

SEEKETING

Seeketing is a Spanish company that provides IoT Phyigital technologies for identifying, analysing and communicating with visitors in indoor and outdoor spaces.

www.seeketing.com



SEEKETING WEOPTIMIZE MASS PROXIMITY MARKETING WITHOUT AN APP

Nowadays, digital channels are having a powerful impact on user behaviour, and it is therefore essential to learn about this behaviour and use these channels as a marketing tool in physical spaces as well as online.

On a technological level, the differentiating value of Seeketing WeOptimize technology is based on **an integrated identification of customers through both of these channels, physical and online**, person to person; in other words, the unified digitalisation of each person:

- **The information generated about customer behaviour on online channels** (websites, social networks, apps) has, until now, been disconnected from their offline behaviour (visits to parts of the destination, surveys, footfall, market studies, etc.). Seeketing's solution breaches this gap in metrics by unifying the physical channel with the website and app, providing a unique online-offline customer profile that allows them not just to learn about, but also how to act on their full online-offline visit-purchase cycle.

- All **online marketing and communication actions** are increasingly being used as they have proven to be very cheap and effective in attracting visitors/tourists: web, display, social networks, etc. But until now, complete traceability, from the impact of the visit to the online channel to the visit itself, was not possible; all that could be done was to measure effectiveness in terms of leading them to online pages.

WeOptimize allows a **text message/WhatsApp/email channel to be opened**, sending proximity messages to millions of residents and tourists who register without the need to install an app, although they can also integrate it with the use of push messages in apps, websites or screens in the municipality.

It also automatically analyses the impact of a destination's communication campaigns, and provides tools to communicate with the customer in situ, providing them with the offers that are best adapted to their needs at the opportune moment and at the point of sale.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

