

DATA FOR LIFE

The first big data consultancy capable of creating immersive physical experiences through art and mass mobile geolocation in venues and large areas, to help public bodies increase the profitability, security and efficiency of events.

www.dataforlife.es

Df
Data for Life
MOBILE BEHAVIOR ANALYTICS

DF CAMPAIGNS

This tool allows **proximity marketing messages to be sent to users via push notifications, emails, text or WhatsApp messages, based on the behaviour of attendees within a venue or event** organised by public bodies, helping to increase the profitability, security and efficiency of the event.

A true omni-channel solution that enables:

- Connections with the offline and online worlds through proximity marketing mobile campaigns
- The creation of experiences for attendees that are much more friendly, efficient and human
- Communication with attendees at the opportune moment

Furthermore:

- It enables user verification without the need for queues and wait times through the mass sending of links to validate tickets. When users validate their tickets to verify their identity, it becomes easier to obtain permission to use their information for promotional purposes during the event, or whenever they are near the areas covered by the Black Box, thus creating a better experience, improving their memory of the event and increasing income for brands

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

