The New O2O Marketing Solution

90 80 70 60 50 40 30 20 10
70%
5th 4th 3rd 2nd 1st

Oct 12 ☀ 25℃
Oct 13 ☁
Oct 14

Evolving O2O real marketing solutions

AIBeacon™

Is it new user?
Is it repeater?
When was the visit?
How much, which
being stayed in place?

Patented:patent
number 5713249
TELEC certified

Respond for iOS, Android,Windows Phone

Application is unnecessary

Solutions that answer such questions was born.

It is enabled that these who proposed "AIBeacon" does not require remembering the cumbersome operation is investigated.
There is not necessary that user to any action, too.
If user is housing smartphone, I do not want it.

This is the O2O marketing implementation started immediately. Dedicated application is unnecessary, too, of course.
In addition, as be different from traditional iBeacon services, and Android terminal can detect, too,

smartphone user that is within *target area can for investigation.
"AIBeacon" is innovative solutions that can find movement characteristic of the user that did not know in purchase the history, etc conventional marketing.
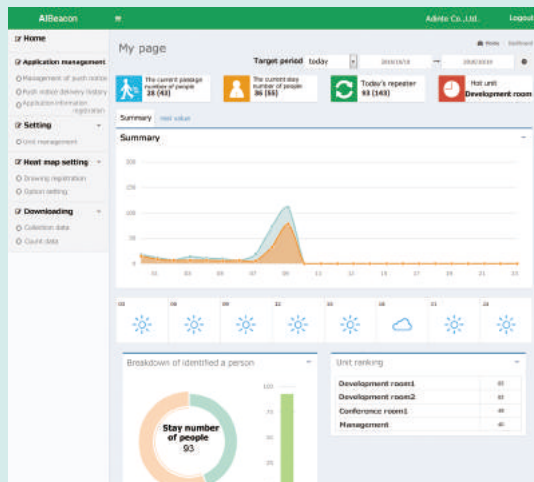
Location, circulation with many people residence development, person is analysed, and according to the user, and is to enable exact approach.

With your idea may infinity.Evolving O2O real marketing solution is "AIBeacon".

*Smart phone handsets to ON Wi-Fi is cov-ered.

AdInte

The analysis tool to enable the advanced analysis is prepared.

The characteristics of smartphone users in the neighborhood can be obtained only by setting the AIBeacon device in facilities.

It is capable to know "when and how many" people are contacting the place by using the attached analytical tool together.

Also, the analysis of "the number/rate of repetition" is available with the unique ID measurement.

Measurement of real-time dynamics

The data collected by the AIBeacon device is being aggregated in real time and checked on the dedicated analysis site. You can be aware of the real movement on site quite clearly.

Measurement of heat map dynamics

The time that customers stayed and routes are to be analyzed with data mining and displayed as the heat map. The distribution of hot areas and the relevance of each area can be shown.

Available for the Android devices. The behavior analysis is available without an application!

The O2O solution to analyze the behavior characteristics such as people stay, gathering place, traffic line, which cannot be found out only by the purchasing history: That is "AIBeacon".

Installation Image

The visual analysis of behavior as shown below is available only by setting AIBeacon.


←Area with many people   Area with less number of people→
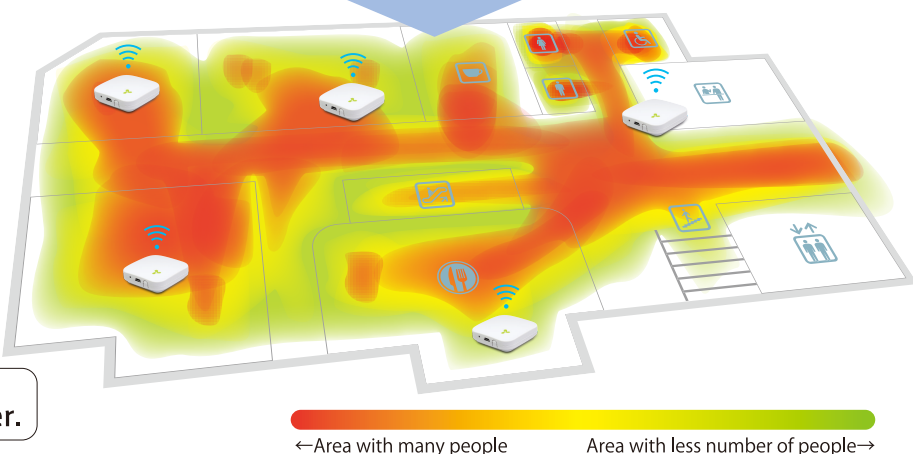
With AIBeacon SDK, the development of an application interlocking places is easier.

◎Effective push notification that based on behavior analysis

◎Content delivery that there was to hobby preferences

◎Campaign development that was linked with store in addition to commercial complex

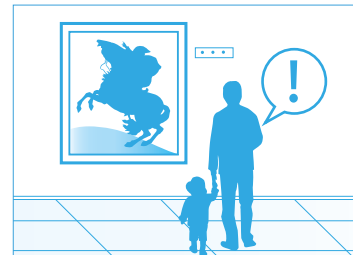● Promotion case(respond for iOS-Android-Windows Phone, too) that take only application integration

Interlocked by a digital signage
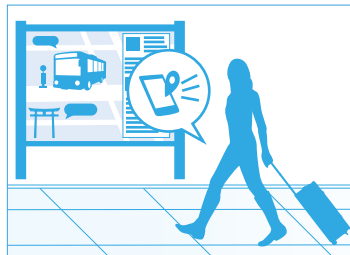
Tourist information

Timely transmission of information

Guide for pieces on display at a museum