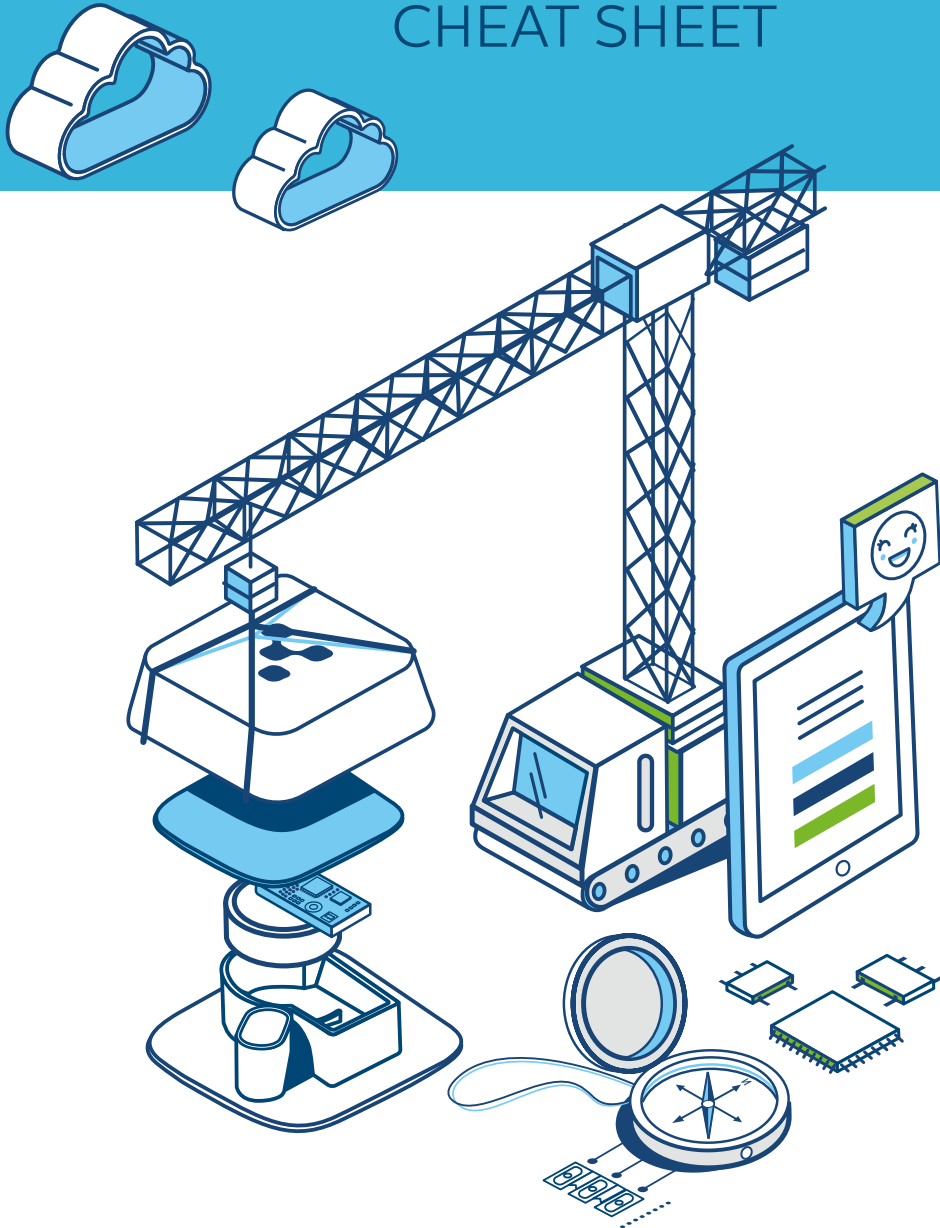


# What Can I Use Beacons For?

## CHEAT SHEET



Searching for a proximity-based solution can be an exhausting task.

There are so many different use cases! How can you know if beacons can solve your specific issue?

Fear not. With our brief cheat sheet you wouldn't get lost.

Learn how beacons can address your needs and which solutions they can provide.

# Send Customized Offers and Messages

## Information Sharing

If you are looking to:

- ☐ Attract people to your venue
- ☐ Raise awareness about your product or company
- ☐ Engage people with your product
- ☐ Share information with your clients at the touch of a button

You can use beacons to:

- ☐ Share useful information about your product or a company with people passing by
- ☐ Send agenda of your event or a restaurant menu directly to customers nearby
- ☐ Save money on printing costs by transmitting information digitally
- ☐ Reward visitors with exclusive and free access to VIP information
- ☐ Improve customer experience by sending greeting messages as people enter the venue

## Commercial use

If you are looking to:

- ☐ Boost your product sales
- ☐ Raise awareness about ongoing promotions and discounts
- ☐ Retain your customers
- ☐ Enable contactless payments
- ☐ Decrease time your customers stand in line

You can use beacons to:

- ☐ Drive people to your venue as they pass by through location sensitive notifications
- ☐ Transmit messages on sales and discounts next to relevant products
- ☐ Give loyalty points for each purchase or check-in at the venue
- ☐ Enable customers to proceed payments triggered by beacons by integrating them with your Point of Sales

## Enhance Your Customer's Interactive Experience

### If you are looking to:

- ☐ Make your visitors' experience more personal, customized, and engaging
- ☐ Educate visitors about the space they are in and the objects they are facing
- ☐ Attract attention and raise awareness about the parts of your venue that are usually neglected
- ☐ Motivate users to visit more places at your venue
- ☐ Enable users to interact with your product or service
- ☐ Streamline ordering, ticketing, and booking processes
- ☐ Help visitors to socialize and exchange information

### You can use beacons to:

- ☐ Develop apps that will help your visitors learn more about exhibits that they're standing in front of
- ☐ Make objects 'alive' and enable them to 'talk' with visitors
- ☐ Connect visitors with the experts who will answer their questions about the venue and exhibits
- ☐ Save money on external audio guides by enabling them in a mobile app
- ☐ Gamify users' experience with proximity-aware quizzes and treasure hunts
- ☐ Link proximity with social media enabling users to share their experience while they're on site
- ☐ Integrate a proximity based ordering feature in your app
- ☐ Enable booking of venues, transport and goods, on the spot
- ☐ Help visitors to register with their smartphones so they don't have to stand in line
- ☐ Enable exchange of contact information through proximity app at your event

## Help Your Customers Navigate

### If you are looking to:

- ☐ Support visitors' navigation in tortuous venues and huge open spaces

### You can use beacons to:

- ☐ Implement an indoor navigation app that will work similarly to GPS for the end user

- ☐ Enable visitors easily to find a specific point / room / object in a venue
- ☐ Make indoors navigation accurate, directed, and real-time
- ☐ Adjust navigation to dynamically changing spaces like exhibition halls or markets, where booths constantly change their location and ownership
- ☐ Attract people to cities, landmarks, or historical sites through context-rich navigation solutions
- ☐ Help visually impaired people navigate your venue

- ☐ Introduce path and time estimation features
- ☐ Link navigation with the real-time or offline schedule of your event
- ☐ Enable beacon guided tours, which will be available exclusively through in-app purchase or subscription
- ☐ Add environmental information for visually impaired people
- ☐ Integrate beacon and GPS navigation for outdoors / indoors spaces such as universities, fairs or concerts

## Track Your Customers and Goods

### Users' movement and behaviour

#### If you are looking to:

- ☐ Learn which spots get the most footfall and how users interact with those spaces
- ☐ Learn about the pathway and movement patterns of your users or employees
- ☐ Improve crowd management
- ☐ Learn how much time people spend next to a specific object or in a certain room / part of the building
- ☐ Enable automatic check-ins at your office

#### You can use beacons to:

- ☐ Use beacons to gather aggregated statistics and draw time and space sensitive heat maps
- ☐ Identify best places to exhibit your best offers
- ☐ Improve your sales by learning who your repeat customers are
- ☐ Identify peak times at your venue
- ☐ Improve security, cleanliness of the facility, and the working schedule of your employees

## Assets monitoring

If you are looking to:

- ☐ Track your tools, transport, commodities, and stock
- ☐ Keep tabs on important public objects that change position
- ☐ Locate your personal goods and valuables

You can use beacons to:

- ☐ Locate goods in a warehouse or livestock on a farm
- ☐ Quickly find defibrillators or other critical medical equipment in your hospital
- ☐ Find your notebook and never lose it again in your office or dormitory

## Secure Your Venue and Assets

If you are looking to:

- ☐ Improve entrance security of your venue, household or office
- ☐ Secure your vehicle
- ☐ Improve effectiveness of security service guarding your facilities

You can use beacons to:

- ☐ Open doors with a smartphone by building beacons into electronic locks
- ☐ Get a beacon-triggered notification if your bike or car gets stolen
- ☐ Double secure your bike or car by requiring the presence of your smartphone for identification?
- ☐ Track security guard and lifeguard path patterns to improve overall safety of your venues and visitors

# Did you make it till the end?

## Congratulations!

Chances are that you already found your beacon powered solution.

Probably you would like to learn more about it?

Check out our white papers on beacon solutions for museums, events, and retailers.

<http://hubs.ly/H02RljCO>

