

# Zebra Solutions Application Brief

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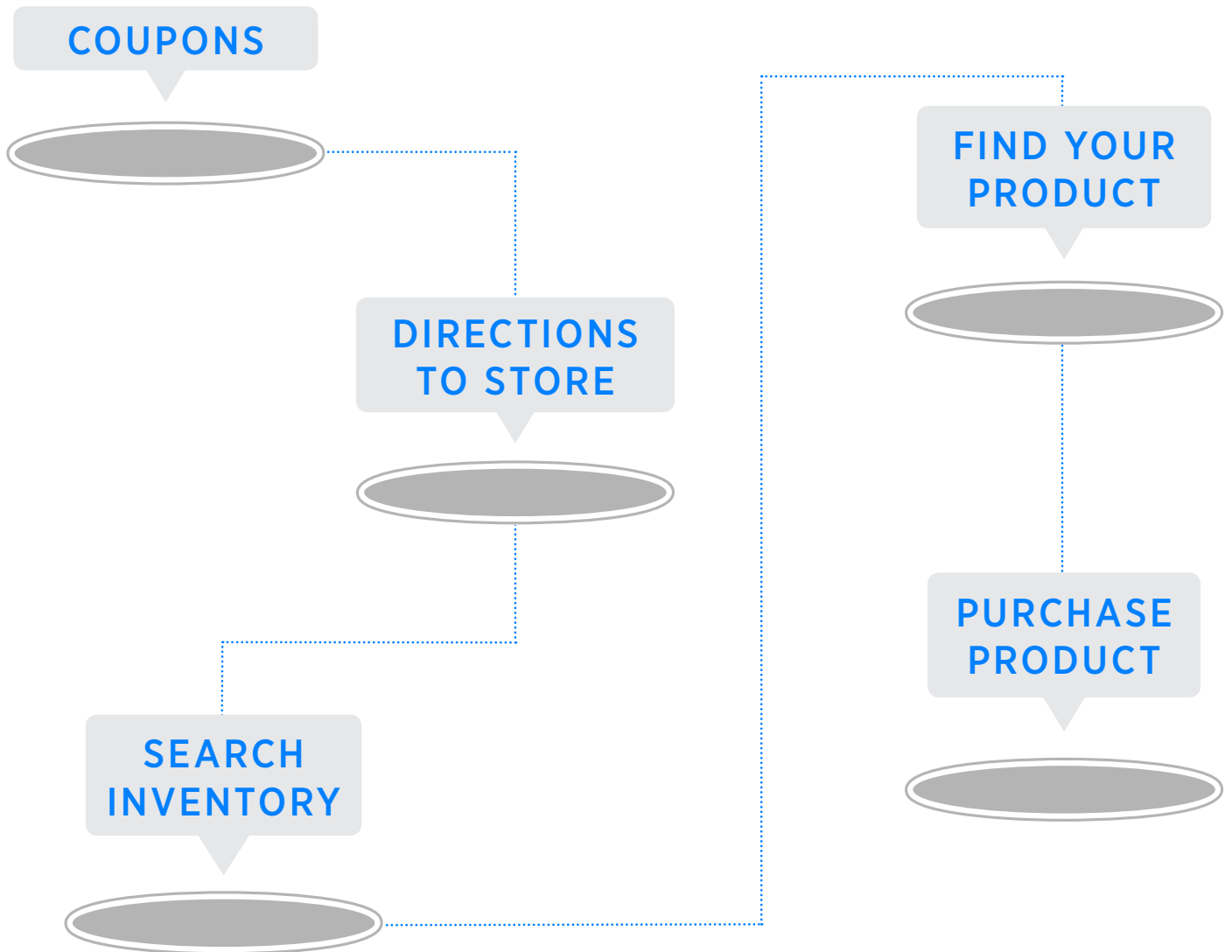
Phunware engageME Shopper Solution

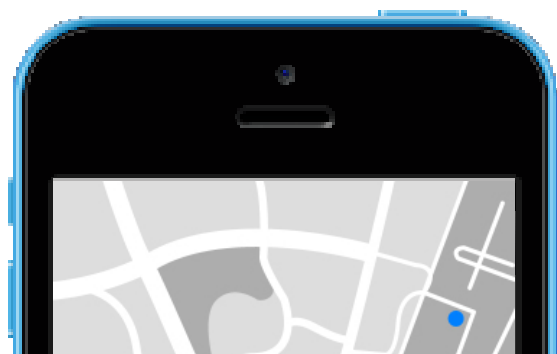


# THE CHALLENGE:

ENGAGING AND DELIGHTING CUSTOMERS IN YOUR STORES

Consumers now expect the shopping experience to bridge between online, mobile and in-store. With 8 out of 10 of shoppers using smartphones while in stores, retailers must adapt to this omnichannel experience at each potential touchpoint. In addition, most consumers say mobile technology has changed the way they shop, and they are more likely to visit stores if the retailer offers a useful mobile application. This challenge presents a unique opportunity to differentiate their brands, deeply engage customers and gain a competitive advantage.





Zebra

Phunware

## THE SOLUTION:

IN-STORE MOBILE TECHNOLOGIES & BRANDED, LOCATION-AWARE APPS

Zebra Solutions' MPact Platform for Mobile Marketing, combined with Phunware's enterprise-grade engageME solution, gives retailers the ability to engage and delight shoppers from the moment they arrive at a retail store until checkout—and beyond. It's a one-stop, fully integrated, affordable solution that enables you to get ahead of the competition and own the one-to-one customer relationship.

MPact is a unified indoor locationing engine. Unlike competitive solutions, MPact leverages both Wi-Fi and Bluetooth® SMART technologies to help retail marketers better meet today's demands for increased customer engagement. The comprehensive suite of MPact components includes battery-aware radio frequency (RF) tags, a client software development kit (SDK), an installation application, and cloud-based server software.

Phunware, the pioneer of Multiscreen as a Service (MaaS), offers the first fully configurable, turnkey services platform that enables brands to engage, manage and monetize their anytime anywhere users worldwide. Phunware's engageME Shopper Solution, a custom version of its mobile app development platform for retailers, empowers marketers and other non-technical staff to easily create, launch and maintain a robust, location-aware, branded app, with all of these functions available across multiple devices and platforms (iOS and Android) and delivered through the cloud. Phunware engageME utilizes MPact and other location-based technologies to enable marketers to delight customers with highly interactive experiences

that until now were out of reach to most.

Through the combination of MPact and engageME, the shopping experience is just as customers want it. From the parking lot or mall entrance, you can incentivize them with loyalty points, and notify them of discounts, giving them even more reasons to visit your store. Once inside the store, shoppers can receive pop-up information and videos related to a specific product or discount coupons and promotional offers while in physical proximity of the relevant products. Frequent shoppers can be rewarded automatically with special promotional offers. You can help customers find their way through large big-box and department stores with indoor turn-by-turn directions. Get detailed analytics to track the ROI of your promotions, number of smartphones that enter the store, and much more. It's a highly scalable, customizable, and affordable way to engage today's omnichannel consumers.

With MPact and engageMe, retailers can increase customer loyalty, sales and revenues while decreasing marketing, employee, and other expenses, without the high costs and complexities that other solutions require.

# WHAT SHOPPERS WANT

Research shows that shoppers expect to be engaged and delighted by retailers in their stores, and that location-aware mobile apps combined with in-store mobile technologies are the key to delivering the ultimate customer experience.



## SHOPPERS WANT MOBILE APPS, NOT MOBILE WEBSITES

Most consumers aren't interested in mobile-optimized websites, which some retailers offer in lieu of a branded app. In a recent survey, apps consumed 86 percent of the average U.S. consumer's time spent on mobile devices. By comparison, time spent on mobile websites amounted to only 14 percent.<sup>1</sup> What's more, 66 percent of average smartphone owners and 84 percent of power users say they are more inclined to shop in a bricks-and-mortar store that offers a useful mobile app.<sup>2</sup> The more 'useful' the app is, the likelier it is to drive consumers into the retail brand's stores. The qualities that consumers say make a retailer's app useful include the abilities to locate stores, access customer service, and make purchases.

In addition, 84 percent of smartphone owners are already using mobile devices while shopping in a store.<sup>3</sup> And 80 percent want more mobile-optimized product information while shopping in stores.<sup>4</sup> Based on this data, it's clear that the vast majority of consumers would love to use great mobile apps from their favorite retailers while shopping.

## SHOPPERS WILL SPEND MORE, TOO

Contrary to the "showrooming" that many retailers fear, consumers who use mobile devices in stores often spend more money while there, too. Frequent mobile shoppers spend 25 percent more in stores than those who only occasionally use a mobile phone to help with shopping. The increased spending is across a variety of retail sectors, including appliances, groceries, baby care, electronics, health and beauty, and apparel.<sup>5</sup>

## SHOPPERS LOVE A DEAL

With location-based, in-store technology combined with a location-aware mobile app, a retailer can give shoppers pop-up coupons and bundles based on their location in the store and the customer's previous purchases. This capability alone can help increase engagement with shoppers, as the number of mobile coupon users is expected to grow from 12.3 million people in 2010 to 53.2 million in 2014.<sup>6</sup>

1 Flurry research, 2014. <http://blog.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution>

2 Apigee Institute, The Mobile Mandate for Retail study, <http://pages.apigee.com/rs/apigee/images/apigee-mobile-mandate-for-retail-ebook-03-2014.pdf>

3 Google Shopper Marketing Agency Council, <http://www.thinkwithgoogle.com/research-studies/mobile-in-store.html>

4 <https://www.internetretailer.com/2012/12/31/smartphone-owners-want-more-mobile-information-stores>

5 Google Shopper Marketing Agency Council, <http://www.thinkwithgoogle.com/research-studies/mobile-in-store.html>

6 <http://www.emarketer.com/Article/Mobile-Spurs-Digital-Coupon-User-Growth/1009639#VtDzxL6QcVIG76xo.99>

# ENGAGE YOUR CUSTOMERS

The combined solution of MPact and engageME allows retailers to engage today's omnichannel consumers in ways not possible just a few months ago.

## **GREET CUSTOMERS AS THEY ARRIVE**

Your mobile app can have a customizable splash screen that's displayed upon launch and can rotate between various 'featured' pieces of content. Even if customers don't have your mobile app open or running in the background, they can automatically receive opt-in alerts, greetings, and notifications on their smartphones as they arrive at your store. For example, a supermarket could automatically send a message to repeat customers as they arrive at one of its stores, offering them discounts on items purchased on previous visits. You can send automated alerts and notifications to keep users engaged no matter where they are in the store.

## **DELIVER LOCATION-BASED POP-UP INFORMATION AND VIDEOS**

Shoppers can automatically receive text, images and videos related to a specific product when they are in the physical proximity of that product. This capability enables you to promote key products with timely, robust, updated information delivered to consumers where they are most likely to take action. The shopper only needs to click a link to watch the video, thus receiving rich information on the spot that a sales associate couldn't have provided.

## **PROMOTE EVENTS AND ACTIVITIES**

Large retailers often use special events and activities to drive engagement with customers, and a location-aware mobile app coupled with in-store mobile technology can help promote those events. In one example, a customer at a big-box home-improvement store could be shopping for patio furniture. Wireless transmitters positioned near the furniture could automatically trigger a notification, informing the customer the store offers a class in wooden deck and patio staining. The shopper could then sign up for the class using the retailer's mobile app.

## **REWARD CUSTOMERS WITH LOCATION-BASED COUPONS**

Consumers appreciate coupons but don't like carrying them around. You can put pop-up coupons and other savings directly on your customers' smartphones. The offers can be based on their location in the store, as well as on the customer's previous purchase behavior.

## **GIVE LOYAL CUSTOMERS THE ROYAL TREATMENT**

By tying your rewards program to your location-aware app, you can automatically offer a discount on select merchandise to program members as they arrive at a store for their third, fifth, or other visit. You don't even need a loyalty program to reward repeat visitors, as the engageMe solution can recognize an arriving shopper's phone and automatically send him or her a personalized message with a promotional offer.

## **CHANGE INFORMATION AT ANY TIME TO INCREASE ENGAGEMENT**

Change your app's menu and navigation at any point to include new and engaging content, such as maps, points of interest, and social media hooks as well as nearly any kind of custom content.

## **PROVIDE MULTIPLE POINTS OF INTEREST (POI)**

Define one or more POIs to highlight significant displays or areas of your store for highlighting on the mobile map and provide helpful location-specific content to engage customers.

## **PRECISELY TARGET YOUR MARKETING**

MPact's use of Bluetooth® SMART technology is highly accurate, locating a shopper up to five feet from merchandise, compared to less precise Wi-Fi-enabled promotions and offers.

## **DELIGHT CUSTOMERS WITH GREATER ACCESS TO INFORMATION**

Through MPact's combination of Bluetooth® and Wi-Fi, shoppers can receive offers and personal assistance via your Bluetooth®-triggered app. Plus, they can access your store's Wi-Fi network to locate products in store, read reviews, compare prices, and look up information on the spot.

## **HELP CUSTOMERS FIND THEIR WAY**

Offer turn-by-turn navigation to points of interest throughout your store, helping shoppers find what they're looking for easily and see where they are on a mobile map relative to other POIs. This is particularly important because 90 percent of shoppers leave a store empty-handed when they can't locate what they want. And 86 percent of shoppers purchase even more than they had originally planned when they receive the help they need.<sup>7</sup>

<sup>7</sup> <http://www.businesswire.com/news/home/20140225006605/en/Reality-Check-Retailers-90-Percent-Shoppers-Can%E2%80%99t>



# MONETIZE YOUR STORE TRAFFIC

Many retailers believe that enabling mobile commerce should be the primary focus of their mobile efforts. However, the larger story is that by improving the in-store experience through location-aware mobile technology, retailers can more efficiently monetize in-store traffic. With MPact and engageME, you can increase revenues and decrease costs in a variety of ways.

## PROMOTE STORE BRANDS OVER COMPETITORS

Private label merchandise often gives retailers a higher margin than competing products. To increase revenues, you can promote your private label products over competitive merchandise to in-store shoppers via your mobile app.

## EARN LARGER SLOTTING FEES

Retailers, especially supermarkets, often charge manufacturers slotting fees in exchange for giving their products shelf space. By automatically serving up location-based information about a manufacturer's product to shoppers while they are physically in sight of the product, you may be able to increase slotting fees received from the manufacturer.

## MAKE MONEY FROM ADVERTISING

You can integrate advertising from manufacturers into your mobile app, creating an additional source of revenue. For instance, an ad for a new cosmetic line could be automatically displayed to a shopper as she approaches a department store's cosmetics department. The engageME-powered mobile experience is fully integrated with Phunware's advertising platform TapIT by Phunware, providing first-party advertising (ads built and managed on the platform and delivered exclusively to the app); third-party

advertising (which leverages the TapIt by Phunware advertising sales team to deliver advertisers, and which lets you control which ads appear in the app); Campaign Builder, which drives traffic to your app and location; and Advertising Reporting, which provides a dashboard of detailed reporting on key metrics, such as impressions, clicks, fill rate, eCPM, eCPC, earnings, CTR, and more.

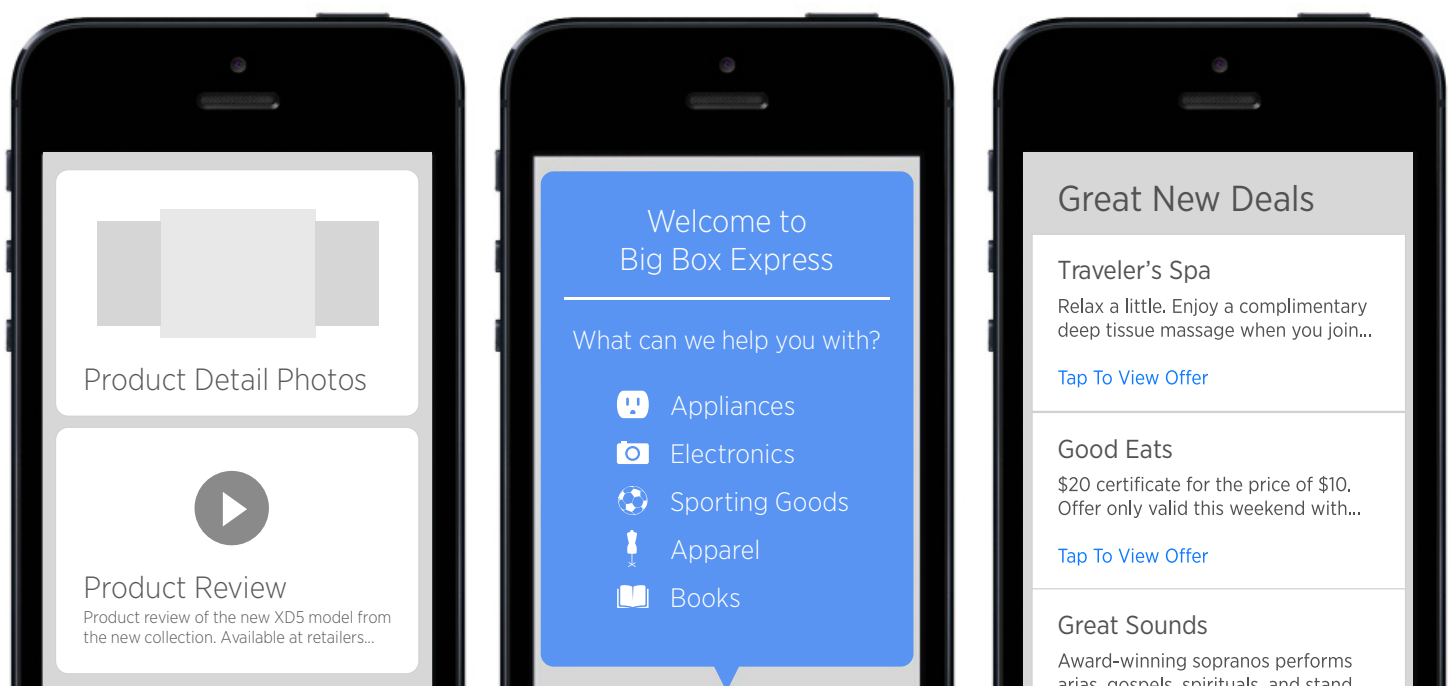
## DEFINE HYPER-LOCAL ZONES

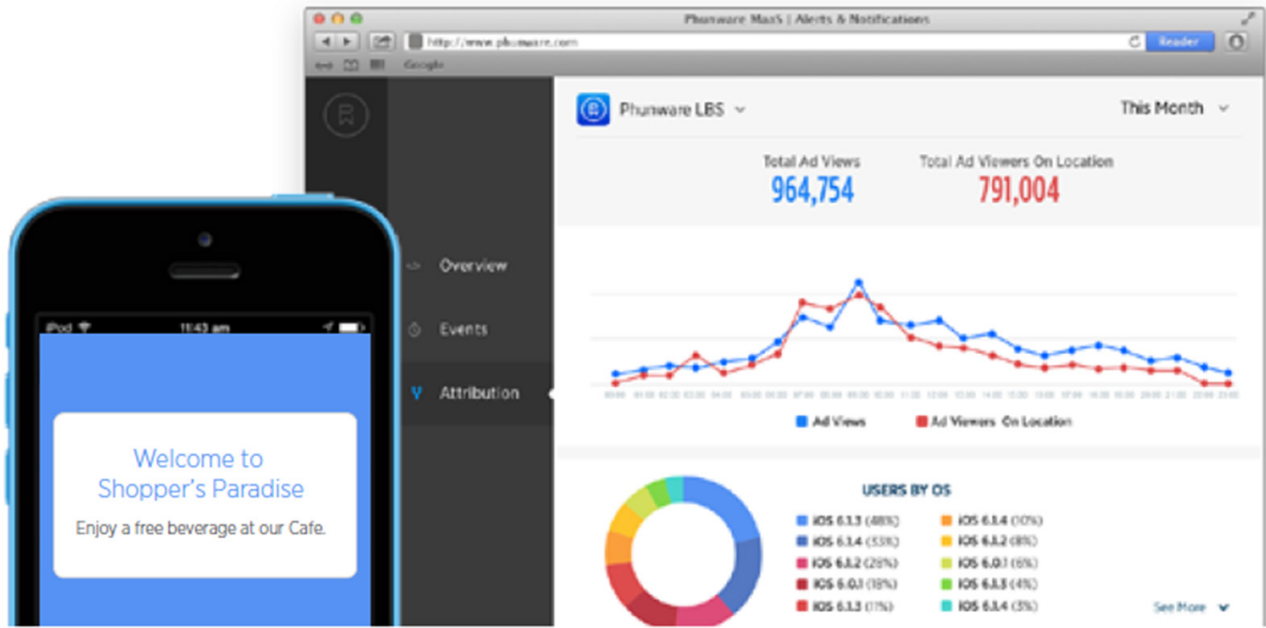
Monetize users with hyper-local triggers, where you can push alerts and notifications for special offers, loyalty programs, analytics and mobile advertisements.

## FREE UP SALES ASSOCIATES FOR OTHER TASKS

One out of three shoppers visiting retail locations would rather receive information about the store's products on their mobile devices instead of asking a store employee.<sup>8</sup> Delivering this information to shoppers in stores keeps them engaged—and helps keep them in the store longer, which can boost the number of items in their shopping basket. It creates a more satisfactory customer experience while relieving pressure from busy sales associates, freeing them to focus on other tasks.

<sup>8</sup> Google Shopper Marketing Agency Council, <http://www.thinkwithgoogle.com/research-studies/mobile-in-store.html>





## EASILY MANAGE YOUR TECHNOLOGY AND UNDERSTAND YOUR CUSTOMERS

With MPact and engageME, retailers can more easily and cost-effectively develop, deploy and manage branded, location-aware mobile apps and in-store mobile / wireless technologies.

### **AUTOMATICALLY SUPPORT ALL MAJOR MOBILE PLATFORMS AND DEVICES**

The mobile device universe is currently dominated by Google's Android and Apple's iOS. Developing and managing an app for both can be challenging, especially since there are currently six versions<sup>9</sup> of Android supported on hundreds of devices with different screen sizes. Apps for either platform must be frequently updated to support new OS features and fixes, as well as to add new app content and features. The engageME MaaS platform eliminates the complexities involved in developing for multiple Android flavors as well as for iOS.

### **EASILY DEVELOP AND UPDATE APPS**

Streamlined, easy-to-use tools geared toward non-technical users enable a retailer's marketing team to take control of app development, management, and updates—no IT department required. Customize the app to your own branding guidelines and specifications to provide a powerful, cost-effective platform for adding features, functionality and content that will further engage and delight customers. Easily change the app's menu through dynamic menu options. Upload new and revised content through Phunware's MaaS Content Management Engine, designed specifically for mobile.

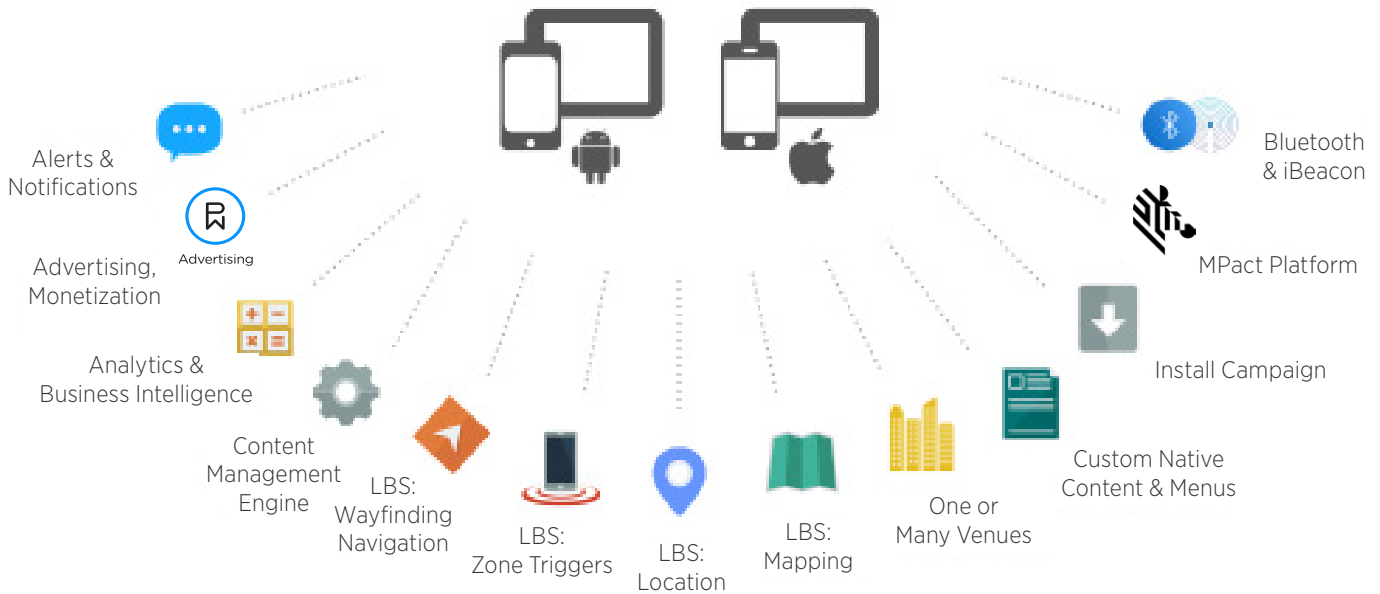
<sup>9</sup> [http://developer.android.com/about/dashboards/index.html?utm\\_source=ausdroid.net](http://developer.android.com/about/dashboards/index.html?utm_source=ausdroid.net)

### **BYPASS THE LENGTHY APP STORE APPROVAL CYCLE**

Typically, it can take several weeks to get an app's update approved by Apple for release in the iOS App Store. Once your mobile app has received approval, however, you can quickly pull in new content from the cloud, which doesn't require approval from Apple. This enables you to move quickly to offer timely promotions, information, and other content to your customers.

### **REDUCE THE NEED FOR IT'S INVOLVEMENT IN YOUR APPS**

Whether you have your own mobile app development shop or need all the help you can get, the Phunware engageME solution is fully managed and flexible from start to finish. Easily manage the deployment through your own IT department or have Phunware manage it for you. Through easy-to-use tools, engageME enables marketers and others to take control of app development and updates. This frees up IT team members to focus on other projects and removes obstacles for marketers in getting an app developed, tested, deployed and updated. Because you can more rapidly go to market with apps and updates, you can easily launch promotions in time for holidays or special events. You can also quickly test new app content and promotions and measure results before rolling out to all store locations.



## TAKE ADVANTAGE OF BOTH WI-FI AND BLUETOOTH®

Competitive in-store wireless solutions typically offer either Wi-Fi or Bluetooth® SMART. This creates more overhead for retailers who must deploy, integrate, and manage two separate technologies. MPact is the only platform that organically offers both Wi-Fi and Bluetooth® SMART technologies, offering a single dashboard, reporting engine and set of APIs. This saves time and money in deploying, managing and maintaining your location-based in-store technologies.

## GET AN AT-A-GLANCE VIEW IN A USER-FRIENDLY DASHBOARD

Phunware's engageME MaaS Analytics enables marketers to capture, view, analyze, and disseminate data. Everything marketers need to know is consolidated into one easy-to-use dashboard. Unlike email that's easy to ignore, your location-aware mobile app can more effectively grab consumers' attention with information relevant to where they are located, the time of day, and more. You can track who responds to the information and offers served and whether your marketing messages compelled consumers to enter the store and make a purchase, among other things.

## TRACK CUSTOMER BEHAVIOR THROUGH RICH ANALYTICS

Through MPact's use of Bluetooth® RF tags and Wi-Fi, you can track customer behavior; determine which aisles and areas receive the most traffic; identify which products do best; prompt sales associates to tend to customers in need; push meaningful ads, offers, and promotions through your branded mobile app; and provide

an online experience in store, with access to product descriptions, reviews, price comparisons, and more. The organic use of Bluetooth® RF tags and Wi-Fi doubles the visibility you'll get into customer behaviors and provides twice the consumer data you'd obtain from Wi-Fi-only or Bluetooth®-only solutions. Armed with this data, you can enhance customer engagement, increase basket size, and differentiate your store experience from competitors.

## SCALE EASILY AND RELIABLY

From small firms to brands with millions of customers actively engaged in mobile, the Phunware engageME solution will grow and scale with you with an uptime SLA of 99%, ensuring your mobile customer experience is available at all hours of the day.

## DRAMATICALLY REDUCE MOBILE APP DEVELOPMENT COSTS THROUGH CLOUD-BASED SERVICES

While mobile apps have grown extremely powerful, the development costs have dropped significantly, putting custom, location-aware mobile apps within reach of even midsized retailers. For example, in the past, a brand may have spent \$350,000 or more to develop, deploy, maintain and update a mobile app across multiple platforms (Android and iOS). Today, with engageME, this can be accomplished starting at around \$50,000 per year. The mobile-app-as-a-service platform, because it's based in the cloud, eliminates the high up-front hardware and software costs of traditional development platforms and puts app development in easy reach through affordable, subscription-based models.



# WHAT YOU CAN DO WITH MPACT AND ENGAGEME

With the MPact and engageME Shopper solution, you have the ability to develop indoor maps, measure and analyze foot traffic, deliver hyper-local services, and track assets. This empowers you to communicate the right offer at the right location at the right time, creating a positive impact on your customers—and your business.



## **ATTRACT**

Use mobile instead of email to bring shoppers back to the store. Mobile gives you a direct one-to-one relationship with your customers.

## **GUIDE**

Wayfinding makes it easy for shoppers to find exactly what they're looking for through searchable maps and turn-by-turn directions.

## **PROMOTE**

Get a Digital Sales Associate to drive sales for specific products and trigger content (text and videos, coupons) when a shopper is within close proximity to specific items.

## **DELIGHT**

Integrate with your loyalty program to deliver personalized content and coupons when VIPs walk through your door. For shoppers and guests, the solution translates into relevant, contextual offers and attentive service that can elevate their experience.

## **ANALYZE**

Through easy-to-use dashboards, understand which marketing messages your customers respond to; where they go in your store; which aisles and areas get the most traffic; which products sell better than others, and more.

## **TO LEARN MORE, VISIT:**

<https://www.zebra.com/us/en/products/location-solutions/mpact.html>