted by consumers online are the most trusted way for consumers to find out about products.” – Michael Gorman, SVP Acxiom

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Customers can order online by visiting report web page:

www.mindcommerce.com/Publications/Proximity_LBS_Adv.php

Additional Reading



MOBILE LOCAL SEARCH 2010

Mobile Local Search is the search and discovery of persons, places, and things within an identifiable space defined by distinct parameters. These parameters are evolving. Today they include social networks, individuals, cities, neighborhoods, landmarks, and actions that are relevant to the searcher's past, current, and future location. These parameters provide structure to vertically deep and horizontally broad data categories that can stand-alone or are combined to comprise searchable directories.

http://www.mindcommerce.com/Publications/Mobile_Local_Search_Feb2010_Brochure.pdf



LICENSED AND UNLICENSED SPECTRUM APPLIED USE

This report addresses the leading developers world-wide as well as recent applications making a difference. Executive tools are provided to compare technologies and solutions.

<http://www.mindcommerce.com/Publications/LicensedUnlicensed.php>



MOBILE WALLET: LOCATION-BASED COMMERCE & PEER-TO-PEER PAYMENTS

The report looks at the value of combining the mobile wallet with mobile local search. Covered are emerging mobile app developers and what they need to do next in their evolution towards bringing commonality of usage to the masses for rapid service adoption.

http://www.mindcommerce.com/Publications/Mobile_Wallet_June2010.pdf