


Proximity Marketing

Customer IQ



By 2018, organizations that excel in personalization
will outsell companies that don't by **20%**



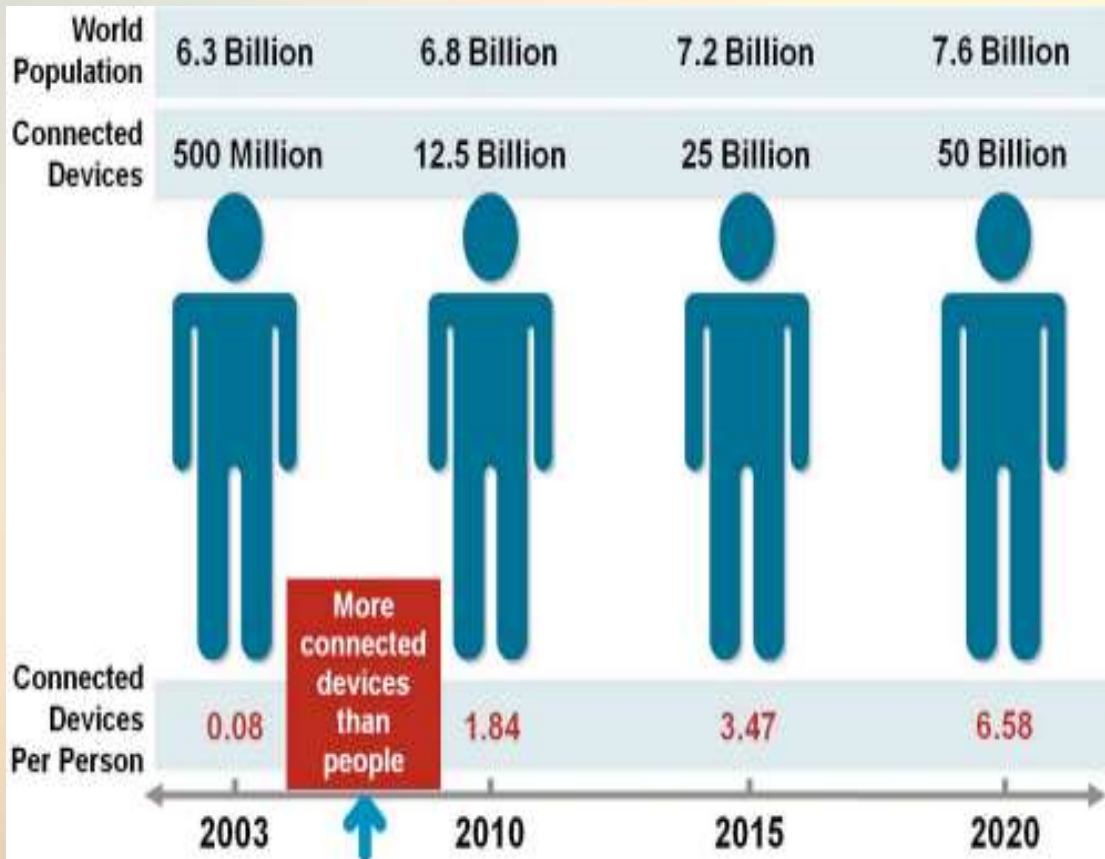
The Internet of Things will fundamentally change the way we interact with the physical and digital world. The digitalization of the physical world will help create better strategies and optimize the way they do business.

The Internet of Engagement

Uncovering opportunities



Internet of Things (IoT): Billions of Devices



Source: Cisco IBSG, April 2011

Massive data from these devices will lead to opportunities in analytics

Location Based Services and Real-Time Location Systems market expected to grow from USD 11.36 billion in 2015 to USD 54.95 billion by 2020 (MarketsandMarkets, 2015)

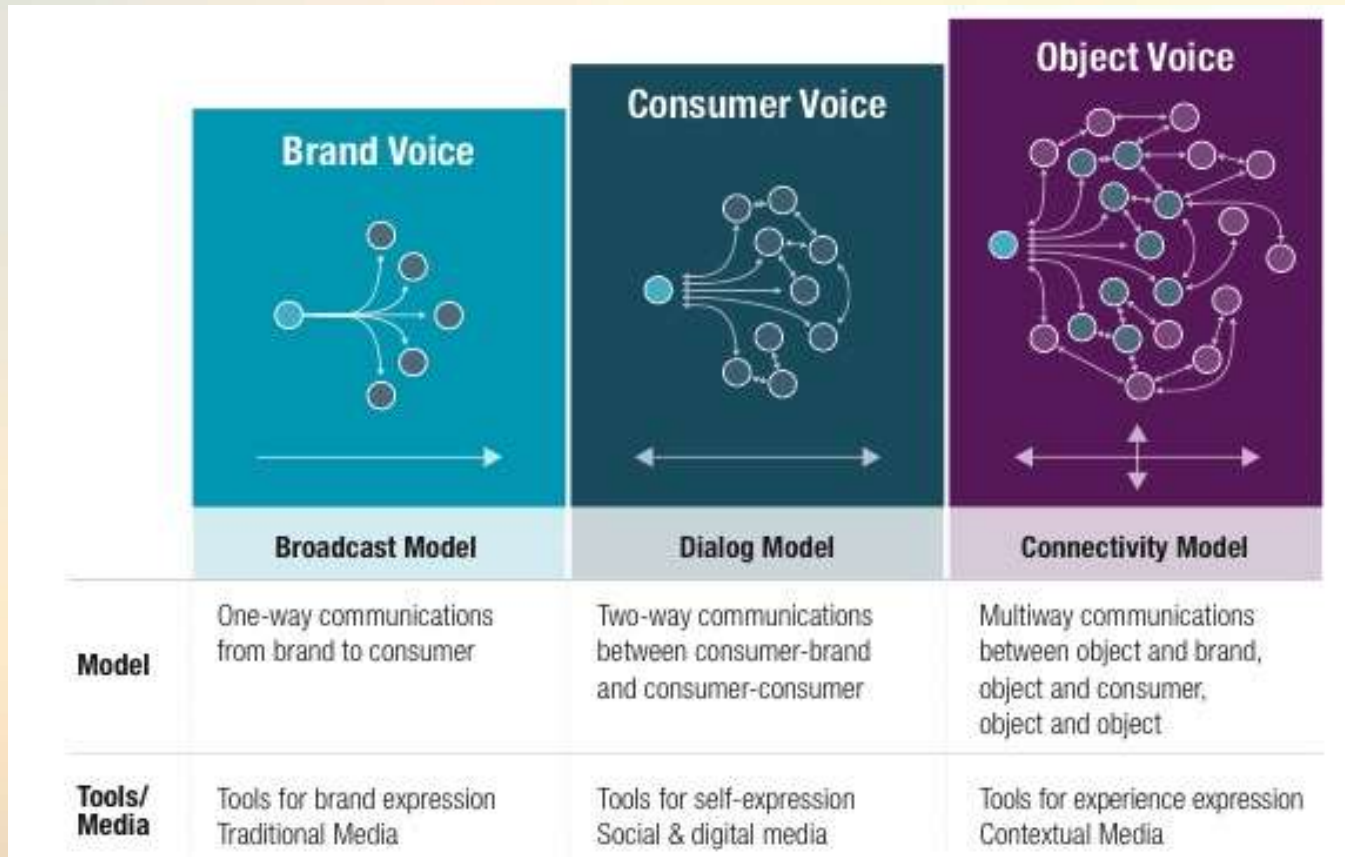
The Internet of Engagement(IOE)

- 15 BN connected devices in 2014,
- Estimated that the number of connected objects will rise to between 20 and 50 BN by 2020,
- Every second, 80 new objects connect to the internet for the first time.
- From IOT to IOE

IoT can be a win-win for brands and consumers

- **Context, context, context.** IoT brings us closer to the ultimate marketing objective: delivering the right experience in the right context.
- **Unprecedented insight into the customer journey:** monitoring sensor-based touch points in the offline world provides brands information about how consumers behave online and what they do in conjunction offline.
- **The world's largest focus group:** enables real-time insights on actual consumer behavior, product performance, and consumer-product/service interaction. As a result, product and service optimization can happen faster and with greater accuracy.

Customer engagement will change



Opportunity: Digital Customer engagement- Proximity Marketing



Interaction data-
Unidentified(Mobile
movement within
floating population
locations)



Engagement
data –
identified(using
Macids to map
& identify
floating populn)



Engagement
data-
Unidentified(
customer
complaint,
satisfaction
data)

Bringing more context into the data & enhance personalization

What can be the Game changers?

- Location data can help **create surrogate indices for affluence**-creating micro markets
- Think about **data partnerships**
 - Flipkart can lead a micro community that can do Group buying!
 - If other players partner(Banks, Telecom etc), India may redefine Coalition marketing!
- Think about **Location metadata**
 - Value added information that adds context to Location data will be real differentiator
- Think **about Location changes**
 - Customer movement data & dynamic data more important than purely static location data

THANK YOU

