Overview
Using ROXIMITY software and distribution through over 3MM vehicles, ROXIMITY has created an innovative program which allows Target customers to create and manage shopping lists while on the go. These lists can be created and saved within their vehicles and then taken with them into the store. In addition, when a customer enters a geofence of a Target location, Target is able to deliver custom and personalized content (reminders, coupons, etc) based on their shopping list.

Background
- ROXIMITY launched at CES 2012 with Ford Motor Company and is a TechStars 2012 graduate
- ROXIMITY location-based software runs on multiple auto infotainment/NAV systems (including Ford, Honda, Subaru, Mercedes-Benz, and more)
- Currently integrated in over 1MM Ford and 2MM Honda & Subaru vehicles
- ROXIMITY software also works via SMS/MMS on any mobile phone in the U.S. through partnerships with carriers

Customer Experience
- Through voice commands, a Target customer can create shopping lists on the go while driving or on foot via mobile app (i.e. "Buy detergent!")
- When the customer enters a geofence of a Target location, they can receive reminders or coupons for items on their shopping list
- Coupon is then seamlessly saved to the their phone and can be scanned at the register to redeem the offer

Personalization & Loyalty
- By utilizing location history and an intelligence of a customer's intent based on their shopping list preferences and shopping history, ROXIMITY can tailor real time offers to drive immediate traffic to Target stores
- Target can deliver offers for specific products or make recommendations for related items
- Target can deliver offers for bundled products (i.e. laundry detergent is on list, if customer purchases Downy detergent and Downy dryer sheets they save $1)

Team Members
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