

SetBeacon for Retail Business

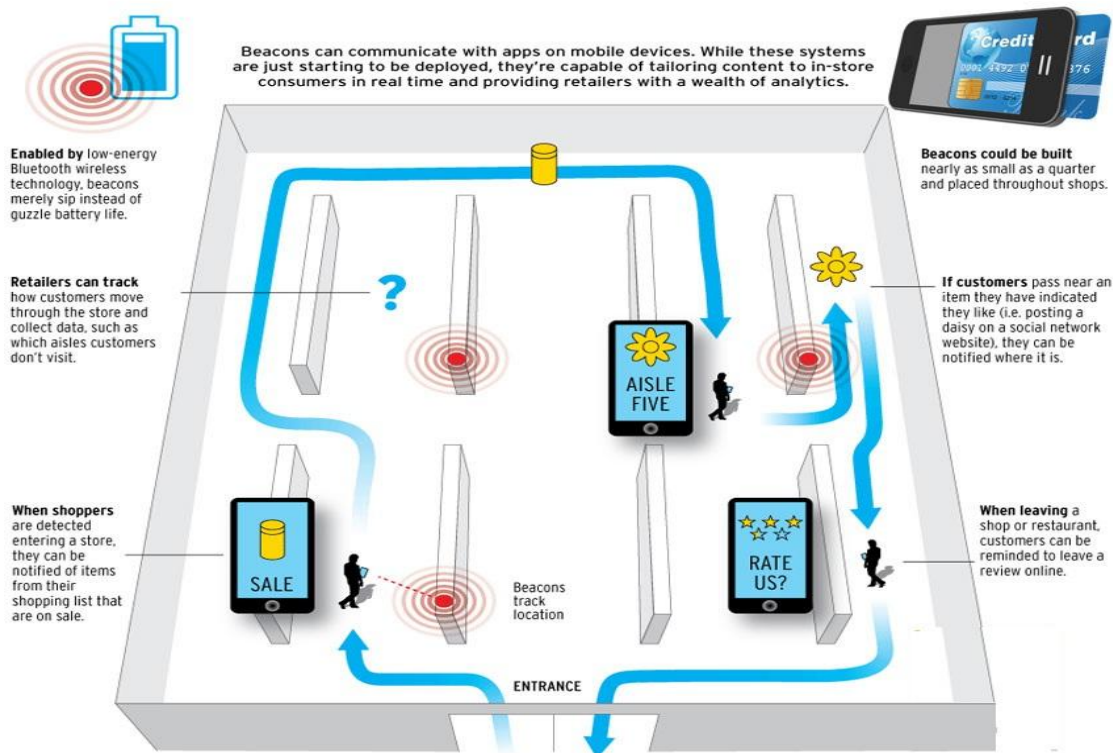


Our product “SetBeacon” is next generation digital advertisement product that allows businesses to establish a futuristic and direct communication with their customers. Using this product, any business can create a virtual perimeter and send notifications to the customers who pass through this perimeter.

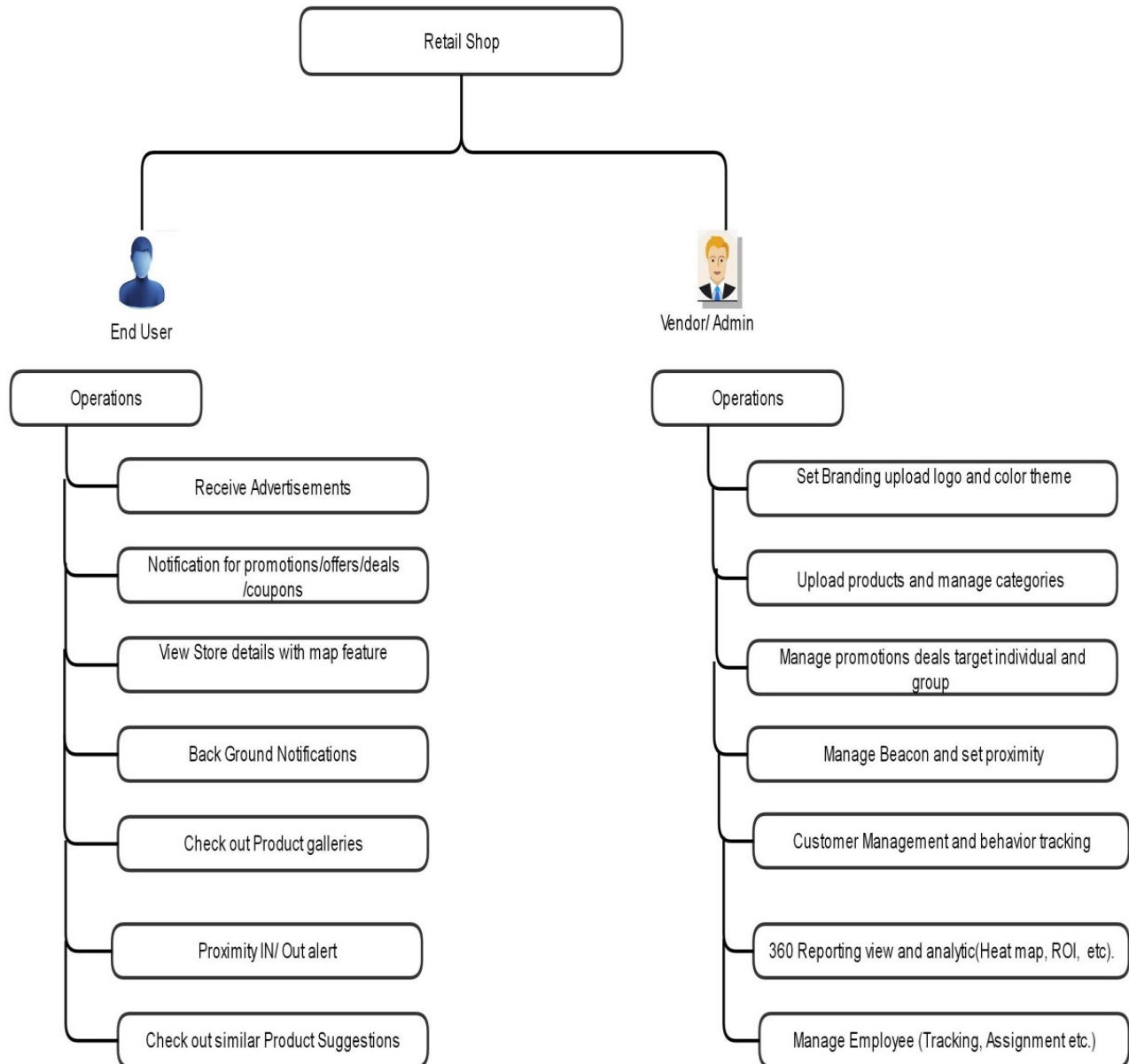
Use case and simulation for Retail Industry

In today's competitive Retail era, targeting relevant customers and engaging tactics are the two key factors of getting more business and maximizing ROI. By providing users with the relevant and accurate information, you can look forward to increase the foot-traffic which further enhances your brand, promote sales and strengthen the customer relationship.

We have developed a solution that helps you in getting a hold on above crucial factors and give a personalized shopping experience to your customers. Our experts have brain stormed and effectively made use of Proximity, Geo-fencing, Analytic, and Mobility to develop a foolproof solution that can easily take charge of enhancing your business growth and revenue.



Quick Walk through of tremendous features of our product:-





From End User perspective

Once End users download and sign up the application, they can make use of features such as:-

- Receive Advertisements (interstitials, banners, simple text and video ads) as managed by the brand.
- Receive push notifications regarding promotions/offers/deals/coupons (all under promotions) for Stores and their products.
- View Store details with map feature.
- Get alerts while the app is running in background mode.
- Access to photo gallery.
- Receive vibration alerts, when user goes out of the proximity/range.

From vendor perspective

Set Branding

Our solution is robust, flexible and SAAS based white labeling concept that provides easy to use interface for business administrator where they can give their branding and promotional content by uploading their logo and business color scheme.

Manage categories /Upload products

As a vendor you can upload and manage your products in the specified product categories.



Manage Promotions

This allows you to manage the ongoing promotions and upload new promotional scheme to boost up your sales and generate high volume of revenue. Our application supports all types of promotions such as Audio, video and image etc.

Manage Beacon

Track/show customer behavior – Heat map of where customer spent maximum time, view user's shopping patterns and Log/show how much time was spent by the customer in beacon's range.

Manage Employee

It allows you to track and control the activities of your employees and forecast their placement according to the foot fall count by the beacon.

Manage Reports

This smart solutions generates 360 degree reporting view and helps to depict the business trends in any periodicity i.e. daily, weekly, monthly, yearly trends. No excel download required and these reports can be fetched as Pdf and can be sent as an attachment through email.

How is our product beneficial for your business?

SetBeacon helps you to:

- 1) Target and engage existing and new customers.
- 2) Easy way of promoting, tracking and controlling business operations.
- 3) Solution is customizable according to your business needs and branding.
- 4) Personalized roles and responsibilities.
- 5) Customized and accurate analytics and reporting.
- 6) 24*7 maintenance and support.