

IN-STORE MOBILE MARKETING

Zebra & Swirl Networks Partner to Reinvent the In-Store Shopping Experience



THE CHALLENGE

Engaging and Influencing Retail Shoppers Where More Than 90 Percent of Purchases Still Take Place: In the Store

Smartphones are changing the retail landscape. In fact, recent research suggests that more than 80% of smartphone shoppers use their devices to research, compare and even purchase products while in a physical store¹. Unfortunately for many retailers, these mobile experiences are completely disconnected from the in-store experience and from the retailer's brand itself.

The good news is that with recent advancements in micro location-based targeting enabled by beacons and the widely available connectivity of Bluetooth® Smart technology, retailers can now deliver their own truly relevant and compelling branded mobile experiences to in-store shoppers.

Coupled with Zebra's MPact Platform, Swirl's beacon marketing engine provides retailers with a powerful new capability for enhancing the in-store shopping experience, allowing them to deliver highly personalized, contextually-relevant digital content and offers to shoppers where and when it matters most.

Swirl's in-store mobile marketing platform offers retailers an end-to-end solution for creating and managing indoor, location-based mobile marketing campaigns. Whether it's greeting a loyal customer with a surprise "thank you" reward at the store entrance, or helping a shopper make a purchase decision in a specific area of the store, mobile apps can now become an integral part of the in-store shopping experience.

The Swirl platform makes it easy for retailers to manage large-scale campaigns and beacon networks across thousands of stores. With Zebra's indoor MPact beacons and Swirl's enterprise-class suite of marketing tools, personalized in-store mobile experiences can now be delivered anytime, anywhere.

VENDOR PROFILE

SWIRL

Company

Swirl Networks;
Boston, Mass.

Industry

Mobile Marketing &
Advertising

ZEBRA'S SOLUTION

Zebra MPact Platform for
Mobile Marketing

Benefits

- Activate and engage shoppers
- Grow in-store sales & basket size
- Drive store traffic
- Deliver retailer-branded experiences that build loyalty, brand equity

A COMPLETE SOLUTION FOR BEACON MARKETING



Swirl Mobile Client SDK

The Swirl SDK provides a whole new way to engage with consumers by transforming existing retailer apps into an in-store shopping companion.

- Supports both iOS and Android® platforms
- Automatic notification when user enters beacon range, even when app is closed or in background mode
- Delivers immersive, full-screen multimedia experience to smartphones
- Allows publishers, retailers and brands to leverage existing profile data and content

Swirl Marketing Console

The Swirl Marketing Console gives retail marketers complete control, with a full suite of tools for creating, managing and analyzing in-store mobile marketing campaigns.

Campaign Management

Template-driven publishing, centralized creative asset libraries and in-line editing tools ensure brand consistency as well as flexibility at the regional or individual store level. With Swirl's integrated targeting engine, retailers can easily tailor messages based on available profiling data.

Reporting & Analytics

From store visits and app engagement to department-level dwell time and offer redemption rates, retailers have access to a broad set of real-time and historical performance metrics.

Administration & Workflow

Built-in administration functions, including role-based platform access and integrated workflow management, offer the flexibility to support any organizational structure.

| A NEW "WELCOME" EXPERIENCE | DEPARTMENT-BASED EXPERIENCES | BEACON-TRIGGERED MERCHANDISING AND CUSTOMER SERVICE USES |
|--|--|---|
| <ul style="list-style-type: none"> • Guide to beacon-enabled departments • Loyalty/member rewards recognition and incentives • Saved wishlist/shopping list • Store search/locator map • Order status/"click and collect" • New product promotions • Seasonal content/trend tips • Close-out /clearance specials | <ul style="list-style-type: none"> • Exclusive upsell/cross-sell offers • Manufacturer rebates • Close-out/open box specials • Links to online inventory • Product reviews • Buying guides • Re-ordering recommendations • Past purchase history/specs | <ul style="list-style-type: none"> • Interactive end caps/POS displays • Sweepstakes/enter-to-win promotions • Email address capture • Shopper surveys • Personal shopper/clienteling alerts • Dept/fitting room assistance |

Swirl's enterprise-class marketing console can support a diverse menu of beacon-enabled content and offers, ranging from exclusive welcome offers for new customers, to rewards-based offers for more frequent shoppers.

¹ Google 2013 Mobile Research Survey.

WHICH MOBILE APP FEATURES DO CONSUMERS MOST WANT TO USE IN-STORE?

80%

Push Notifications about sales/promotions

78%

More tools for price comparisons, accessing lists, style guides

62%

Content that is relevant to interests and location

58%

Loyalty program integration

19%

Ability to pay with mobile phone

Source: Swirl Networks/Research NOW; November 2013



MAINTAINING CONSUMER PRIVACY

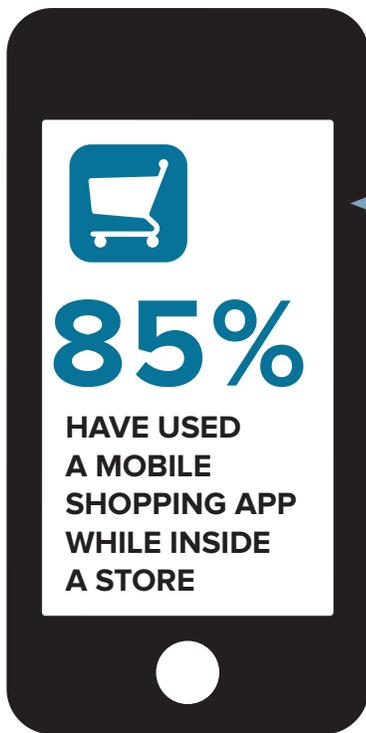
Zebra and Swirl are committed to consumer privacy and offer configurable screens as well as customizable opt-in workflows within the Swirl marketing console to support retailer communication efforts. Consumers who download a Swirl-enabled mobile app and explicitly agree to share their mobile location information are eligible to receive content and offers when they shop in participating retail locations. No personally identifiable information is collected by Swirl and consumers can opt-out at any time.



BEACON MARKETING OFFERS BIG BENEFITS TO RETAILERS

- Increase shopper activation
- Deliver highly relevant, highly engaging content to shoppers at specific in-store locations
- Fun, mobile content experience that delights shoppers while motivating purchase behavior
- Grow in-store sales & basket size
- Influence consumers to buy in-store
- Introduce new products, product categories as they shop
- Drive store traffic
- Exclusive content and offers provides new incentives for consumers to visit participating retail locations and shop in-store
- Deliver retailer-specific experiences that build loyalty, brand equity
- Combat showrooming
- Capture new insights into in-store shopping behavior
- Supports omni-channel strategic goals

USING MOBILE APPS WHILE SHOPPING IN-STORE



THE APP WAS USED TO:

- 86%** SEARCH FOR SALES/ OFFERS
- 61%** RESEARCH/ACCESS INFORMATION
- 26%** MAKE A PURCHASE (if product isn't in-store or cheaper online)
- 14%** CHECK-IN
- 13%** PAY FOR IN-STORE PURCHASE

...OF THOSE,

66% SAY THEIR SMARTPHONE HAS INFLUENCED A PURCHASE IN-STORE

Source: Swirl Networks/Research NOW; November 2013

About Swirl Networks

Swirl is the leading enterprise-class beacon marketing platform provider helping large-scale retailers and brands leverage the power of mobile to attract and influence consumers while they shop in stores. Top retailers such as Timberland, Kenneth Cole, and Alex and Ani use Swirl's patent-pending micro-location technology to increase store traffic, customer engagement and sales conversions. The company is led by an accomplished entrepreneurial team and backed by top-tier investors including Hearst Ventures, SoftBank Capital, Longworth Venture Partners and General Catalyst Partners.

Learn more at swirl.com

ABOUT ZEBRA

Zebra Technologies Corporation is a global leader respected for innovation and reliability. Zebra offers an extensive range of asset-tracking technologies. Zebra Technologies Corporation is a global leader respected for innovation and reliability. Zebra offers an extensive range of asset-tracking technologies incorporating mobile computing, data capture, barcode, wireless LAN, RFID, location systems and Zatar™, the cloud-based Internet of Things (IoT) platform. These technologies make businesses as smart and connected as the world we live in. Zebra's tracking and visibility solutions transform the physical to digital, creating the data streams businesses need in order to simplify operations, know more about their business, and empower their mobile workforce.

Zebra's products and solutions are used around the world by industries including healthcare, retail, transportation and logistics, manufacturing and sports—for a variety of applications from improving patient safety; to eliminating checkout lines with mobile devices; to streamlining warehouse operations and adding a new dimension to professional sports and entertainment with real-time information.

TO LEARN MORE, VISIT MPACT.ZEBRA.COM

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