

A COMPLETELY DIFFERENT CASE STUDY ABOUT BEACONS

One of North Carolina's most promising mobile startups is Stealz. Their app gets you free rewards at thousands of businesses. Stealz users post photos of their favorite meals and purchases on social media in exchange for free and discounted items. They help local merchants crowd source their social media marketing. Smart.

Since their launch in 2013, they've achieved over 100,000 downloads, inking deals with thousands of merchants, from local favorites to McDonald's.

Needing an innovative way to stand out amongst their deal-driven competitors, Stealz turned to Bluetooth beacons to drive increased user engagement. As a Stealz user enters a restaurant with a beacon inside, the Stealz app detects the beacon, or "bumps" it. The app now knows that it's inside a location with Stealz coverage, and prompts the user to take action specific to that location. Take a pic, post a pic, get a deal. Even smarter.



This idea of beacon detection is where our stories intersect.

The Reveal Mobile technology sits inside hundreds of news and weather apps across the country. We detect and locate any beacon anywhere in the world. So far we've detected millions of beacons across the United States, and classified the locations of over 100,000 beacons. When a device encounters a known beacon, we can say with almost 100% certainty that the device was there. Using beacons instead of traditional lat/long coordinates for audience measurement increases accuracy by 10x.

The incredible power of beacons is the ability to accurately measure an app audience's real-world behavior.

Over time, we got pretty darn good at recognizing Stealz beacons through other apps. The hundreds of apps that have our tech inside detect the publicly broadcast Bluetooth signal from the Stealz beacons. We aren't currently integrated with the Stealz app, but instead leverage our network to detect, place, and classify their beacons.

While retailers and merchants love beacons for their ability to engage customers in new ways, they also highly value the data, but this data can be very limited. An example makes this easy to grasp:

If only 1-2% of a store's visitors have the Stealz app on their phone, the Stealz team and their merchants only see a tiny fraction of actual foot traffic.

Given our nationwide coverage and ability to detect beacons anywhere, we increase that data sample exponentially. After all, our mission is to create the world's most valuable source of mobile audience data.

Without further ado, let's share what we turned up. The audience sample represents mobile app users in the Raleigh, Durham, Chapel Hill markets that bumped into Stealz beacons at dining and retail establishments.

By looking at all beacons that an app audience bumps into, and where and how they use their smartphones, Reveal Mobile builds audience data from these signals.

We source the data from other apps with our tech inside, not the Stealz app. The data covers a 30 day period from September 7th - October 6th, 2015.

TOP FIVE MOST VISITED LOCATIONS WITH A STEALZ BEACON

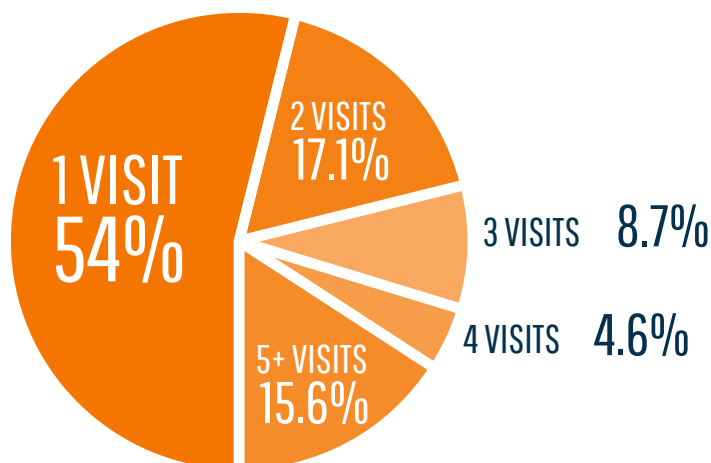
Number of unique devices that bumped a Stealz beacon over 30 days.



Source: Reveal Mobile, Inc, Oct 2015.

TOTAL VISITS PER DEVICE

Number of times that devices visited a Stealz-powered location in 30 days.



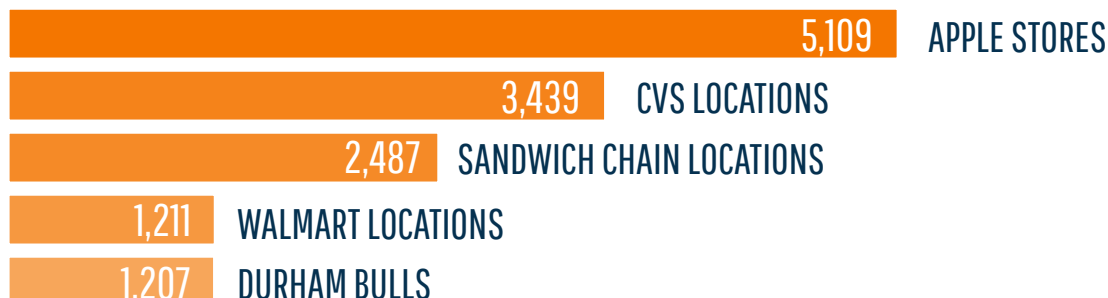
Source: Reveal Mobile, Inc, Oct 2015, n = 19,562

AVERAGE VISITS PER DEVICE

2.9

TOP FIVE BEACON "BUMPED" BRANDS

What were the most visited beacon-powered locations in the Raleigh market? Number shown is unique devices over 30 days.

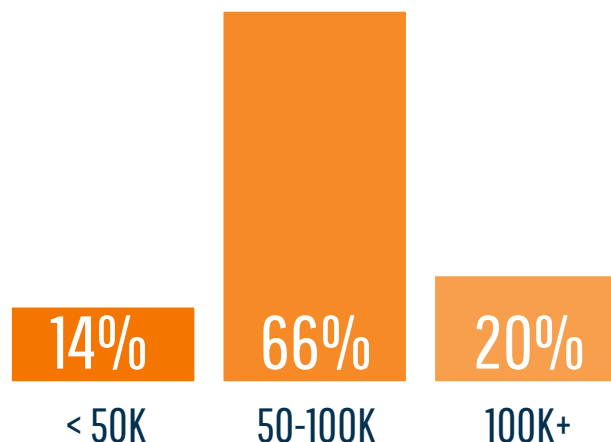


THE AVERAGE VISITOR



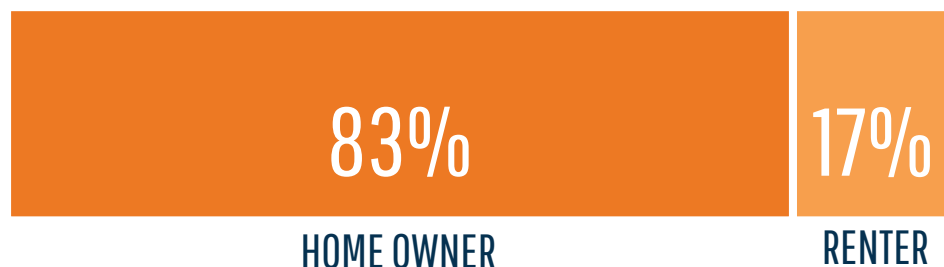
Male
Age 25-34
Income \$50-100K

INCOME RANGES



Source: Reveal Mobile, Inc, Oct 2015, n = 10,163

HOME OWNER VS. RENTER



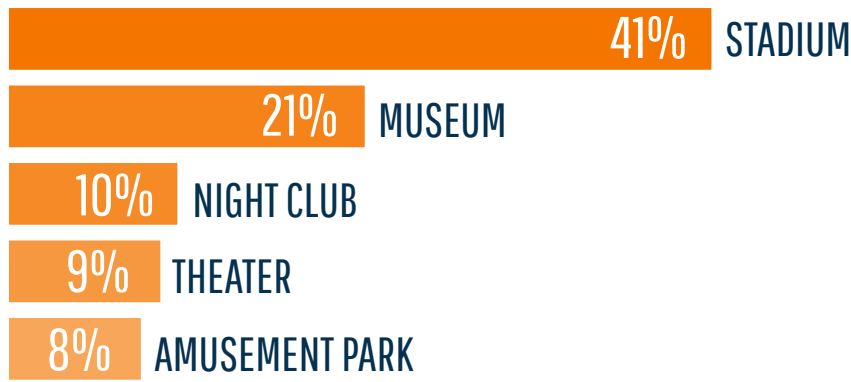
Source: Reveal Mobile, Inc, Oct 2015, n = 9,563

HOME VALUE



Source: Reveal Mobile, Inc, Oct 2015, n = 10,278

TOP 5 ARTS & ENTERTAINMENT VISITS

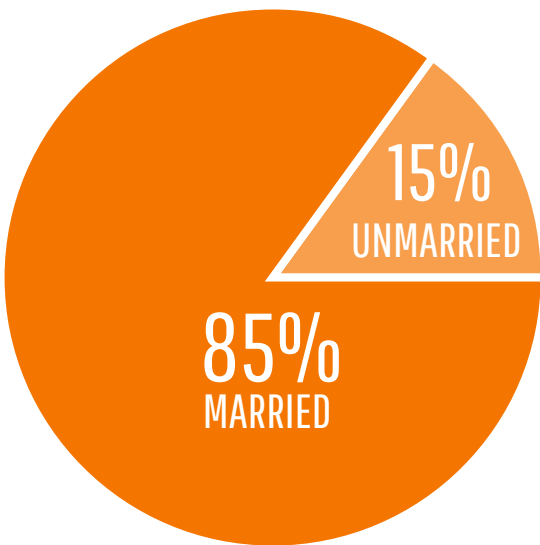


Source: Reveal Mobile, Inc, Oct 2015, n = 1,414

28.3%
OF THE STEALZ APP
AUDIENCE ARE
PARENTS

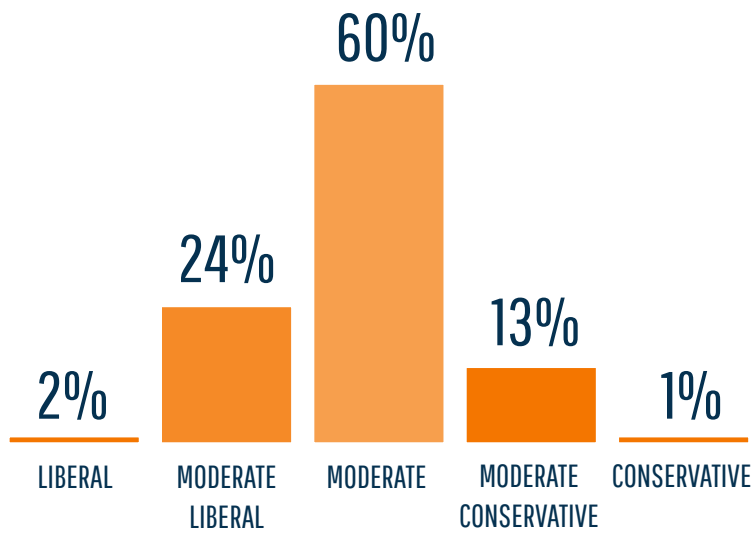
Source: Reveal Mobile, Inc, Oct 2015, n = 19,562

MARITAL STATUS



Source: Reveal Mobile, Inc, Oct 2015, n = 9,520

POLITICAL AFFILIATION



Source: Reveal Mobile, Inc, Oct 2015, n = 2,698