Bullseye

PRESENTED BY TARGET.

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Hitting the Mark with BullsEye

Retailers have known for quite a long time that it matters how long the consumer is inside the retail store; which is why the milk is always in the back. The longer a consumer stays in the retail store, the higher the likelihood they will convert their time into purchases.

Driving incremental sales is a challenging goal for all retailers and brands usually requiring a multifaceted strategy. The BullsEye shopping experience was built to add to Target's mobile engagement toolset. The overall solution combines gameficaiton, offers, and proximity to create a memorable shopping experience that compliments Targets existing mobile engagement and mobile redemption technologies. BullsEye hits the mark by making it fun and easy to browse isles in search of a special reward.

BullsEye is a downloadable mobile application that engages the Guest when in the proximity of a Target location. Guests are engaged based on their distance to a proximity beacon that is placed in the vicinity of a product that is tied to BullsEye's current promotion. Proximity awareness takes place without the complications and inaccuracy of geofences or GPS.   The game begins when a Guest enters a Target store, and they are guided to hidden deals with a gauge in their app that tells them if they are getting closer or further to hitting a BullsEye.

BullsEye User Experience Functionality

Guest participation is simple:

- Guest downloads the BullsEye App

- Guest sees a page with instructions explaining how to hit a BullsEye at the nearest Target.

- Guest approaches the nearest Target, once inside the160 feet range of the BullsEye beacon, the Guest receives a push notification inviting them to play BullsEye.

- Guest swipes the push notification or opens up the app and they are sent to the home screen that gives them a gauge of how close they are to hitting the BullsEye (similar to the elementary game of "Hot/Cold"…You're getting warmer, now colder, now warmer, etc.)

- Once the Guest gets within a few feet of the BullsEye an exclusive time-bound offer is shown directly on their mobile device.

- The Guest simply takes their personalized offer and product up to the register. The discount is applied by scanning the offer's 2d barcode.

BullsEye – Not Just a Gameficaiton App

The BullsEye mobile application is powered by a cloud-based campaign management platform and the app communicates with a low radio fencing solution designed for proximal location aware applications.

The cloud-based platform provides offer content to the BullsEye app and presents additional offers for the Guest that are unique and specific to that Guest based open the store and individual. The Guest can browse their coupons and then redeem them directly from their phone.

Using the easy-to-setup micro-fences, the BullsEye app can guide people to the BullsEye zones. Additionally, the proximity platform utilizes low-energy radio fencing that can support indoor and outdoor micro-fences. The BullsEye app enables the cloud-platform to deliver powerful analytics such as dwell times, consumer buying behavior patterns, and much more. All this makes BullsEye more than just a fun app; it creates a way for Target to learn about Guests and drive incremental sales through a completely branded experience.