ibstream

GSS Mobile Marketing Solution

Proximity based mobile marketing & advertising platform for businesses to enrich shopping experience

- Ibsteam is GSS's proprietary proximity based mobile marketing solution
- Helps businesses to enrich their customers experience by delivering relevant mobile Ads based on context, proximity, location and business type.
- Runs on iBeacon technology for highly accurate location determination.
- Works with an iOS device or other hardware to send push notifications to iOS devices in close proximity.
- Robust platform for reporting consumer analytics
- Offers flexible deployment models
- Cloud based Web console and SDK available for rapid integration.

Differentiators

- 100% Digitalised
- Highly Cost Effective
- Accurate & Highly Efficient
- Run Campaigns in Minutes
- Rich & Interactive
- Reports & Analytics
- Proactive Customer Engagement
- Cutting Edge Technology
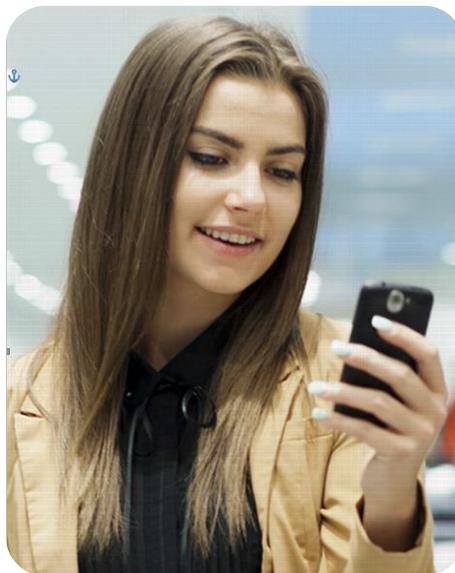- Increases Footfall & Sales

Features

- Welcome Messages
- Videos & Images
- Coupons
- Offers
- Information
- In-store Notifications
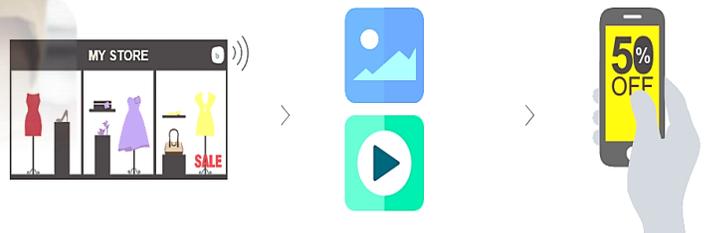- Rewards
- Targeted ads

Consumer Benefits

- Attract customers into business locations with fresh, contextual, relevant and latest deals.
- Personalized consumer mobile marketing experience that improves the effectiveness and results of media, web and mobile marketing campaigns.
- Communicate with customers at the right place, the right time and with highly relevant and personalized messages, on their smartphones.
- Greeting at the entry points, special offers in the store aisles, or getting feedback on a new product.
- Send alerts & notifications that are relevant to what the consumer is looking for.

How Does It Work

MY STORE

SALE

5% OFF

Step 1

Businesses place our Smart Beacons at their locations

Step 2

Businesses or agencies create digital content using our cloud based Web Console

Step 3

Customers are notified and content is delivered when they walk into business locations

gss

Benefits

- Cost Effective
- Customizable
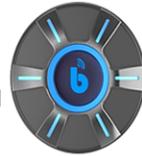- Built-in Analytics
- Ease Of Implementation

Business Use Cases

- ATM's
- Real Estate
- Malls
- Hotels
- Retail
- Eating Establishments
- Casinos
- Exhibitions
- Outdoor Markets and Festivals
- Taxis

Benefits For Businesses

- Businesses can control their content and deals.
- View consumer foot traffic, items sold, sections of the store visited and categorized products.
- Low cost with high reward program.
- Can be implemented in any business from retail to hotel and can be downloaded by every consumer.

Beacons

- Compact, 3 inch diameter in size
- Designed and Manufactured in India
- White label option with your brand name

SDK / API

SDK

- Can be fully operational in just a few hours
- Easy to integrate with your App
- Made for small or large enterprises
- App developers can use and make more money

Web Console

Web Console Platform

- Easy integration with your Apps
- Multiple marketing campaign creation
- Multiple templates available to use
- Multiple location management

Apps

- Monitor marketing campaigns
- View analytics
- View campaigns performance
- Free for consumers
- Users can view, save, share and like deals

ibStream helps you achieve mobile marketing goals effectively

Helps businesses deliver relevant mobile promotions, Ads and rich content based on context, proximity, location, business type and consumer demographics, using iBeacon technology.

Take advantage of our "one stop" solution

With ibStream, you don't have to be tech-savvy. You can easily

- Integrate location-awareness features into existing apps.
- Deliver highly engaging mobile experiences.
- Create omni-channel customer profiles.
- Analyze customer behavioral data.
- Generate additional revenue streams for property or franchise owners.
- Cross promote specific locations and properties to improve overall revenue and profit generation.
- Attract new guests and potential new hires.
- Increase floor traffic and gaming revenues at specific locations and times.
- Increase hotel, casino, restaurant, venue awareness and commerce sales.

Our Cloud platform - meant for all businesses

Business Logo

Dashboard

Manage Campaigns	Dashboard		
Manage Beacons	Statistics		Filter
Manage Content			
Templates	Campaign	Department	Time
Application			
Download SDK			
Subscription			

Colour 1 Colour 2

| 10,480 | 4,235 | 15,005 |
| likes | Sharing | Visits |