New Ways to Connect with and Engage Mobile Consumers

Consumers today are highly connected and on the go. In fact, most are more likely to leave home without their wallet than their cell phone. This growing trend creates a unique opportunity for retailers and venue managers looking for new ways to engage their customers, increase their loyalty and capture a bigger share of their wallet.

Hybrid location services from AT&T provide highly accurate location-based intelligence to help retail and venue management users connect with their opted-in customers and guests via their smart mobile devices at the most opportune times – both indoors and out – with contextually relevant content.

The solution integrates easily with select mobile applications and can help improve the effectiveness of mobile marketing strategies and initiatives such as:

- Mobile Proximity Marketing – by helping users push highly targeted content and services to consumers in real time based on hyper-local location and specific consumer activity.
- Mobile In-Store and Venue Analytics – by helping users capture more data on consumer behavior both inside and outside the store or venue to guide more engaging mobile marketing programs.

The Challenge with Existing Location-Based Services

There are a lot of location-based technologies on the market today, but most don’t allow retailers and venue managers to take full advantage of mobile location data – for several reasons.

- Technical Complexity – Most location solutions only cover a small piece of the location puzzle and users struggle to get multiple solutions working together effectively. Integration and maintenance can become a full time job. The problem is further complicated by the different operating systems and networks that need to be supported as well as new devices and sensors being introduced to the market frequently.
- Constant Location Monitoring – Is needed to take full advantage of location intelligence but it has a negative impact on Wi-Fi networks performance in stores and at venues. It also can drain device batteries and slow download speeds – discouraging use of the retail or venue mobile app.
- Scalability – The ability to reliably collect, store and distribute large amounts of location sensor data from any type of mobile device or location sensor, regardless of carrier or operating system – requires a fundamentally different approach than existing solutions offer.

AT&T Location Information Services Hybrid SDK – Context-Aware Data Intelligence for Retail and Venue Management

AT&T Location Information Services offers an end-to-end hybrid location intelligence system that overcomes these challenges to facilitate context aware communications and interactivity in real time across a variety of smart devices. With it, users can take advantage of location and proximity intelligence for most smart devices to help accelerate their mobile marketing and engagement efforts by:

- Determining when opt-in customers/guests arrive and messaging them to engage with a mobile app as soon as they enter a store or venue.
- Tracking where they are within the store or venue and delivering contextual content and campaigns with up to date information and offers related to the customers’ stated interests – before, during and/or after their visit.
- Developing dwell time metrics to identify new engagement opportunities.
- Driving in-app messages that cater to the individual based on geofences. This could trigger a micro event and help a customer or visitor navigate to a specific location in the store or venue.
- Targeting campaigns based on consumer analytics and previous purchase behavior.
- Determining when customers are at or near a competitor’s location and for how long.
- Personalizing service, enhancing loyalty and encouraging repeat visits.

To learn more about AT&T Location Information Services, visit www.att.com/api-services or have us contact you.
Take Advantage of the Full Potential of Location-Based Data

The AT&T Location Information Services Hybrid Software Development Kit (SDK) combines highly secure cellular and GPS data with precise Wi-Fi based data to help retailers and venue management users take full advantage of location-based data and services. Specific advantages include:

- **Cloud-Based Platform** – Intelligence resides on the server, so it handles everything at the network level rather than the device. This lets users take advantage of the latest location-based data features without any new application development.

- **Smaller Footprint** – The Hybrid SDK runs in the background in a non-invasive, battery-friendly way. And it works with common location technologies including GPS, Wi-Fi and iBeacons.

- **A Single Point of Management** – The platform offers one system for geofencing, proximity and location based mapping, triggering and messaging with advanced data analytics for contextual, relevant and interactive engagement.

- **Easy Integration** – The Hybrid SDK works seamlessly with many existing retail and venue management mobile applications, loyalty programs and campaign management platforms.

- **Comprehensive Privacy Controls** – AT&T Location Information Services is based on accepted industry standards and best practices for privacy protection.*

Put AT&T Location-Information Services to Work for Your Retail Business or Venue.

For more information contact an AT&T Representative or visit www.att.com/api-services

* Where AT&T is the provider of the Wi-Fi network, this usage data is collected by AT&T and shared with the retailer only in strict accordance with the AT&T terms of service, the AT&T Privacy Policy and AT&T’s agreement with that retailer.