

OPTION A

Brands distributed in several locations
Person in charge : Marketing Manager
Type of product : Products of a brand (EX: Fashion, Food ...)
Distribution network: Multi Points of Sale of Different Signs
Type of detection: Presence in commerce by geolocation
Use : A brand of food products sends notifications to urge
Manual : to know a discount or information about its product when users
Typical repeatability: are in the trade.

OPTION B

Shops to attract customers walking in the neighborhood
Person in charge : Head of a business
Type of product : Promotional products and new products
Distribution network: One or a few points of sale
Type of detection: Presence in the commercial area of each business
Use : A business owner sends notifications near his businesses to
encourage users to enter his businesses.
Manual : Define the list of points of sale with their address, and the areas of
neighborhoods close to the shops (NW point and SE point),
then send a message opening a product page.
Typical repeatability: According to advertisements and commercial periods (2-4 per month)

OPTION C

Shops to communicate specials by entering on the spot or in the aisles
Person in charge : Head of a business
Type of product : Promotional products, new products or explanatory sheets
Distribution network: One or a few points of sale
Type of detection: Passing a Bluetooth tag
Use : A business owner sends notices to customers entering their
businesses or passing through certain aisles to encourage shoppers to
buy the product.
Manual : Buy Bluetooth tags, stick them in some points of the trade, then
make notification campaigns from these tags.
Typical repeatability: Depending on the ads on specials to do.

OPTION D The chains of businesses present in the commercial streets and Malls in Canada and USA

Person in charge : Marketing Manager of retail chains

Type of product : Promotional products, new products and events

Distribution network: Large number of outlets in the USA and Canada

Type of detection: Presence by geolocation in shopping centers and commercial streets, as well as in its own businesses

Use : A newsletters manager sends notifications to users who are doing their shopping to inform them of news and specials, close to their businesses in commercial areas or their businesses are, as well as commercial areas where they are not to encourage online purchase.

Manual : Define in which zone each trade is located, and other targeted areas then send notifications that open the newsletter of the moment.

Typical repeatability: Depending on the sending of Newsletters.

OPTION E Online sites not physically present in commercial areas

Person in charge : Marketing manager of the online sales site

Type of product : Promotional products and new products and products not sold in targeted locations

Distribution network: Online sale of products sought after during shopping

Type of detection: Presence by geolocation in shopping centers and commercial streets

Use : A newsletters manager sends notifications to the users who are doing their shopping to inform them of news and promotions in commercial areas.

Manual : Define which are the commercial target areas among the 1500 Malls and commercial districts.

Typical repeatability: Depending on the sending of Newsletters or SPOT offers

OPTION F Knowledge of the profiles and interests of passers-by in commercial zones and its businesses

Person in charge : Marketing Manager

Type of product : All kinds of products and services

Distribution network: Its current distribution network and those targeted before settling in a commercial area

Type of detection: Presence by geolocation in shopping centers and commercial streets

Use : Analysis of statistics of passage = Genres, Types of income, Accompaniment, City of origin, Ages, Type of interest, Mode of transport, Time of presence

on the site, etc.

Manual : Define which are the target commercial zones on which we wish to better know the profile of passers-by
Typical repeatability: Monthly analysis

OPTION G Distribution of newspaper articles, magazines, blogs at the right time, in the right place

Person in charge : Journalists, influencers, bloggers, publishers
Type of product : Messages opening articles on website and social networks
Distribution network: Internet
Type of detection: Presence by geolocation in shopping centers and commercial streets
Use : Influences and advice to consumers
Manual : Define which target areas and profiles to contact
Typical repeatability: Daily or weekly

OPTION H Interaction with spectators in arenas, stadiums, public events

Person in charge : Advertising and Animation Manager
Type of product : All kinds of products and services
Distribution network: Stadiums, Arenas, etc.
Type of detection: Presence by geolocation and Bluetooth beacons in the place
Use : Public animations
Manual : Real time management of notifications based on actions in the current event
Typical repeatability: Real time

OPTION I Smart City

Person in charge : City Center Manager, Public Safety, Transportation, Animation
Type of product : Alerts, information to citizens and visitors
Distribution network: City
Type of detection: Presence by geolocation and Bluetooth networks
Use : Alerts and information to passers-by and citizens
Manual : Define places, buildings and neighborhoods in the city
Typical repeatability: Real time