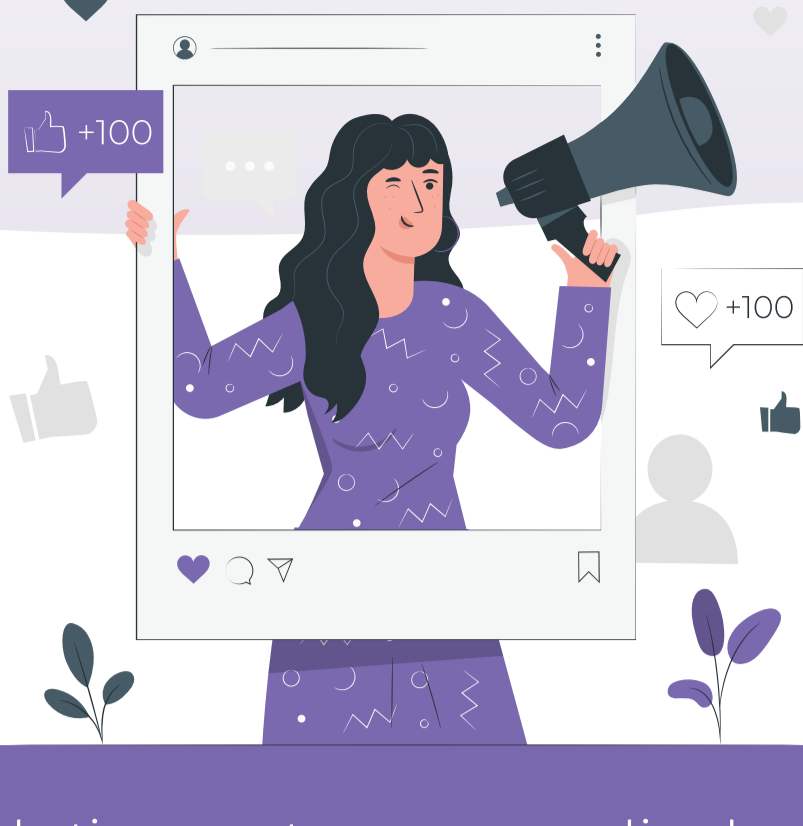


# Proximity marketing insights



Proximity marketing creates a personalized experience. The proximity marketing market is expected to be worth \$52.46 Billion USD by 2022. 100 U.S. retailers reported an combined \$44 billion USD increase in sales through the use of proximity marketing strategies, clearly giving businesses a competitive advantage.

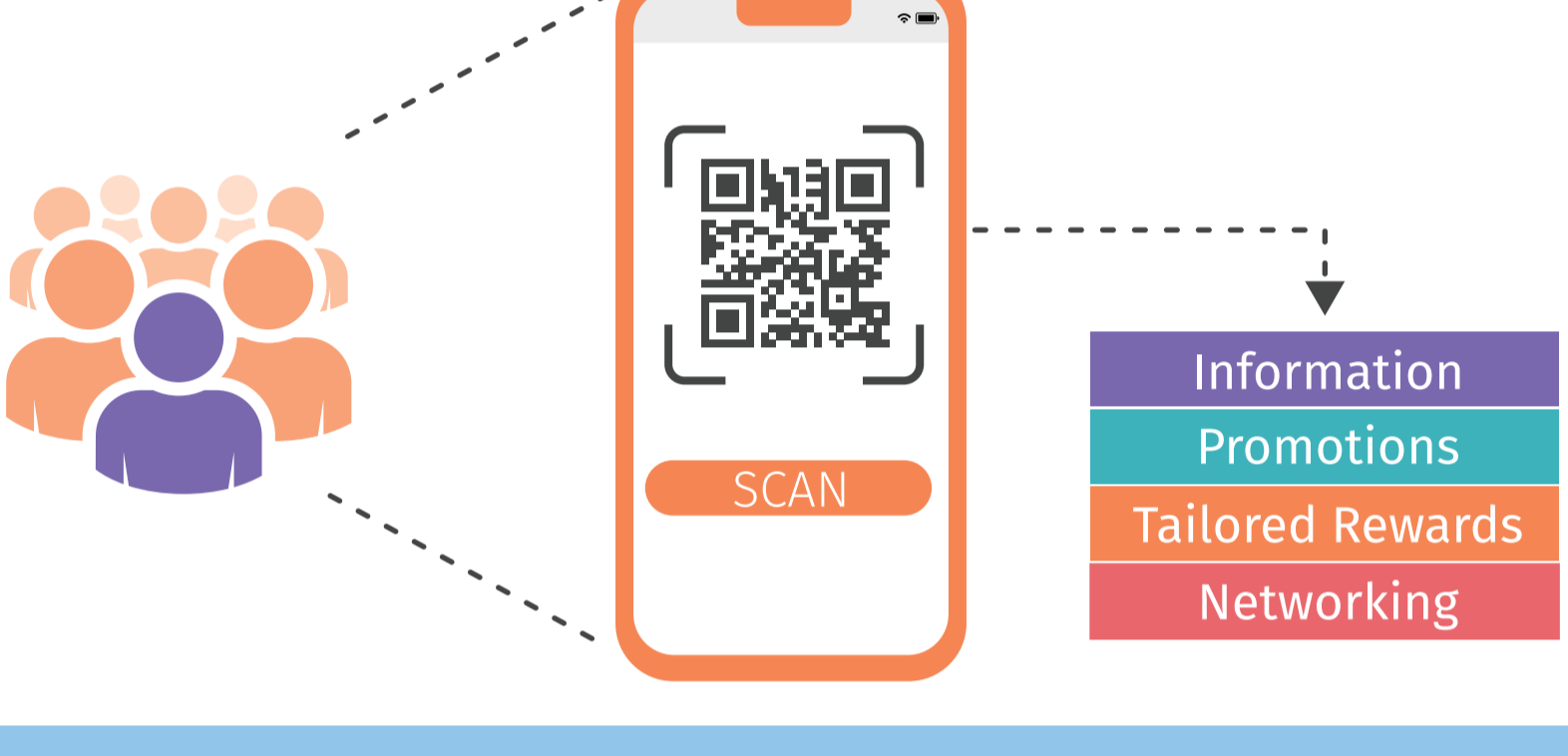
## How does proximity marketing work?

Besides the end-users mobile device, a collection of location-based technologies are needed to successfully utilize proximity marketing.



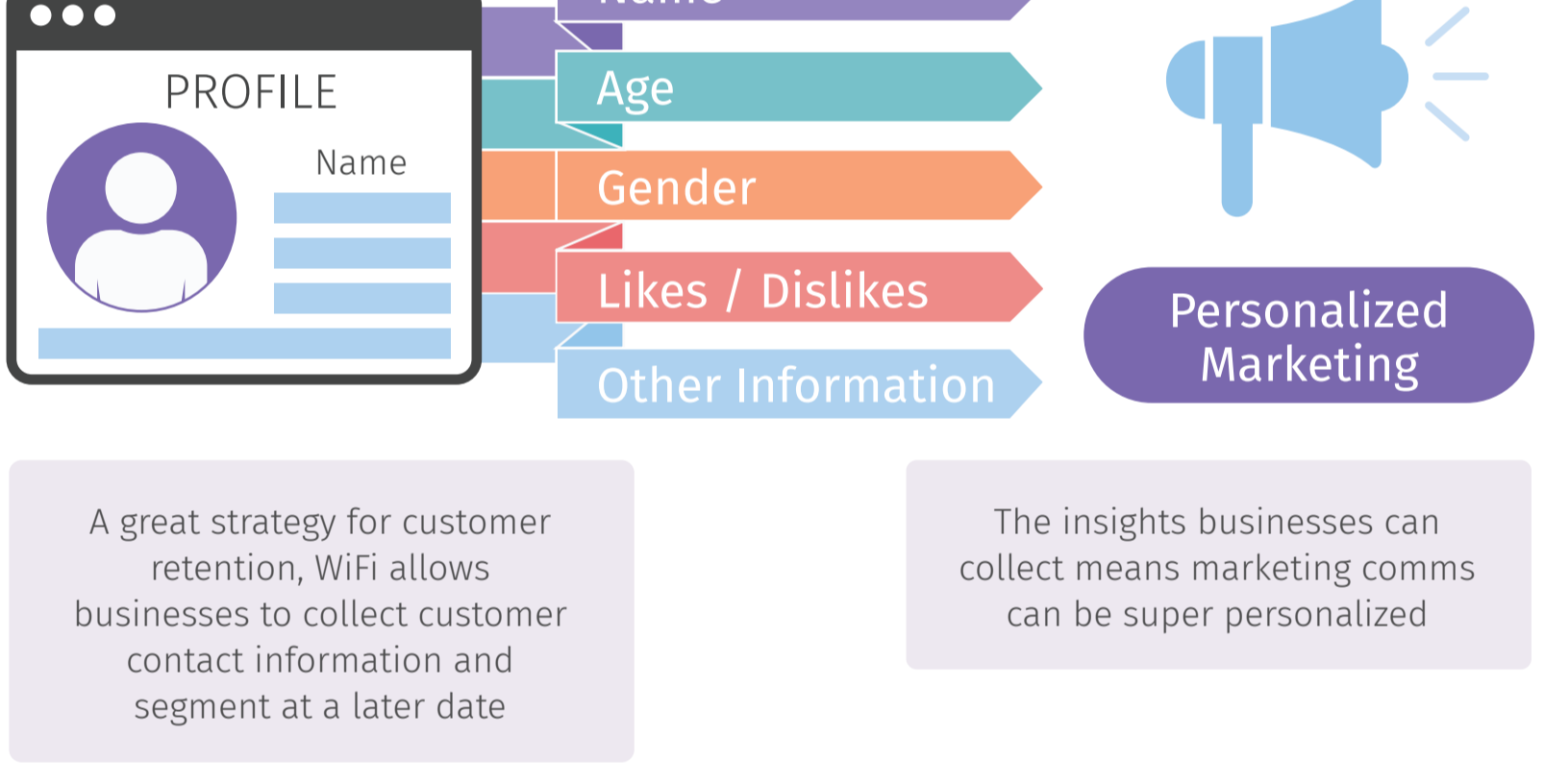
### QR Codes

A QR code contains up to 4000 values both vertically and horizontally. QR code strategies rely upon target audiences engaging with physical codes via their mobile phone using either a built-in or external application code scanner.



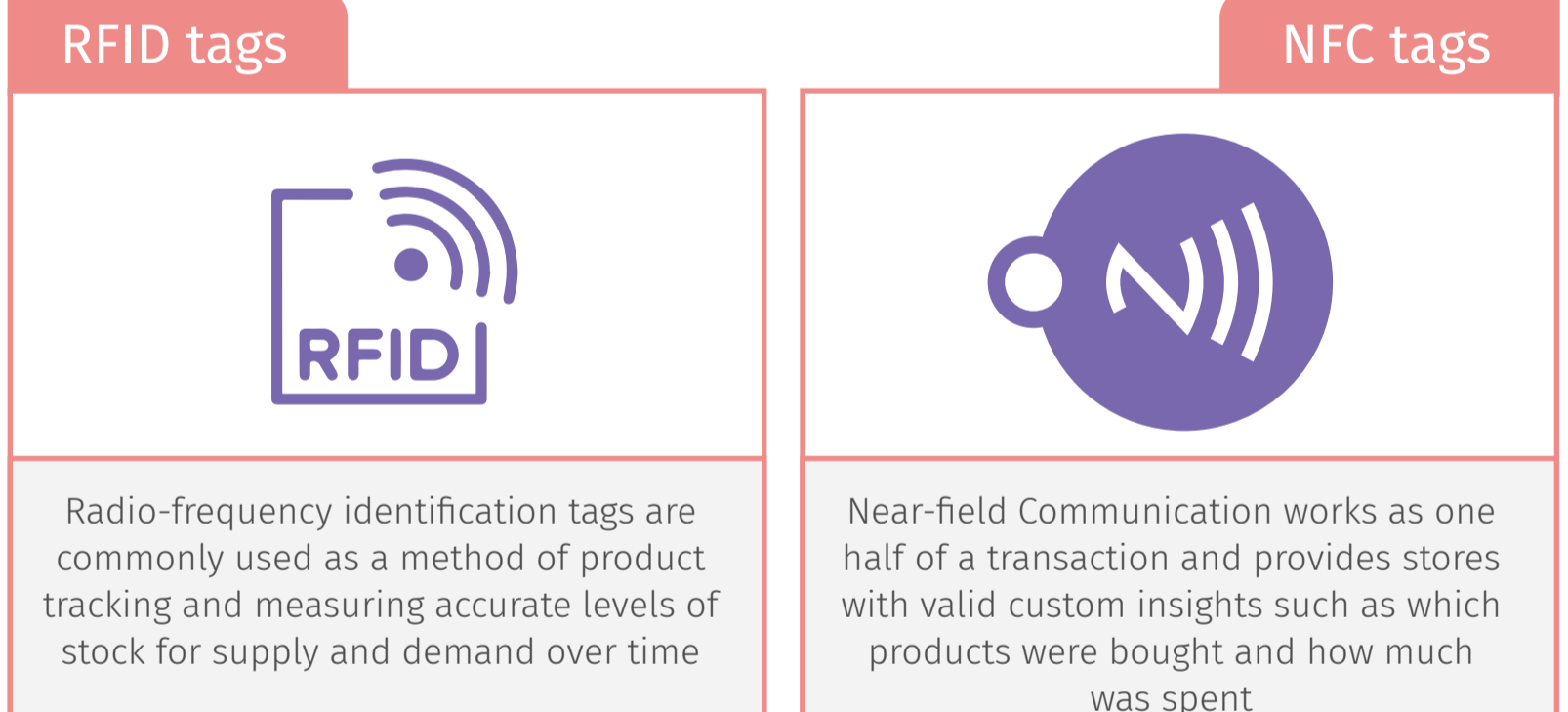
### WiFi

Able to identify the MAC address of each customer device businesses can accurately measure store foot-traffic.



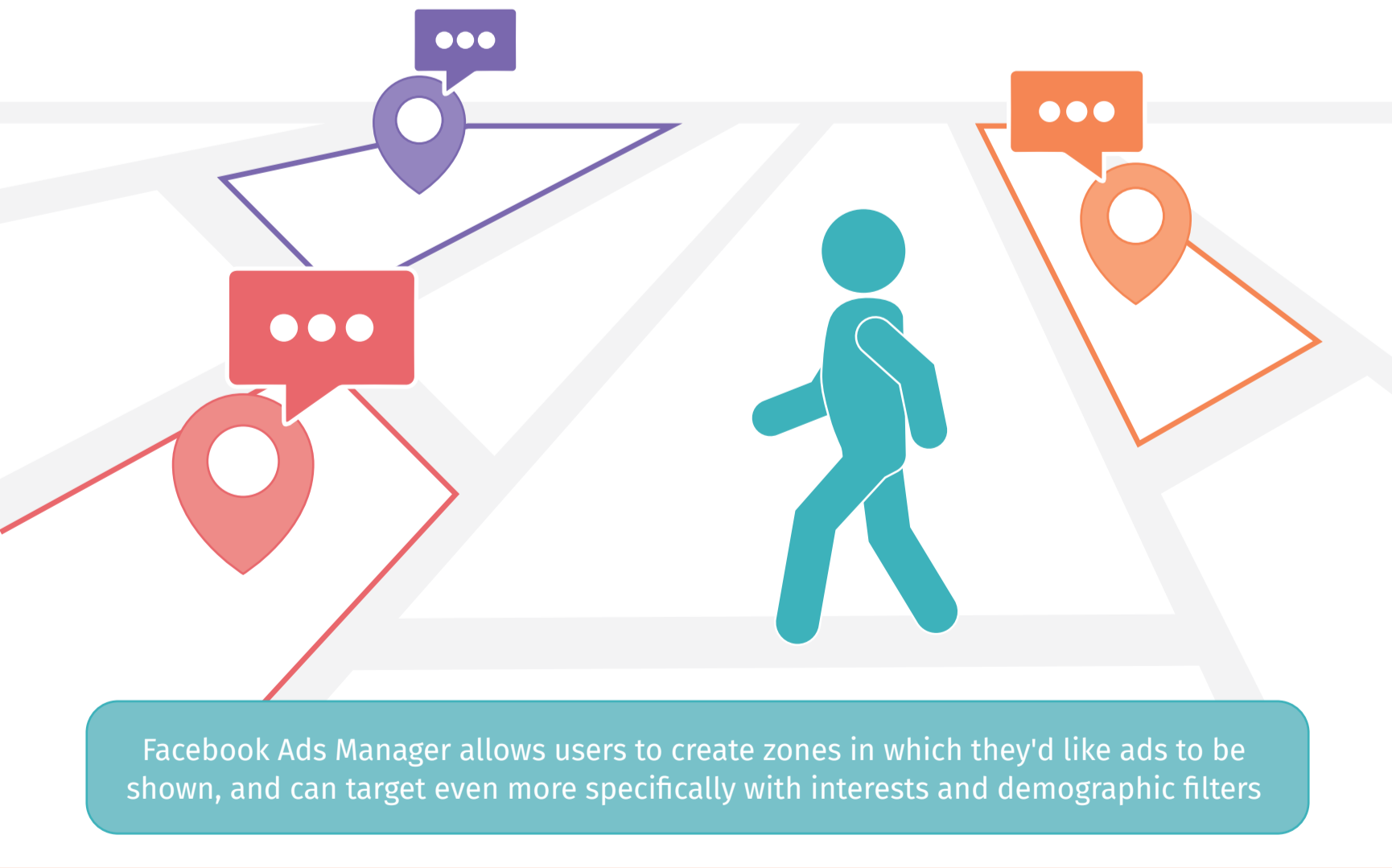
### RFID & NFC Tags

RFID & NFC tags provide a method of context rather than a means of communication in proximity marketing



### Geofencing

Geofencing is one of the most effective and creative methods of proximity marketing. By setting up a digital zone, businesses are able to work with network providers to advertise to individuals for up to 30 days of first entering the zone. Before 2018 it was possible for marketers to advertise to individuals that entered a specific zone without their consent via Bluetooth beacons alone.



### BLE Beacons

Also known as Bluetooth Low-energy beacons, BLE technology is used to enhance proximity marketing strategies such as increasing the range of push notifications for WiFi and additional insight gathering for RFID & NFC tags.

