

BEACONS. GEOFENCING. NOTIFICATIONS.

IT'S ALL ABOUT LOCATION, LOCATION, LOCATION.



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GEOFENCING  CUSTOMER NOTIFICATION.

 IQ Gecko

Established in 2001, IQ Gecko (a division of IQ Information Technology) was born as an IT Solutions company.

Taking our EFTPOS-to-POS technical expertise and enthusiasm, IQ Gecko worked with the Jotti group in both designing and selling a bespoke loyalty platform specifically for Gloria Jean's Coffees.

Driven by the company goal for continual improvements, IQ Gecko acquired the Australasian rights for the an international customer engagement platform known locally as StickyFeet.

Just some of the local Australian and New Zealand StickyFeet platform successes include:

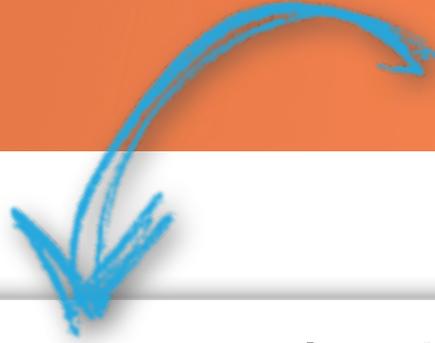
- ✓ Initiating loyalty for Suncorp Bank on their EFTPOS terminal.
- ✓ Building the Toys'R'Us Australia VIP Club up from zero to hero.
- ✓ A Harley-Davidson Motorcycles loyalty refresh solution including POS interfacing and a custom iPhone App.
- ✓ An interfaced POS solution for the University of Wollongong.
- ✓ We designed, built and support both the loyalty and automated digital signage solution for all 165 Best Western Hotels Australasia locations.
- ✓ There are heaps and heaps more - but we are running out of space...

IQ Gecko continues to refresh its products with a re-imagining of both the custom Web Portal in 2015 and the new IQ Genius module which is launching mid-2016.

The same StickyFeet platform is promoted by our world-wide Platform Partners and loved by Companies in over 65 Countries and in dozens of Languages making the StickyFeet platform the worlds largest Loyalty Platform.

The incredible take-up of StickyFeet is because of both the ease of use and the extended marketing features such as our SaleGrabber, Digital Signage, WebPortal, IQ Genius, Location Services (Mobile GeoFencing, Beacons and Notification) modules.

Whether they be 1 location or 1,000 - StickyFeet can grow with Companies, franchise groups and businesses of all shapes and sizes



Location Marketing

Location based marketing is the ultimate tool for a merchant to reach out to their customer with “triggered” messages at exactly the right time and place.

This allows businesses to promote their products and services in order to find the right market placement, and for their customers to receive tailored treatment based on their interests and needs.

Two of the best customer location identification tools include Beacons and Geofencing which allow the merchant to selectively market to the customer.

The marketing is via both Apple and Android mobile phone notifications and promotional pop up messages. These services allow businesses to leverage their strongpoints to enhance their consumers' experience and boost their revenues.

Geofencing requires setting up a fence around a location. When the fence is set up, the system will alert the companies when certain customers cross the perimeter. Companies can, then, provide a list of the specials in the stores to generate more interest.



Geofencing has caused an increase in mobile sales from people who simply prefer to buy online rather than in the store.

Indoor spaces can block mobile phone signals and make it a bit more difficult for Geofencing. This is where Beacons are a solution.

A Beacon can trigger any message in-store as well as gather more granular information from multiple store locations.

Although a relatively low-cost piece of hardware which is small enough to attach to a wall or countertop, Beacons use battery-friendly, low-energy Bluetooth connections to transmit messages or prompts directly to a smartphone or tablet.



Beacons are now poised to transform how retailers, event organizers, transit systems and educational institutions communicate with people indoors.

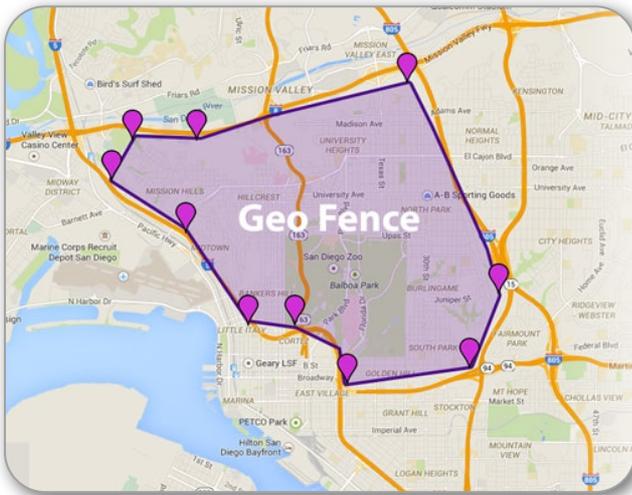


GeoFencing Notifications

GeoFencing & Notifications drive business activity right to your company door...



GeoFencing: All Mapped Up...



Working with the merchant, IQ Gecko create a selection of pre-determined geo-fences similar to placing pins on a Google Map.

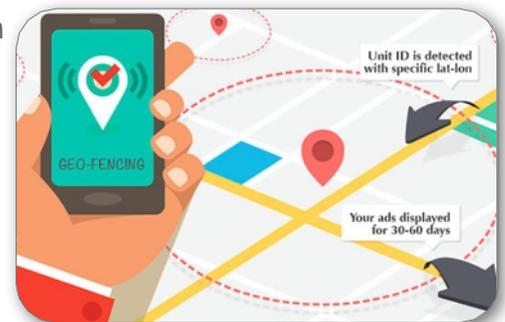
Within the location of the pins is the zone that triggers the company's message to their customer.

Multiple geofence zones and rules can be set up so as to ensure that the company's unique offers reach the right person at the exact right time.

Notifications: *Message + Timing = Sales...*

Based on the company's business rules a notification can happen every time the customer enters a GeoFence location - or only during a specific times.

Of course the amount of times that the customer receives any notification message is also based on the company's business rules.





GeoFencing Notifications

Six things you need to know...

1. ENGAGES LOCAL SHOPPERS...

Companies send promotions to customers' smartphones when they enter a store, mall or neighborhood.

2. DEALS CAN BE HYPER-LOCAL...

Knowing that customers are nearby lets businesses tailor offers based on local events or holidays. For example, a florist can deploy targeted ads for 20 percent off bouquets in the days leading up to Valentine's Day.

3. IT LEVERAGES YOUR LOCATION...

Sending a targeted offer to a customer in a parking lot, you may be able to steer them away from competitors (or even target the competitors parking lot).

4. ADDS DATA DEPTH...

Location tracking gives you another layer of understanding of customer behavior. See how targeted offers bring people into stores and result in more sales. Other metrics include how often a customer visits the store, how long they shop, and how well a window display works.

5. IT'S REWARDING...

When you know where customers are and how they behave you can customize offers as well as market items and events - and give rewards and a personalized experience. Using Geofencing in-store allows salespeople to know when VIP customers are in store, look at their purchase history and provide more personalized service.

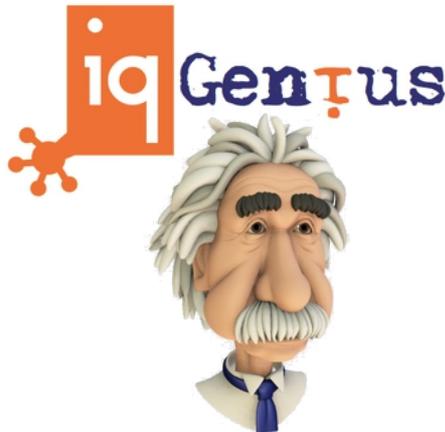
6. BETTER THAN SMS/TEXTING...

Where it generally costs between 12¢ and 18¢ to send a marketing SMS/Text, with IQ Gecko the company can send a triggered notification to their customers mobile phone for only 5¢ ex gst.





We connect to almost any Point of Sale..... including yours



Your pro-active and automated marketing team. "Automagically"



Cutting edge features complete with easily editable images and text for you.



With a Loyalty App your company can be with your consumer everywhere.



GeoFencing and Notifications. The next generation of Location Services for your App calls your customer with marketing relevance.



A Tablet Management System (TMS) gives pro-active cloud-based marketing, advertising and much more.

Speak

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Drop in for a Cuppa

Visit: Unit 16, 276 New Line Road in sunny Dural, NSW, Australia (northwest of Sydney and maybe 15-minutes from North Ryde)

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