

Interactive Kiosks & Beacons

Retailers Are Using "Proximity Marketing" to Create an Enhanced Retail Experience!

What Are Beacons?

Beacons are small devices that transmit location-based services to nearby mobile devices using a signal that is sent using Bluetooth Low Energy (BLE). These low-cost devices have a range up to 250 feet, and can be highly precise when detecting the user's specific location.

Proximity Marketing with Beacons & Kiosks

Beacon technology has the potential to change the way retailers interact with their customers. By utilizing interactive kiosks in conjunction with beacons, retailers can open the door to an enhanced shopping experience for their customers.

In a retail setting, beacons have the ability to:

- Deploy "proximity marketing" strategies, meaning that messages can be sent to the user about products near their physical location
- Detect nearby Bluetooth-enabled devices
- Gather data on customers' physical locations in the store

According to industry experts, more than **400 million new beacon units will be shipped in the next five years**. Dedicated beacon-based advertising is estimated to be **worth more than \$2 billion by 2020**.



Benefits of Using Kiosks with Beacons

By utilizing an integrated marketing strategy using interactive kiosks with beacons, retailers are seeing the following advantages:

- Beacons can track the total foot traffic in a retail store, the most popular areas within the store, and the number of customers that approach a kiosk. This can significantly improve the effectiveness of a kiosk to ensure that it is placed in the highest traffic areas of a store.
- By detecting nearby Bluetooth-enabled devices, the beacon can trigger a kiosk to display a message to the approaching customer.
- Beacons and kiosks can work in conjunction to create more effective wayfinding solutions, which can be very useful for large retail locations.



Are Beacons Here to Stay?

Beacons are a rapidly growing sector in retail. The following are a few key stats:

- Retailers will be investing an estimated **\$2.5 billion** in proximity marketing efforts in the next five years.
- An estimated **\$44 billion** in retail sales will be driven by beacons in 2016, which is a huge increase over the estimated \$4 billion in 2015.
- An estimated **3.5 million** active beacons will be installed by retailers by the end of 2018.
- 46% of retailers launched beacon programs in 2015.
- 59% of retailers believe that proximity marketing creates better customer engagement.



Who uses proximity marketing with beacons?

Beacons are already being used by huge international brands to create a personalized customer experience. A few of the biggest adopters of beacon technologies are:

- McDonald's
- Barclays
- Pizza Hut
- NHL hockey rinks
- MLB ballparks
- MBTA in Boston
- Rosetta Stone



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