



HIDDEN SECRETS OF BEACON DATA





HIDDEN SECRETS OF BEACON DATA



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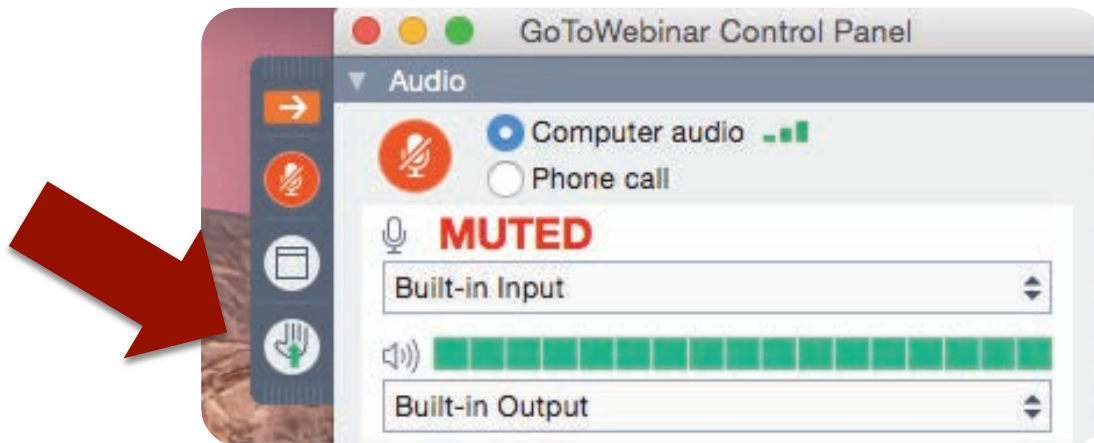
mdavis@revealmobile.com
@mobileaudiences



HIDDEN SECRETS OF BEACON DATA

BEACON MARKET OVERVIEW EXISTING USE CASES DATA STUDIES NEW USE CASES

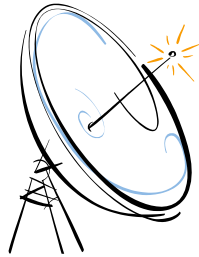
Presentation available after the webinar





HIDDEN SECRETS OF BEACON DATA

Beacons broadcast, phones receive



Broadcast radius

Beacon ID# 123



Step 1:

A beacon is a low power blue-tooth signal broadcaster (one-way push) with its own built-in watch battery that can last 2 years and broadcast up to 200 meters

Step 2:

When a phone with an beacon receiver SDK installed on it enters the broadcast radius, it receives basic data from the beacon



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Two Competing Platforms

Google Eddystone

- **Open source**, available on GitHub under the Apache v2.0 license.
- **Cross-platform** software
- Can send messages to all smartphones meeting the BLE (Bluetooth 4.0) standard.
- Sends messages/data via **UUID, URLs and Telemetry**.
- To receive messages, **mobile app is optional**.
- **Ephemeral Identifiers (EIDs)** change frequently which only authorized clients can decode.

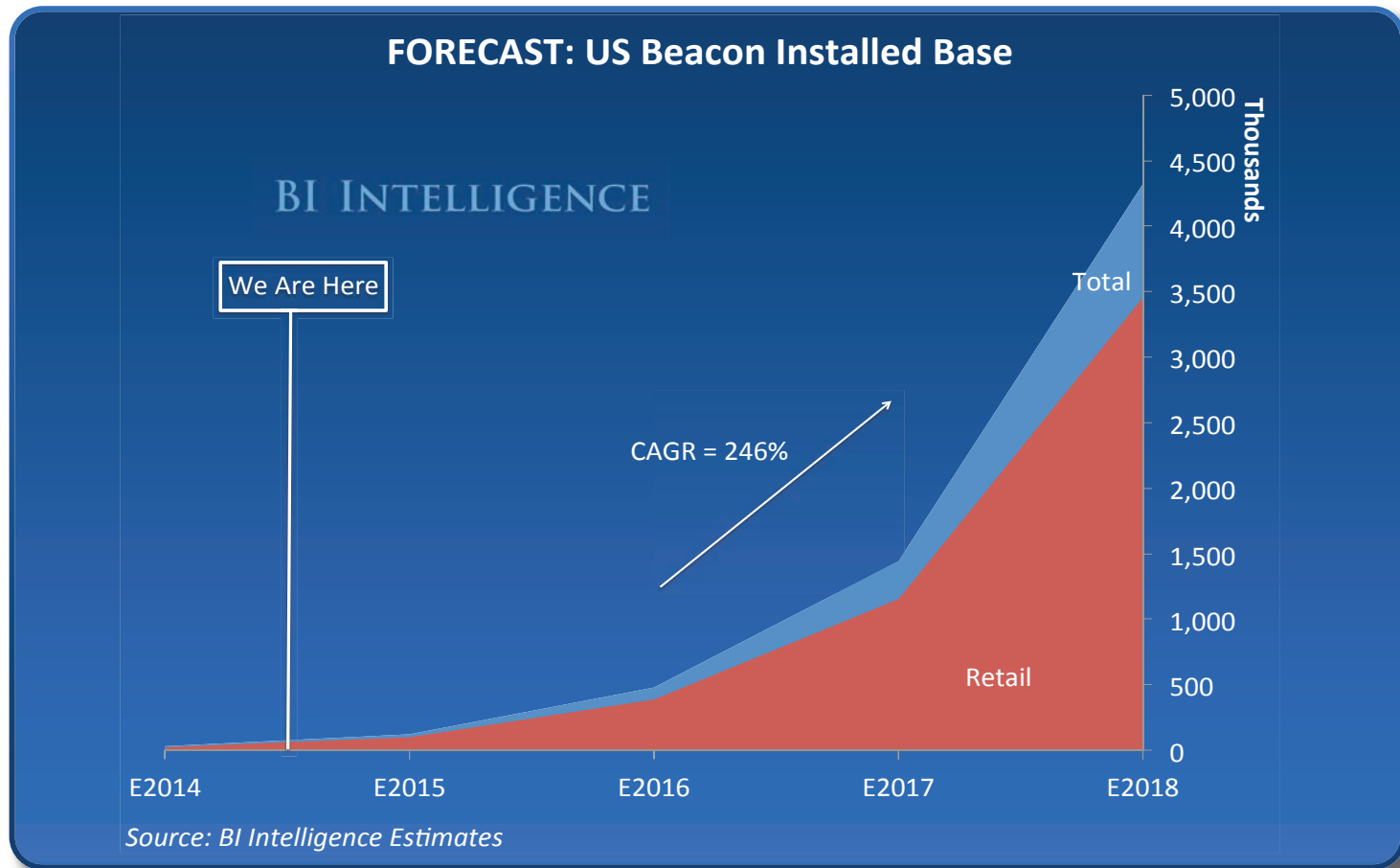
Apple iBeacon

- **Proprietary** software.
- **Native only to iOS** devices and beacons meeting iBeacon framework.
- Can send messages to all smartphones meeting the BLE (Bluetooth 4.0) standard.
- Sends messages **only through UUID**.
- To receive messages, **mobile app is mandatory**.
- **No EIDs**



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Beacons are being deployed actively

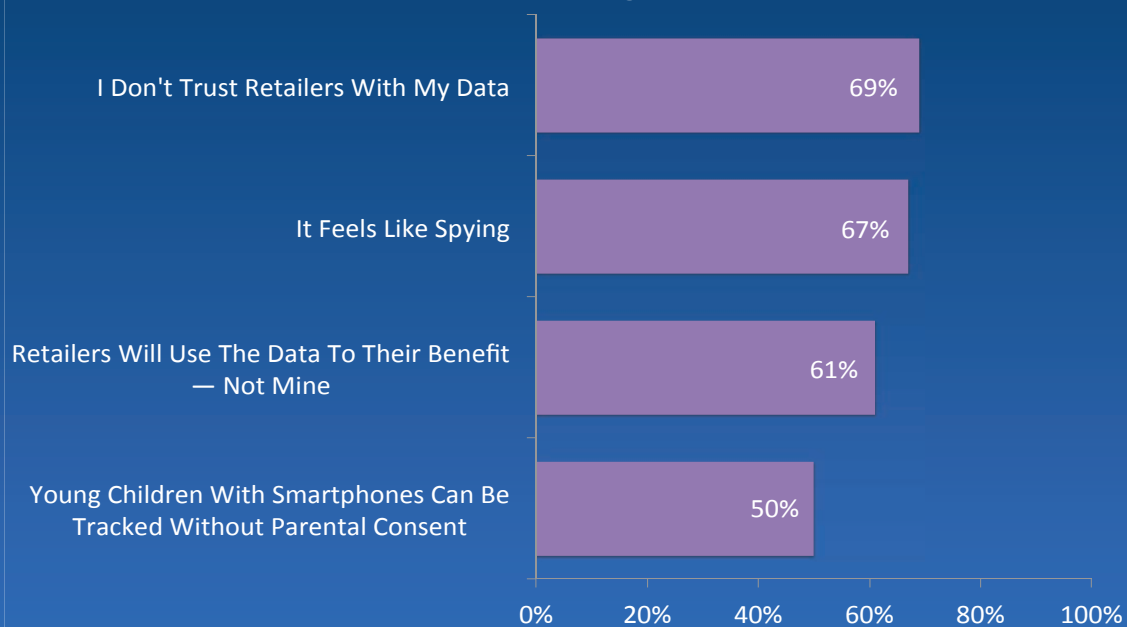




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Privacy Matters

US Consumers' Biggest Concerns With In-Store Tracking



Source: OpinionLab











BI INTELLIGENCE



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Current Location Deployments

Currently deployed technology











% , Yes							
		A	B	C	D	E	Total Averaged Global Spend 2015
	Beacon Technology	22%	25%	32%	25%	26%	26%
	GPS	43%	29%	62%	33%	60%	45%
	Wi-Fi	55%	43%	64%	29%	66%	51%
	NFC	18%	25%	26%	20%	34%	25%



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Planned Location Deployments

What changes to expect in 2016

						
	A	B	C	D	E	Total Averaged Global Spend 2015+2016
 Beacon Technology	+16%	+8%	+12%	+4%	+34%	41%
 GPS	+22%	+10%	+6%	+14%	+10%	57%
 Wi-Fi	+14%	+14%	+14%	+14%	+6%	63%
 NFC	+16%	+16%	+20%	+18%	+36%	56%



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Lightbulbs, magnets & that old dog WiFi





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Hide & Seek



Purchase the Item directly from the retailers Website.





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EXISTING USE CASES

For Beacons



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Beacon Use Cases

RETAIL

- Communicate offers/product news
- Improve loyalty programs
- Enhance service offering
- Path/dwell time analytics
- Store maps

AIRPORTS

- Provide terminal maps
- Communicate delays/gate changes
- Promote food/drink/vendors
- Deliver WiFi Credentials

HOSPITALITY

- Keyless check-in
- Improve loyalty programs
- Enhance service offering
- On-premise promotions

SPORTING AND EVENTS

- Promote merchandise
- Added value content/entertainment
- Promote food/drink/vendors
- Seat upgrades



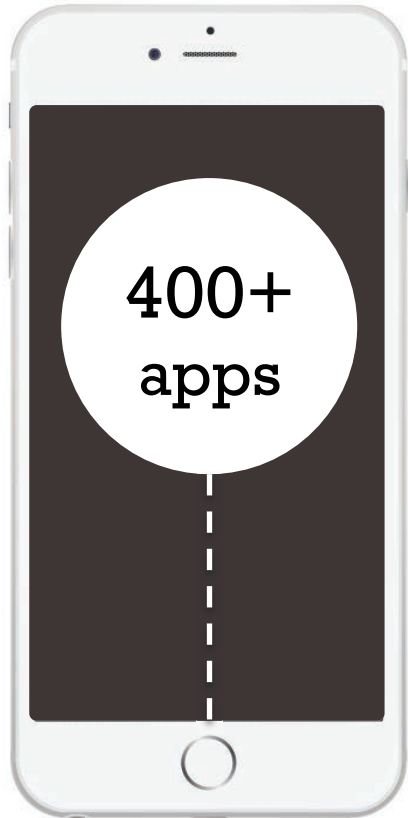
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DATA STUDIES

The hidden secrets...



HIDDEN SECRETS OF BEACON DATA



HOW REVEAL MOBILE SOURCES THE DATA

SDK

“Listen Only” for iBeacon & Eddystone + Partnerships

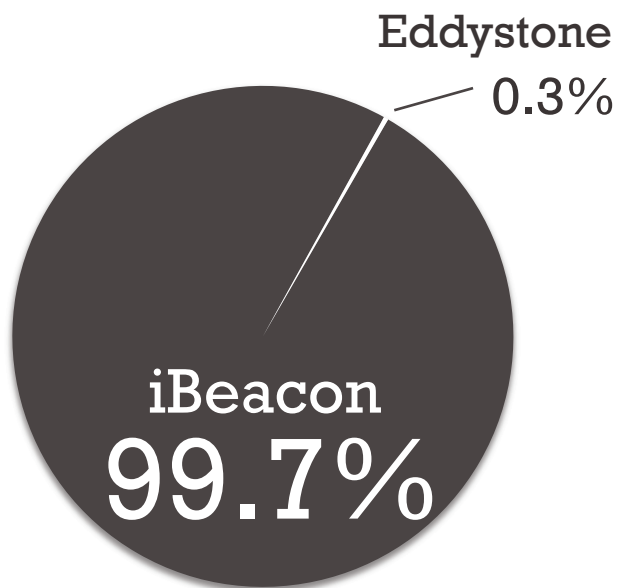
Some places more represented – beacons increase data

Data collected over 30 days



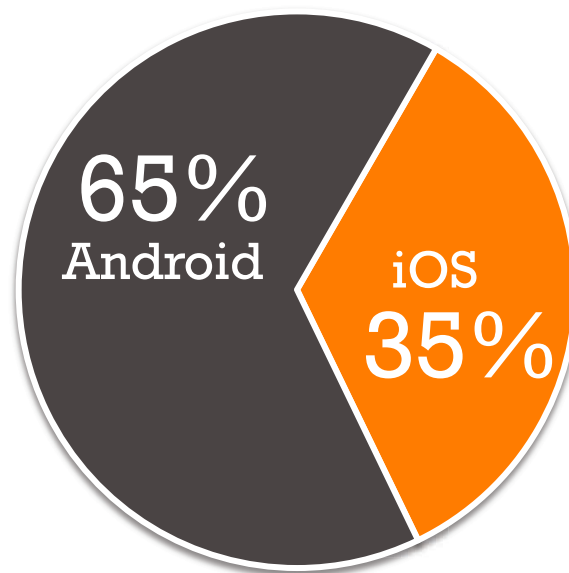
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WHICH BEACON STANDARD
HAS THE MOST ADOPTION?



Source: Reveal Mobile, June 2016
n = 242,612 beacon bumps over 30 days in 5 US markets

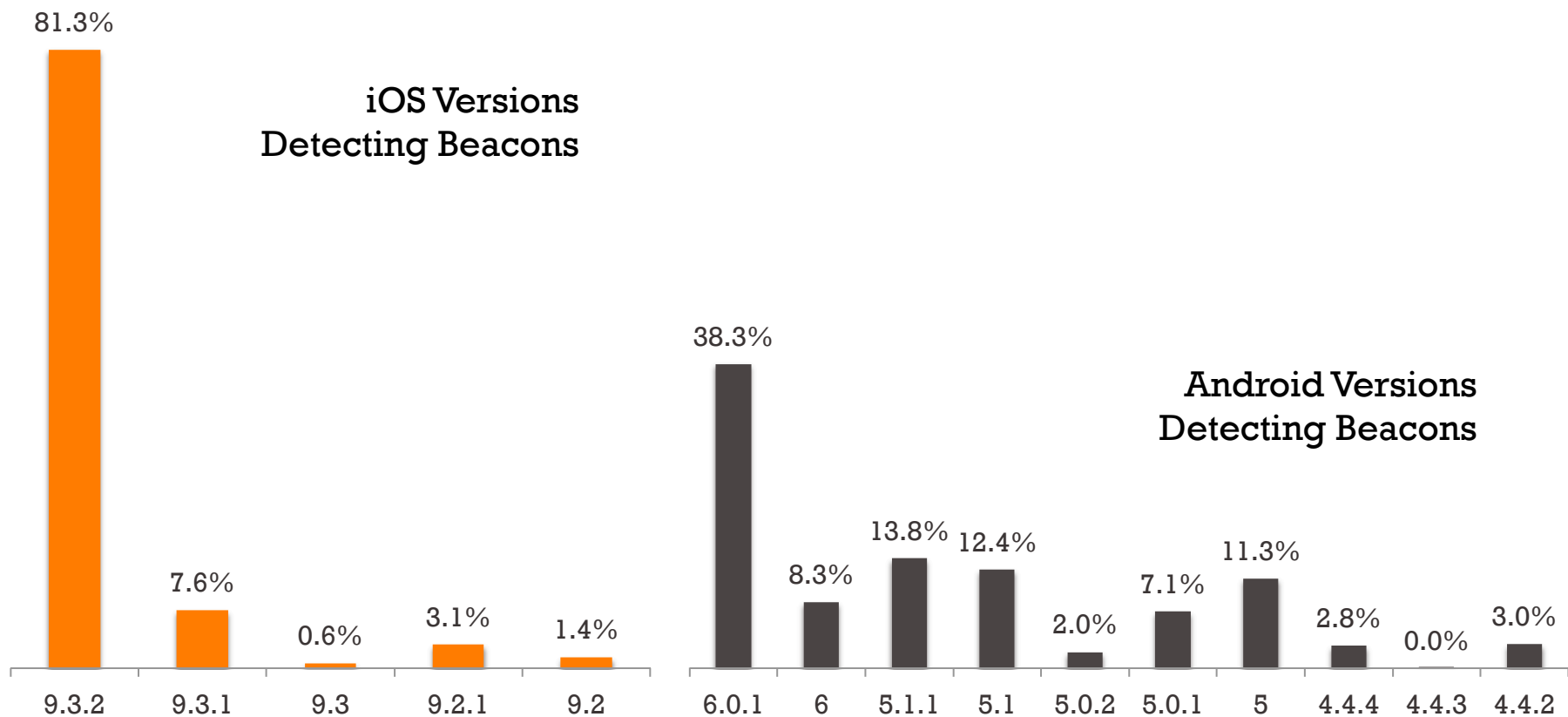
OS BEACON DETECTION



Source: Reveal Mobile, June 2016



HIDDEN SECRETS OF BEACON DATA

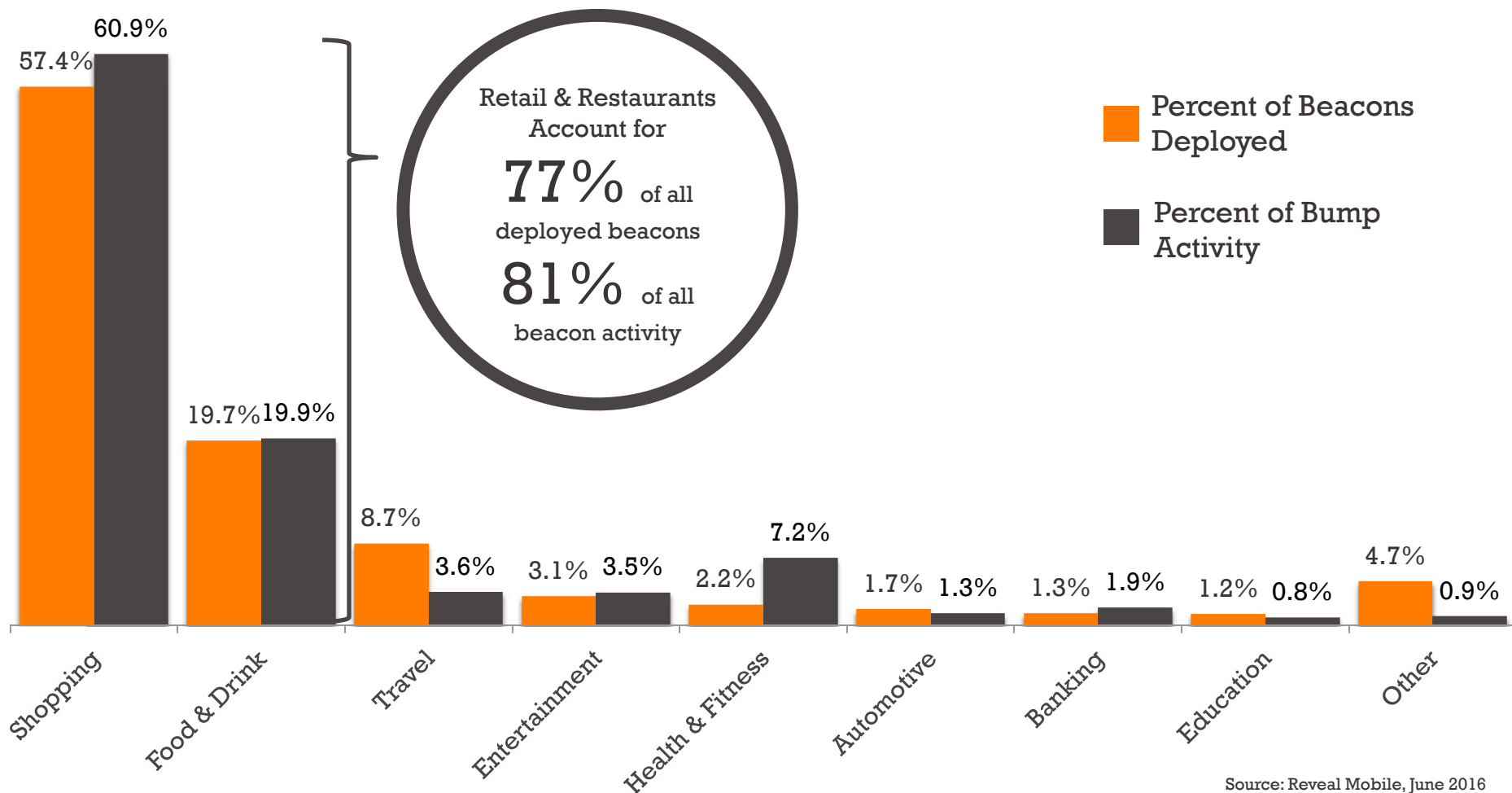


Source: Reveal Mobile, June 2016



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WHICH CATEGORIES DEPLOY BEACONS?

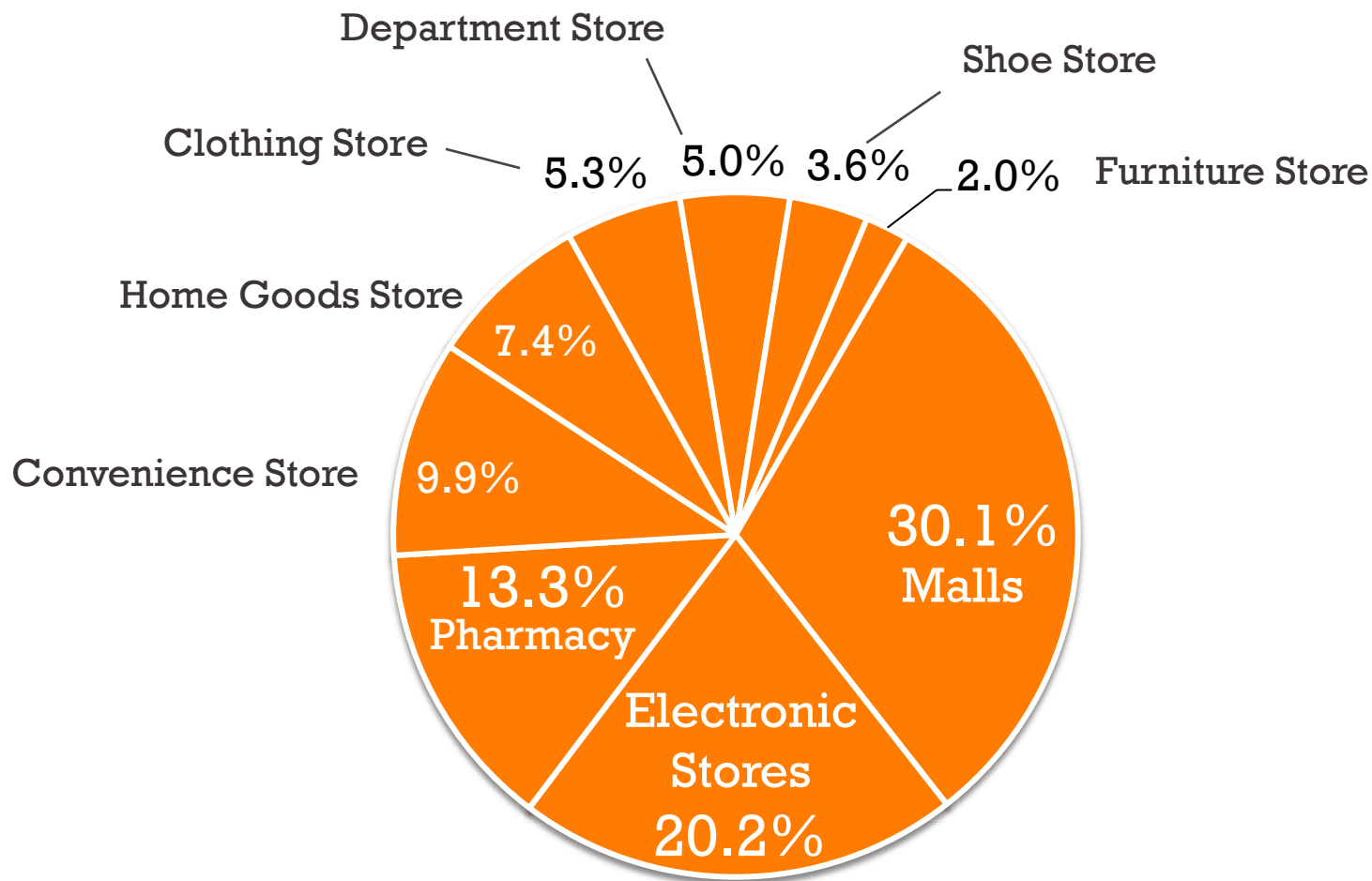


Source: Reveal Mobile, June 2016



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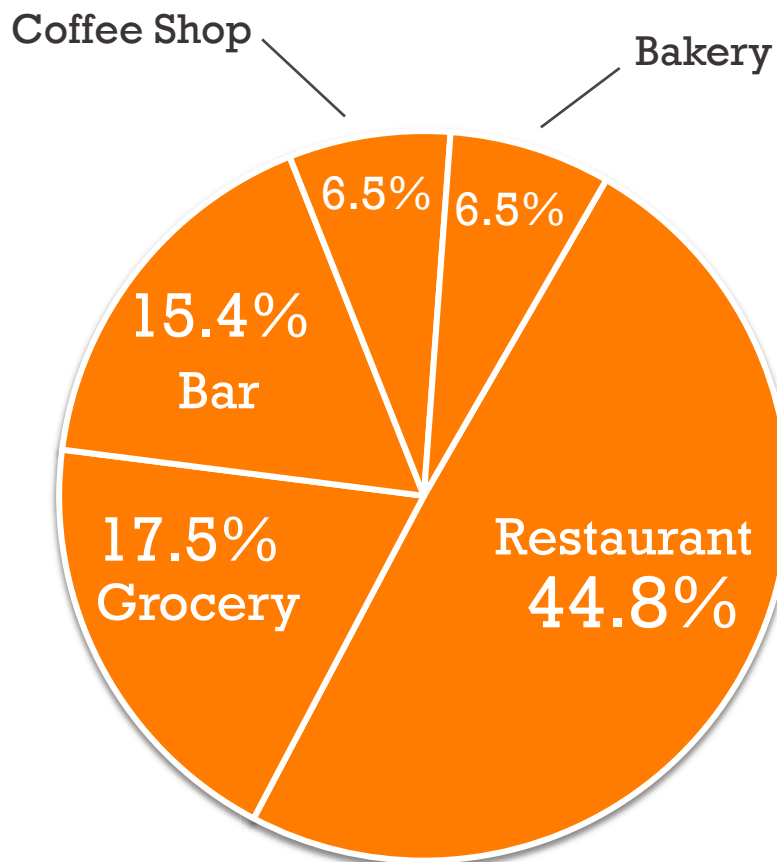
BEACON BUMPS IN SHOPPING





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BEACON BUMPS IN FOOD & DINING

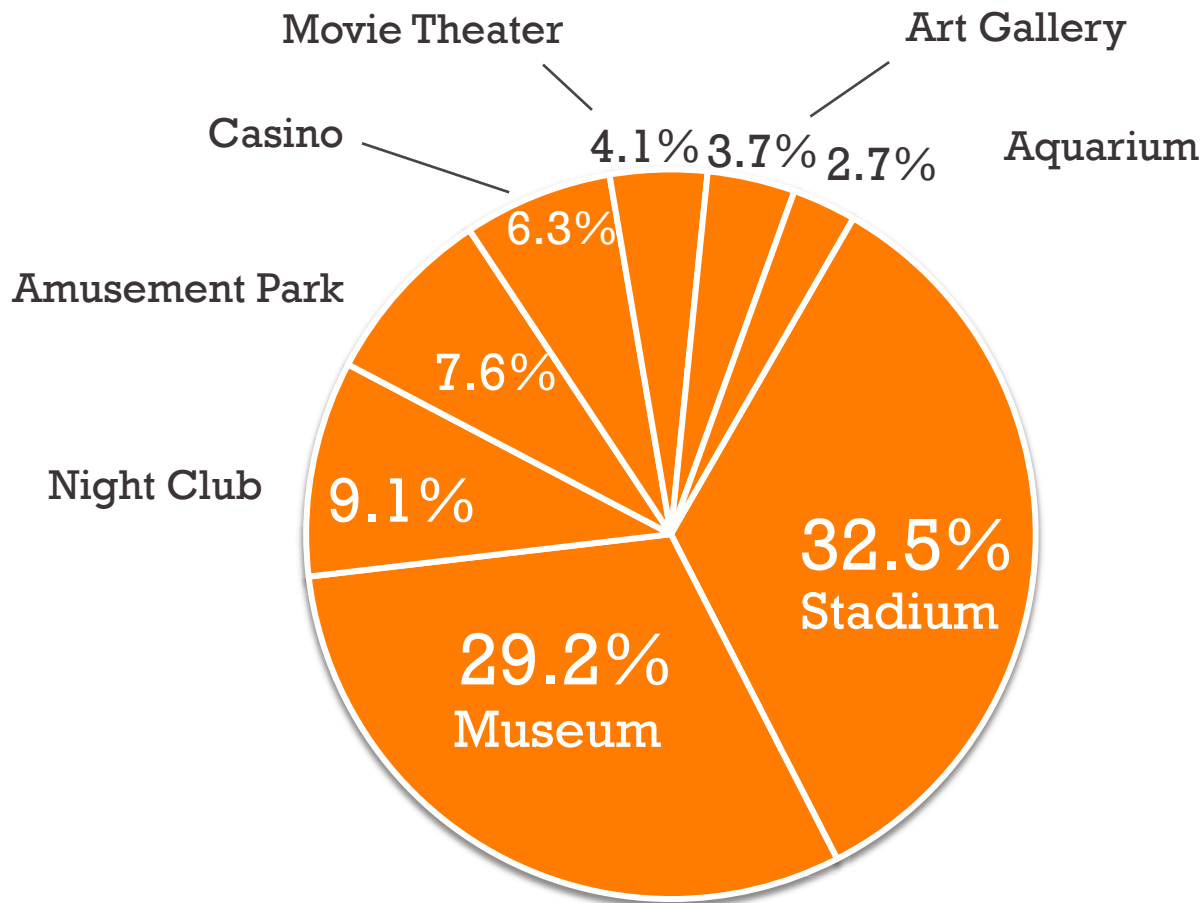


Source: Reveal Mobile, June 2016



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BEACON BUMPS IN ENTERTAINMENT

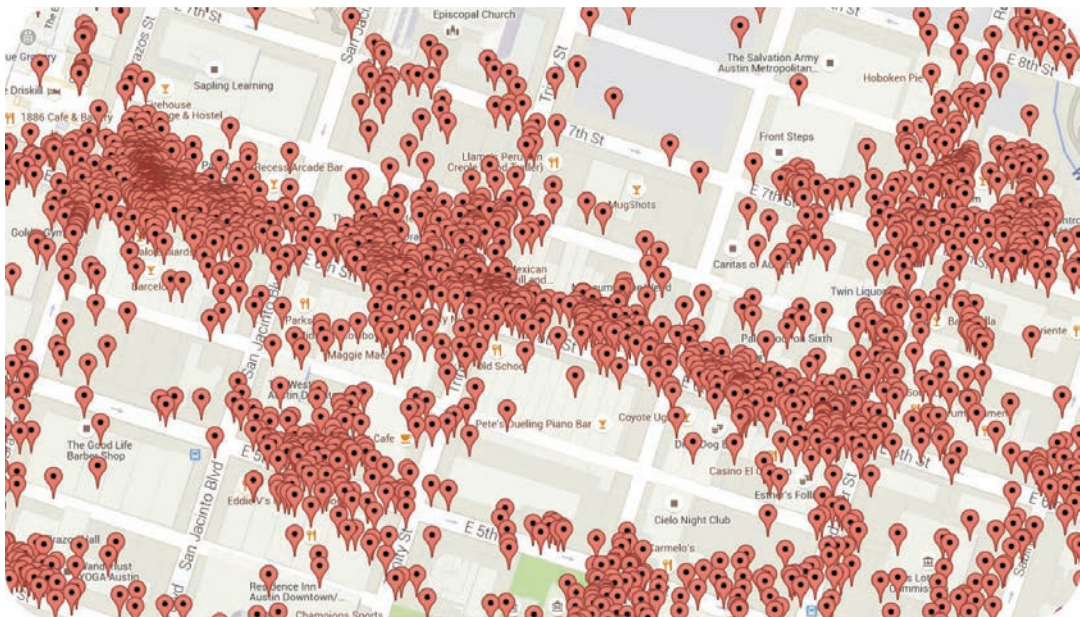
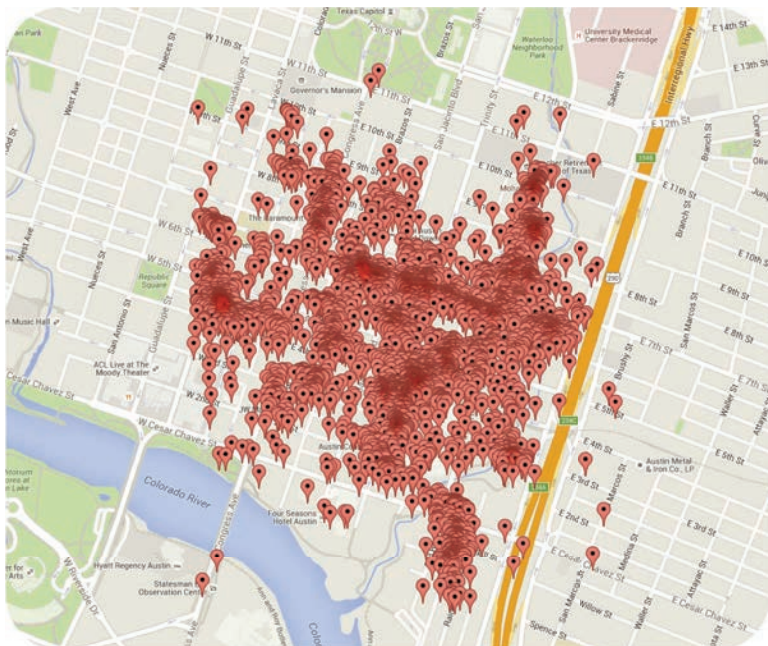


Source: Reveal Mobile, June 2016



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SXSW



1,667
Beacons
Detected

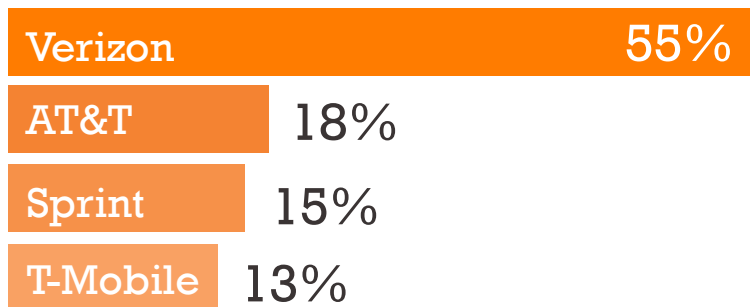
56
Different
UIDs



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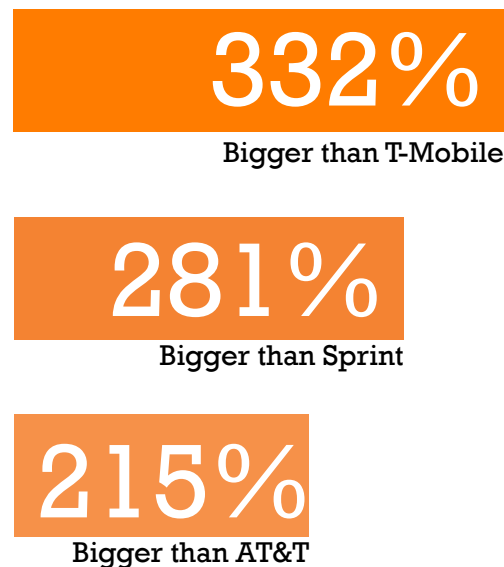
VISITS TO CARRIERS' RETAIL LOCATIONS

WHICH CARRIER LOCATIONS SEE THE MOST VISITS***



Source: Reveal Mobile, Feb 2016 | n = 52,307 devices

VERIZON'S KNOWN MOBILE AUDIENCE THAT VISITS RETAIL LOCATIONS IS...



Source: Reveal Mobile, Feb 2016 | n = 52,307 devices

***Beacons help create this disparity in measurable customer data. Because beacon detection occurs without an app being opened, this builds larger audience data samples

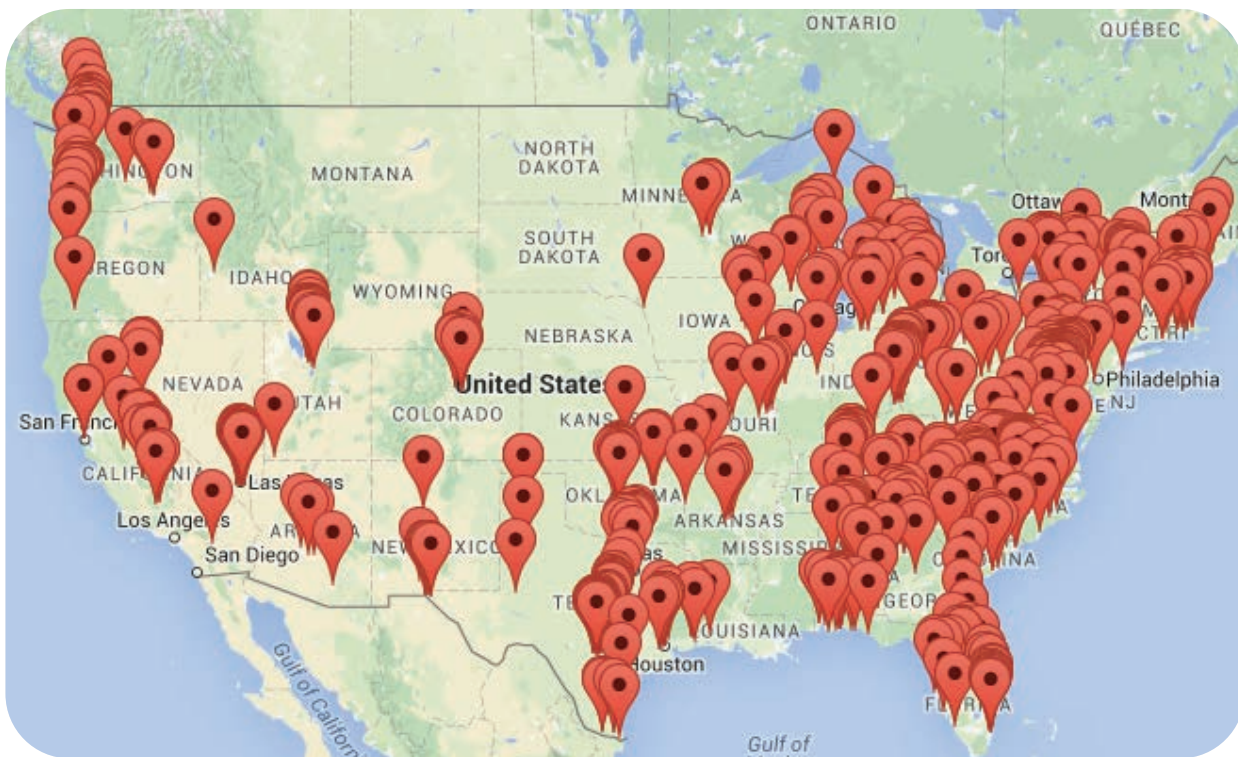


HIDDEN SECRETS OF BEACON DATA



TOTAL LOCATIONS: 1,793

Detected beacons at 454 locations – 25.3%



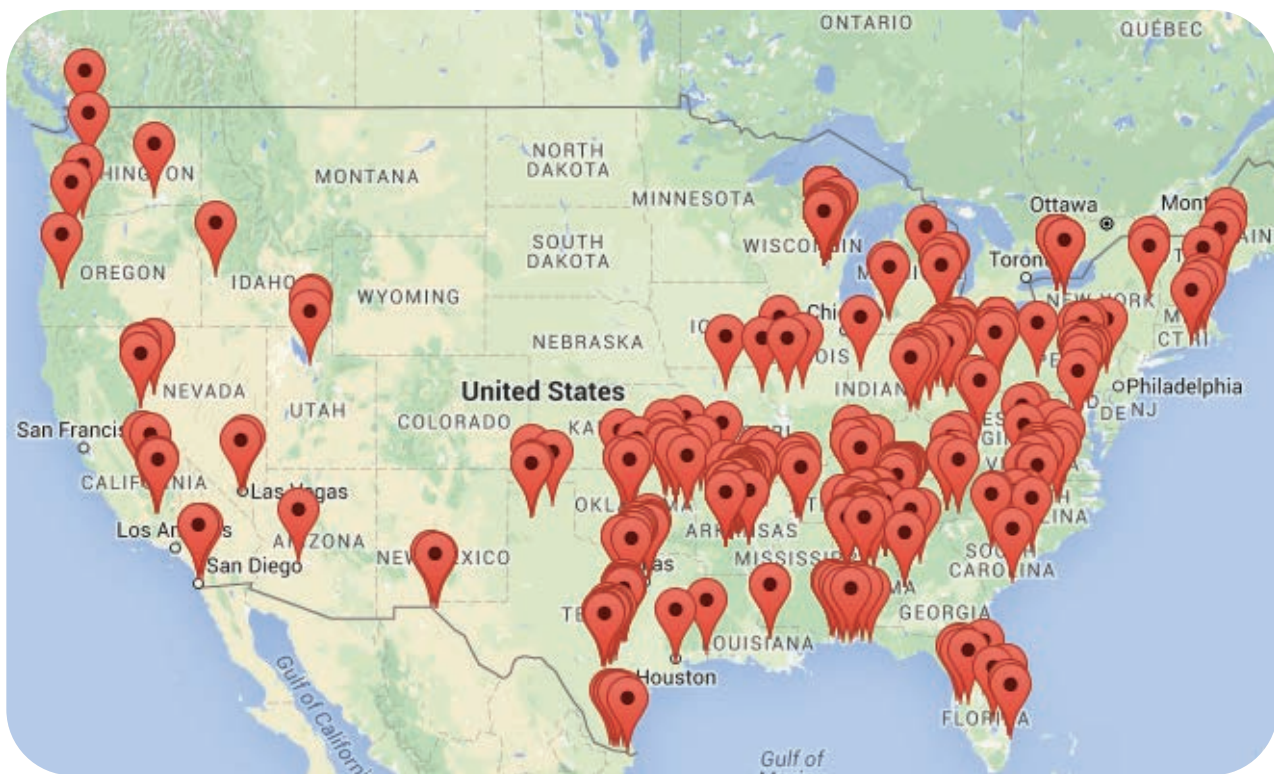


HIDDEN SECRETS OF BEACON DATA



TOTAL LOCATIONS: 5,229

Detected beacons at 319 – 6.1%



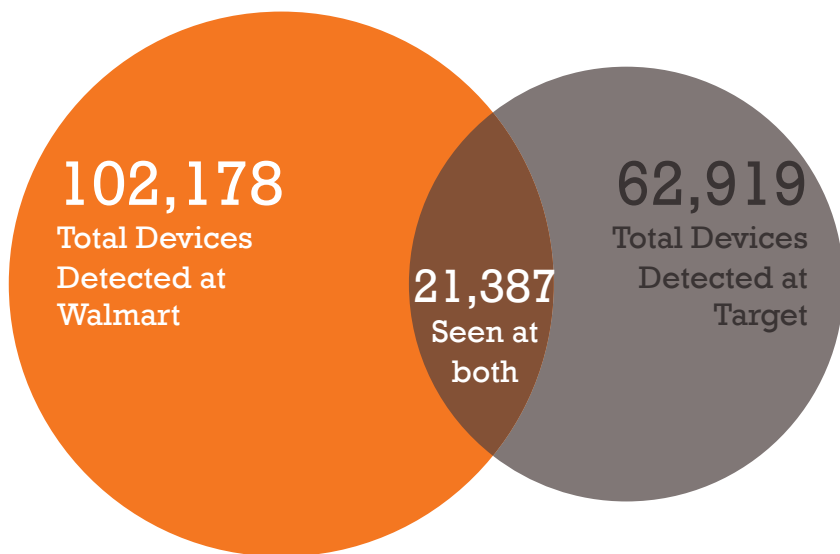


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AVERAGE VISITS PER DEVICE

Walmart 6.2

1.8 Target



Source: Reveal Mobile, June 2016

WHICH DEVICE TYPES VISIT?



Walmart 35%

Target 69%



Walmart 65%

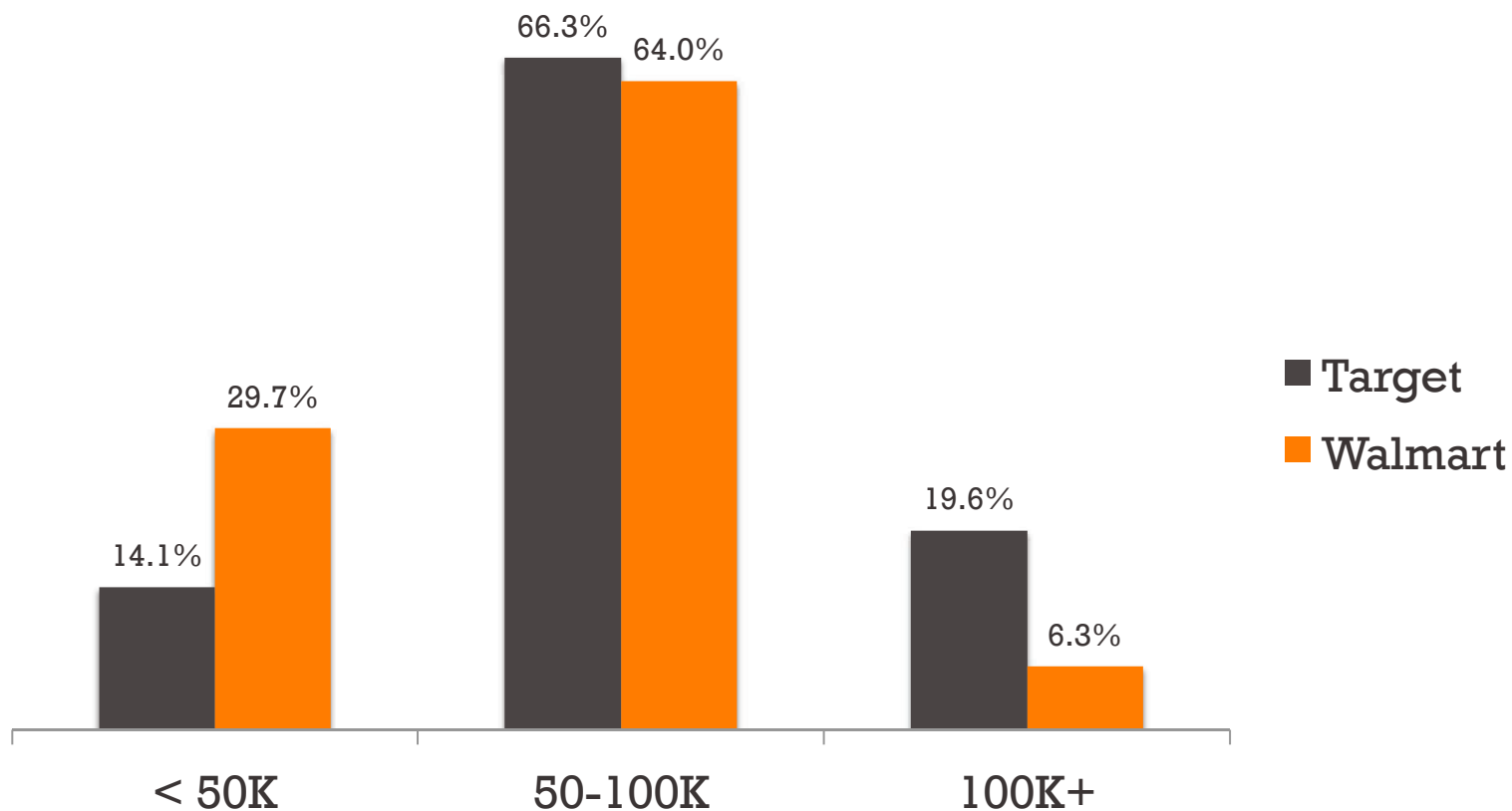
Target 31%

Source: Reveal Mobile, June 2016



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INCOME RANGES

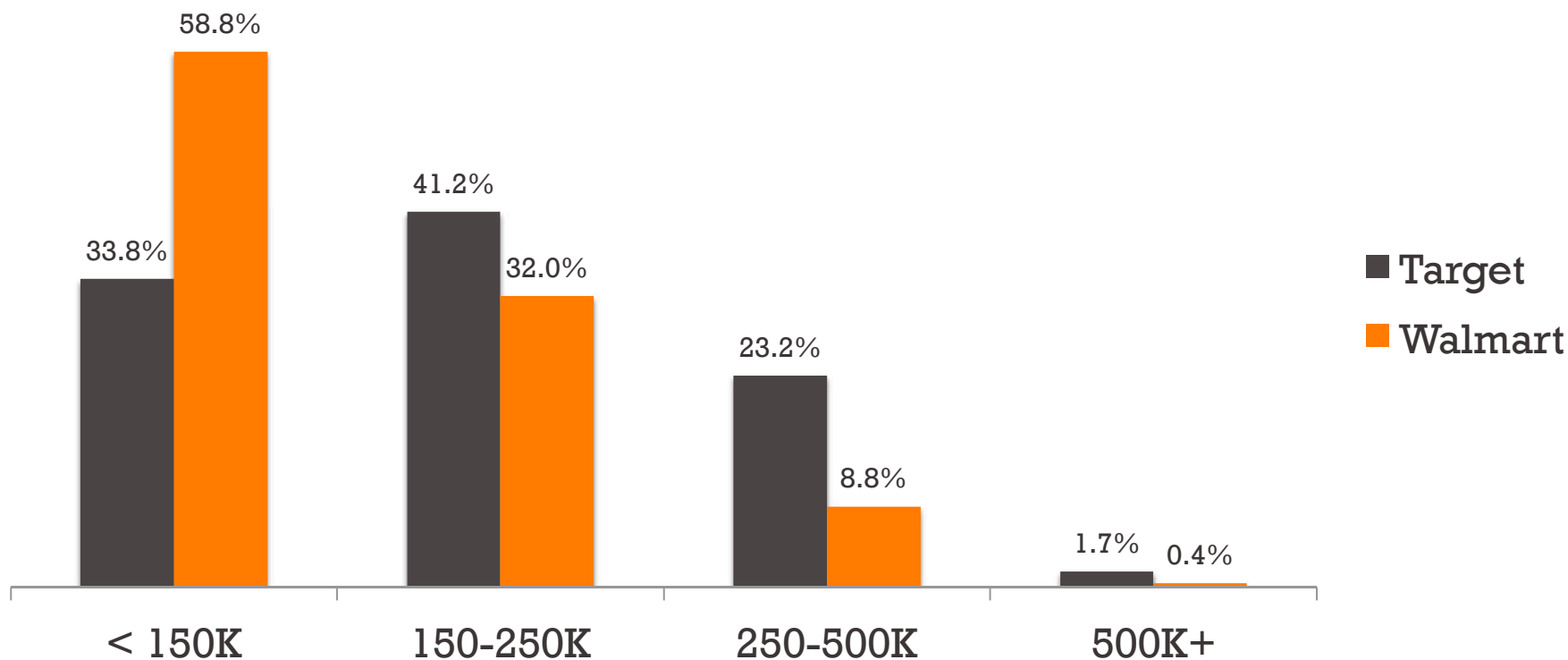


Source: Reveal Mobile, June 2016



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HOME VALUES

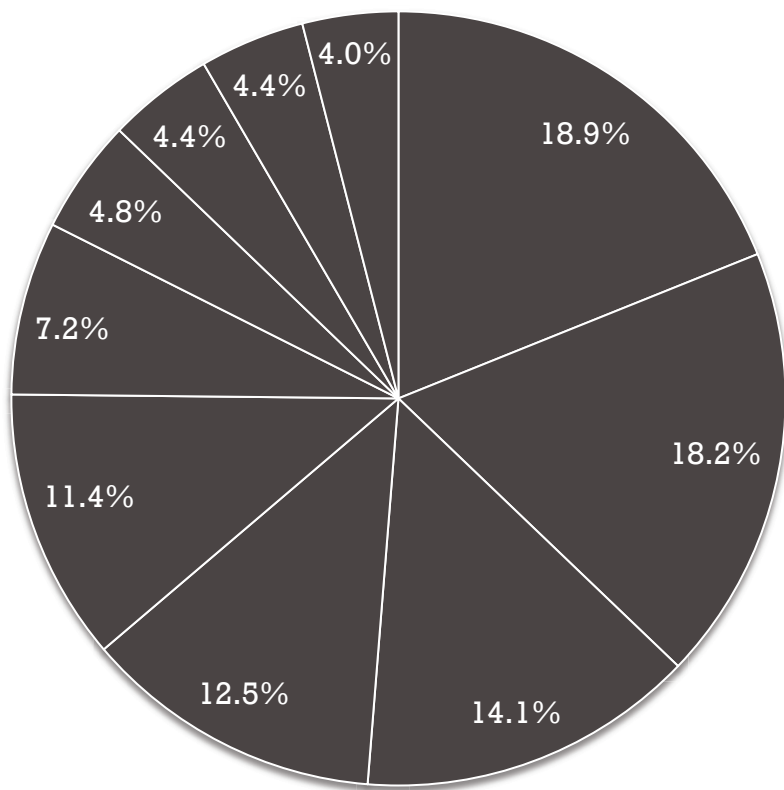


Source: Reveal Mobile, June 2016



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WHERE ELSE DO TARGET VISITORS SHOP?



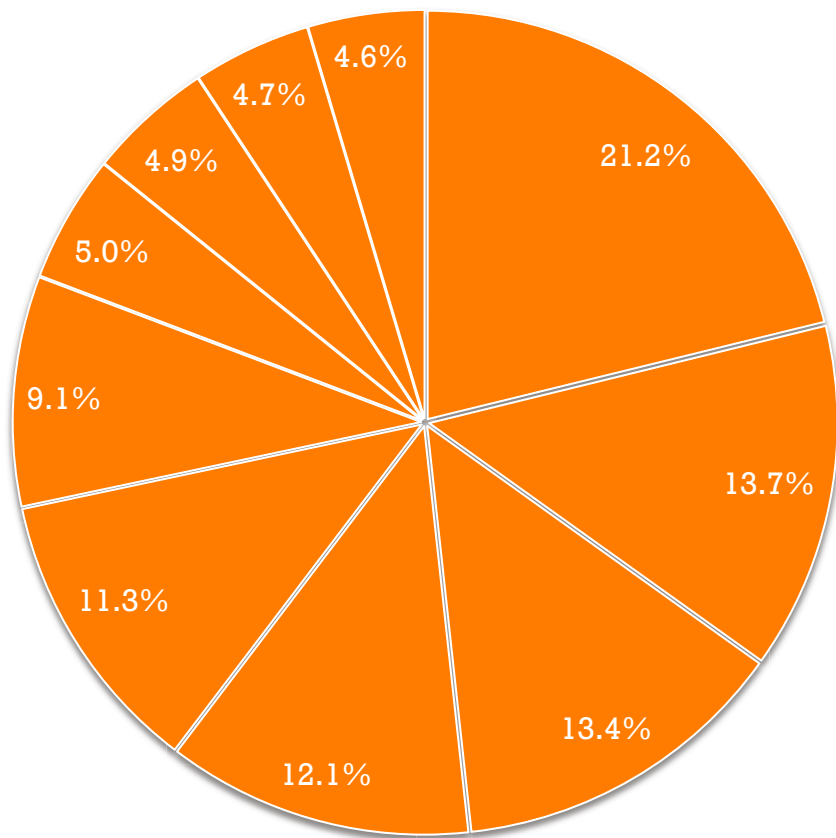
Walmart	18.9%
Starbucks	18.2%
Subway	14.1%
Verizon	12.5%
CVS Pharmacy	11.4%
McDonald's	7.2%
GNC	4.8%
Verizon	4.4%
Apple Store	4.4%
Ross	4.0%

Source: Reveal Mobile, June 2016



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WHERE ELSE DO WALMART VISITORS SHOP?



Subway 21.2%

McDonald's 13.7%

Verizon 13.4%

Starbucks 12.1%

Target 11.3%

CVS Pharmacy 9.1%

Walgreens 5.0%

Burger King 4.9%

Starbucks 4.7%

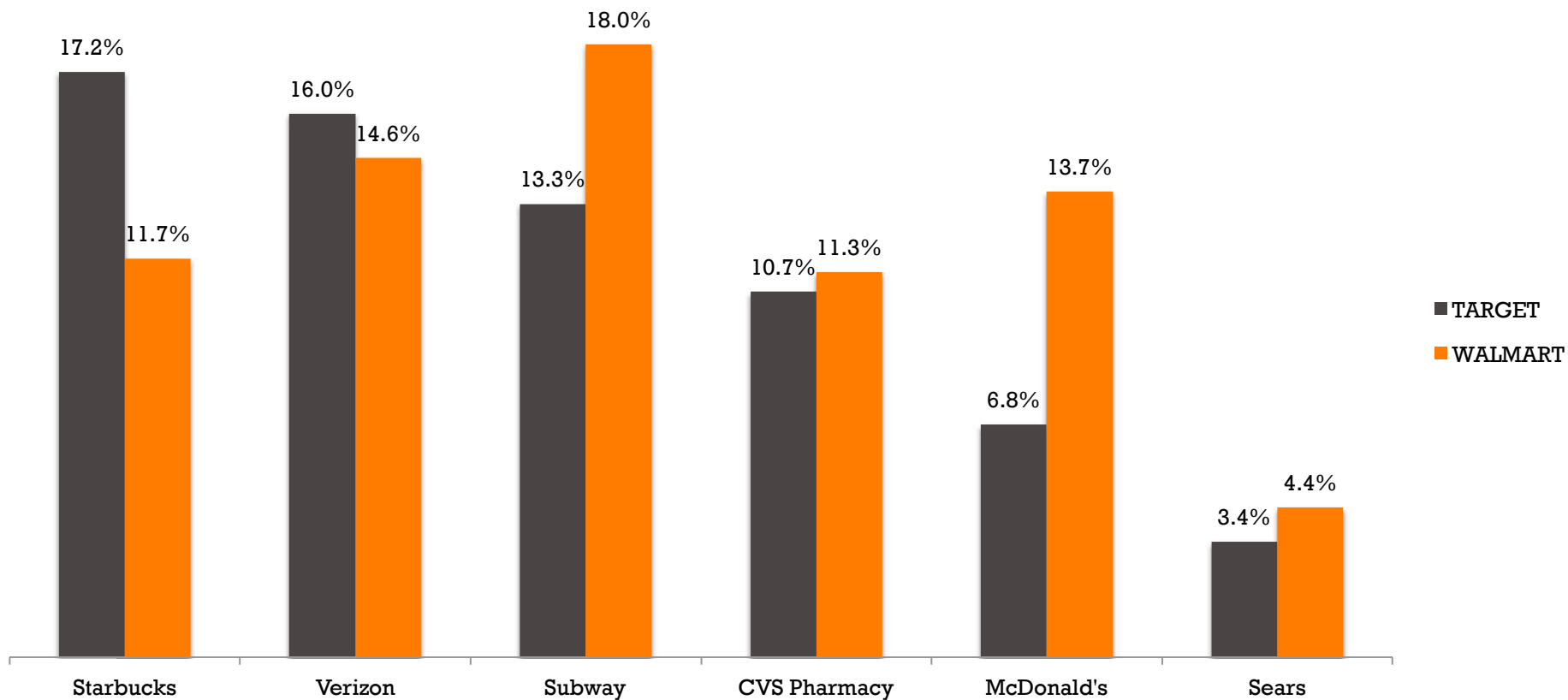
Taco Bell 4.6%

Source: Reveal Mobile, June 2016



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WHERE ELSE DO WALMART & TARGET SHOPPERS VISIT?



Source: Reveal Mobile, June 2016



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NEW USE CASES

For Beacons



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DWELL TIMES & USER PATH

Utilize all signals available to build bigger data sets



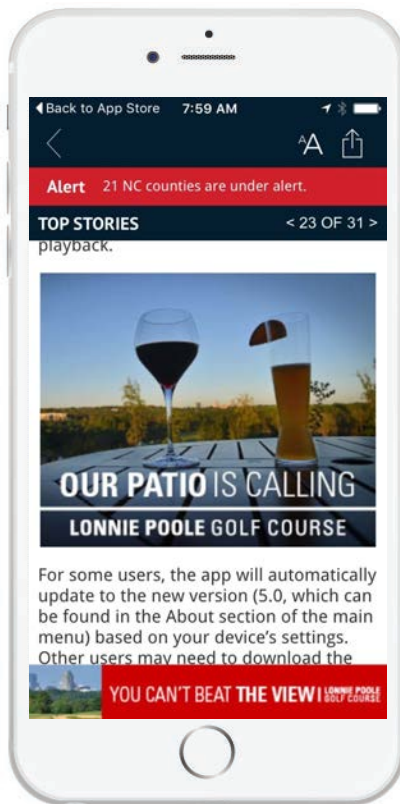
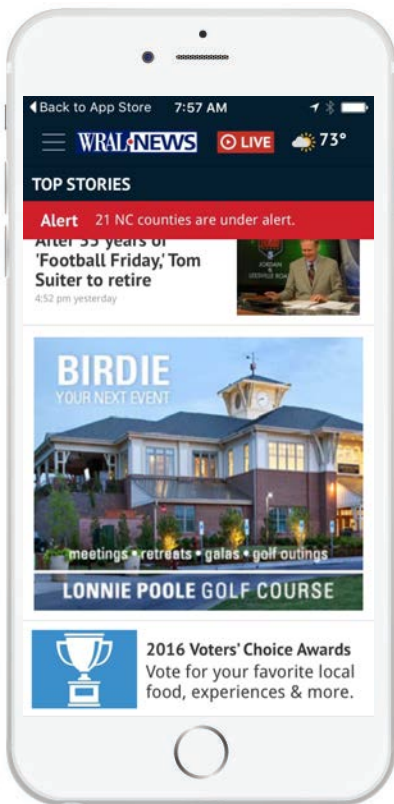
Credit: Popai.com



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RETARGETING AUDIENCES

Lonnie Poole Golf Course



218%
LIFT



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RETARGETING AUDIENCES

Park West Village





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IMPACTING SEO



SEO ▾ NEWS ▾ CONTENT MARKETING ▾ SOCIAL MEDIA ▾ PAID SEARCH ▾ WORK LIFE ▾

10 Ways Beacons Will Change #SEO

Local Search • SEO | June 25, 2016 | 2 Comments

  212  173  89   474 2.2K
SHARES READS

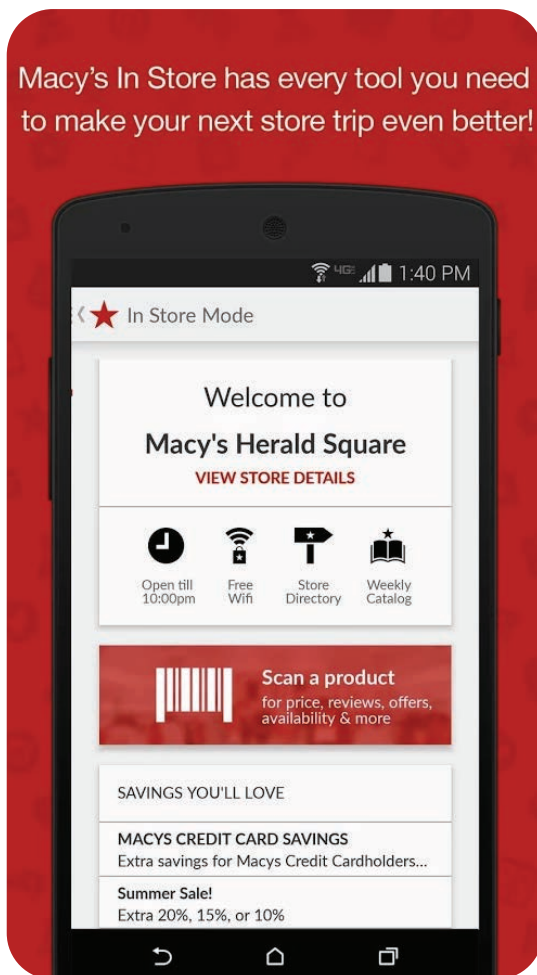




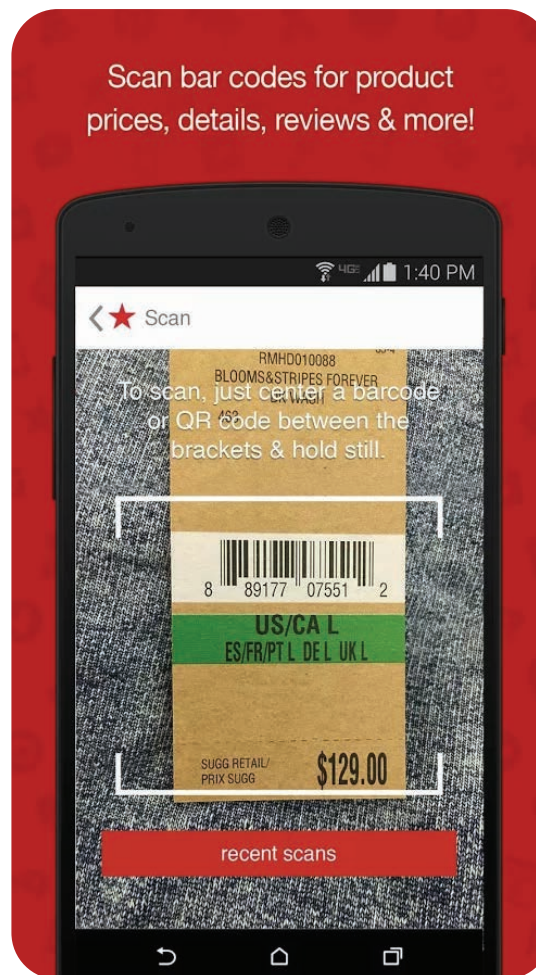
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IN-STORE MODE

Macy's In Store has every tool you need to make your next store trip even better!



Scan bar codes for product prices, details, reviews & more!

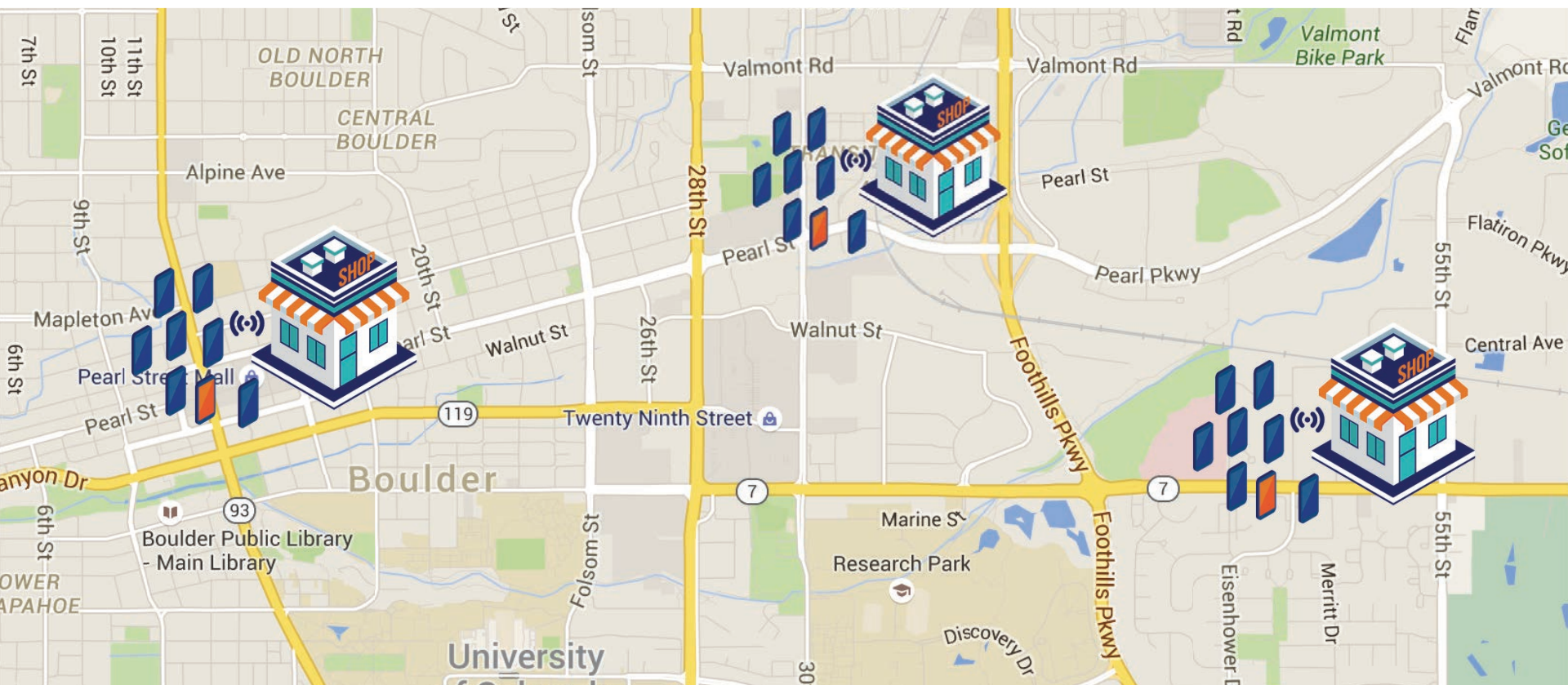




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USING LOCATIONS TO DRIVE APP DOWNLOADS

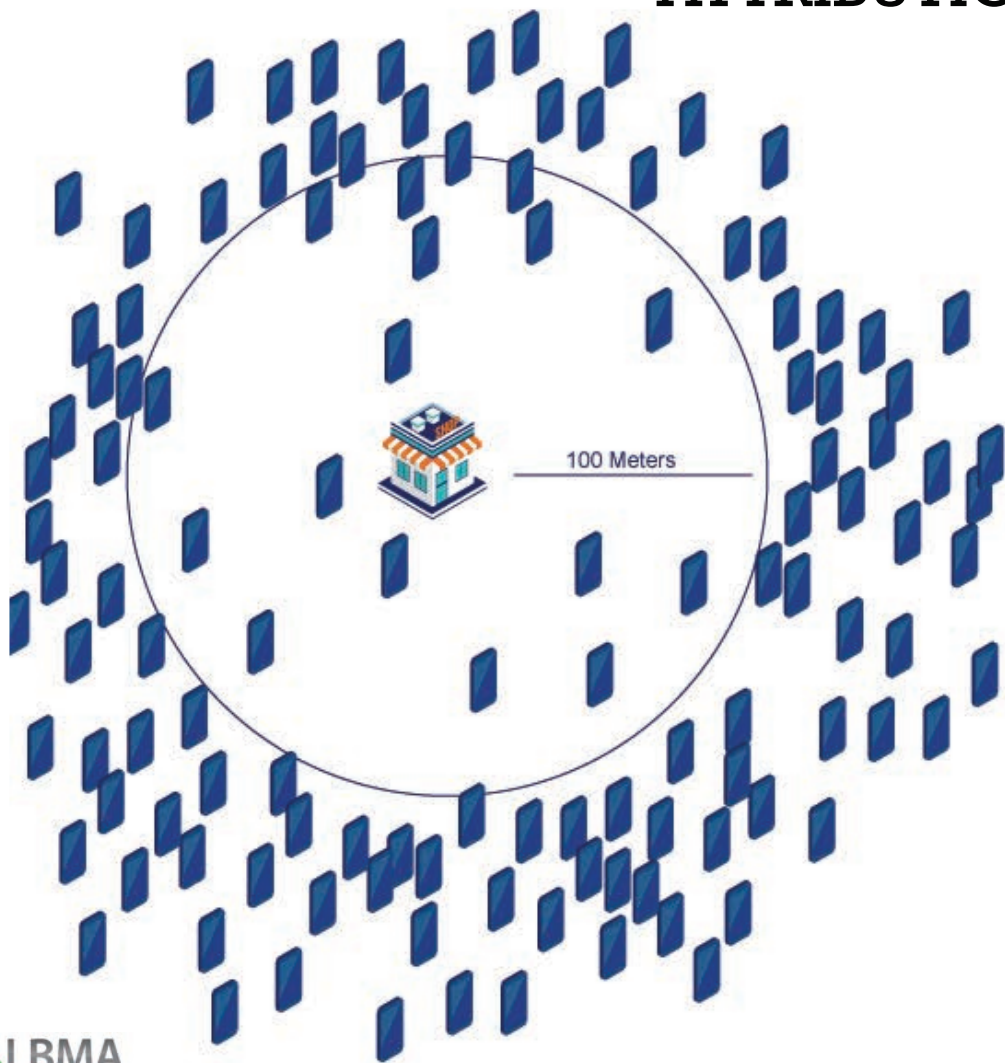
Partner with app publishers to increase ROI of beacon deployments





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ATTRIBUTION





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ATTRIBUTION





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400,000,000*

* By 2021, ABI Research



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