

AT UNACAST WE BELIEVE
MICROMOMENTS, HYPER-LOCATION
AND CONTEXT WILL BE THE NEW
“MOBILE” IN GLOBAL MARKETING

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Ruter#



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INDEXING THE WORLD BY BUILDING THE REAL WORLD GRAPH

The world's biggest proximity platform

“Unacast is one of the
top 10 global
companies in the 3,5\$
billion retail analytics
industry”

 OUTSELL

“Unacast: The
Prototype for the New
Advertising
Generation”

ABIresearch

unacast.

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WHAT IS PROXIMITY MARKETING?

The cycle of proximity marketing



STEP 1
Proximity solutions
at venues



STEP 2
Mobile
communication,
indoor navigation



STEP 3
Retargeting after
customer
has left the venue



STEP 4
Bring customers back
to the venue with
personalized
retargeting ads



◆ PROXIMITY INDUSTRY STATUS



Proxbook

342

Members

46

Countries

+150

Use cases

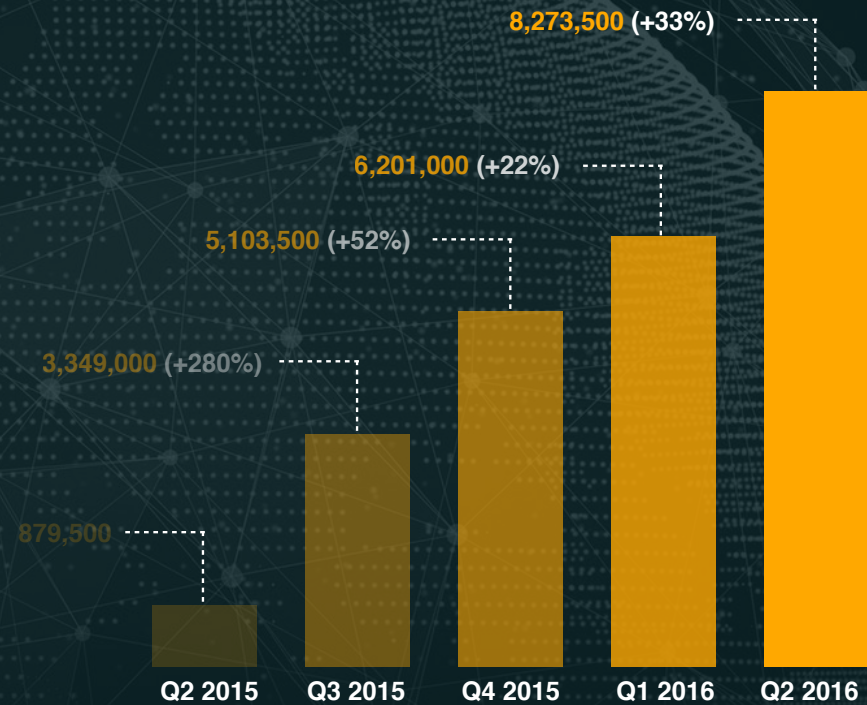
20

Industry
Verticals

PROXIMITY SENSORS DEPLOYED GLOBALLY

Sensor growth continues

SENSORS DEPLOYED GLOBALLY



There are 6,061,500 beacons deployed by members of Proxbook, which aligned with ABI Research's forecast of **8 million beacons by the end of 2016** and **500 million beacons deployed by 2020**.

INDUSTRY NEWS

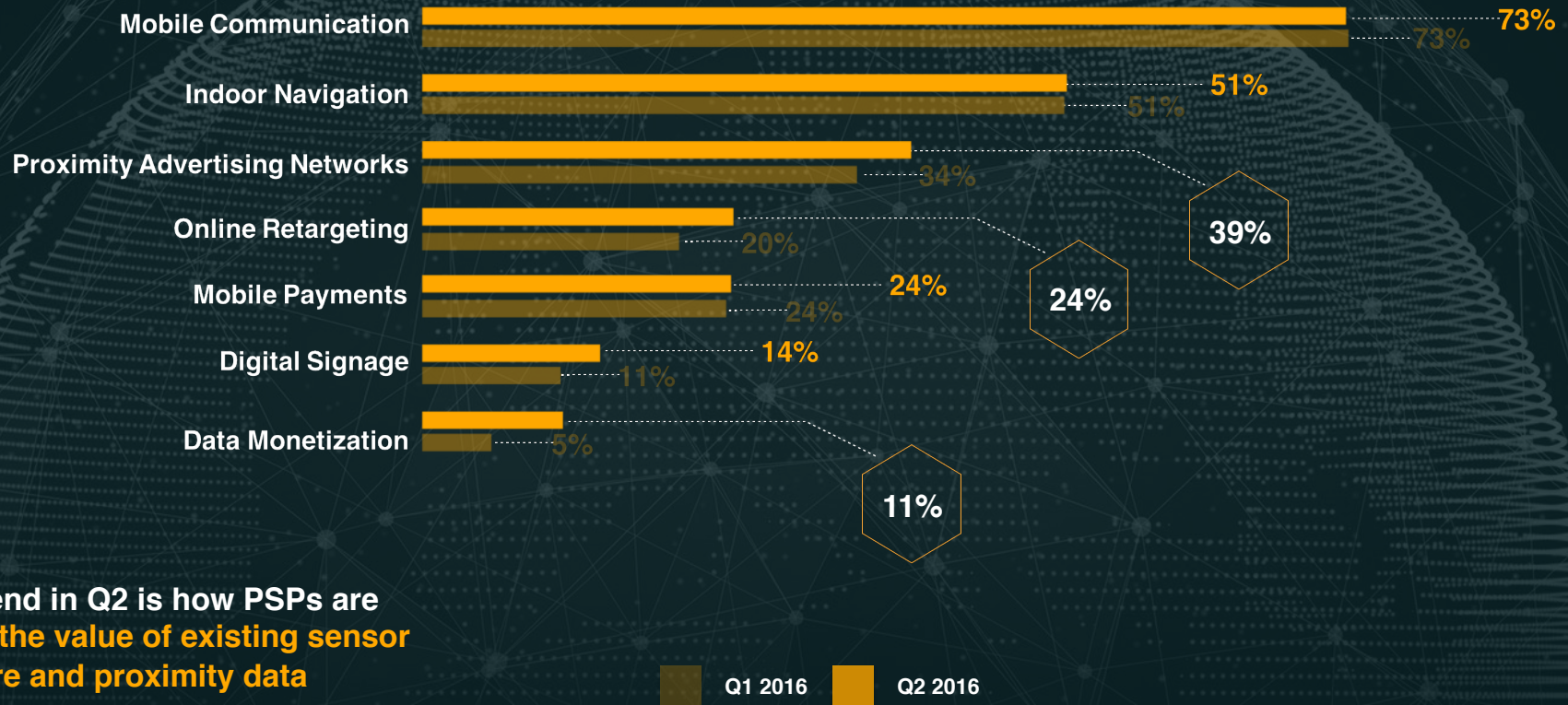
Apple kills the headphone jack



PROXIMITY PRODUCTS AND SERVICES

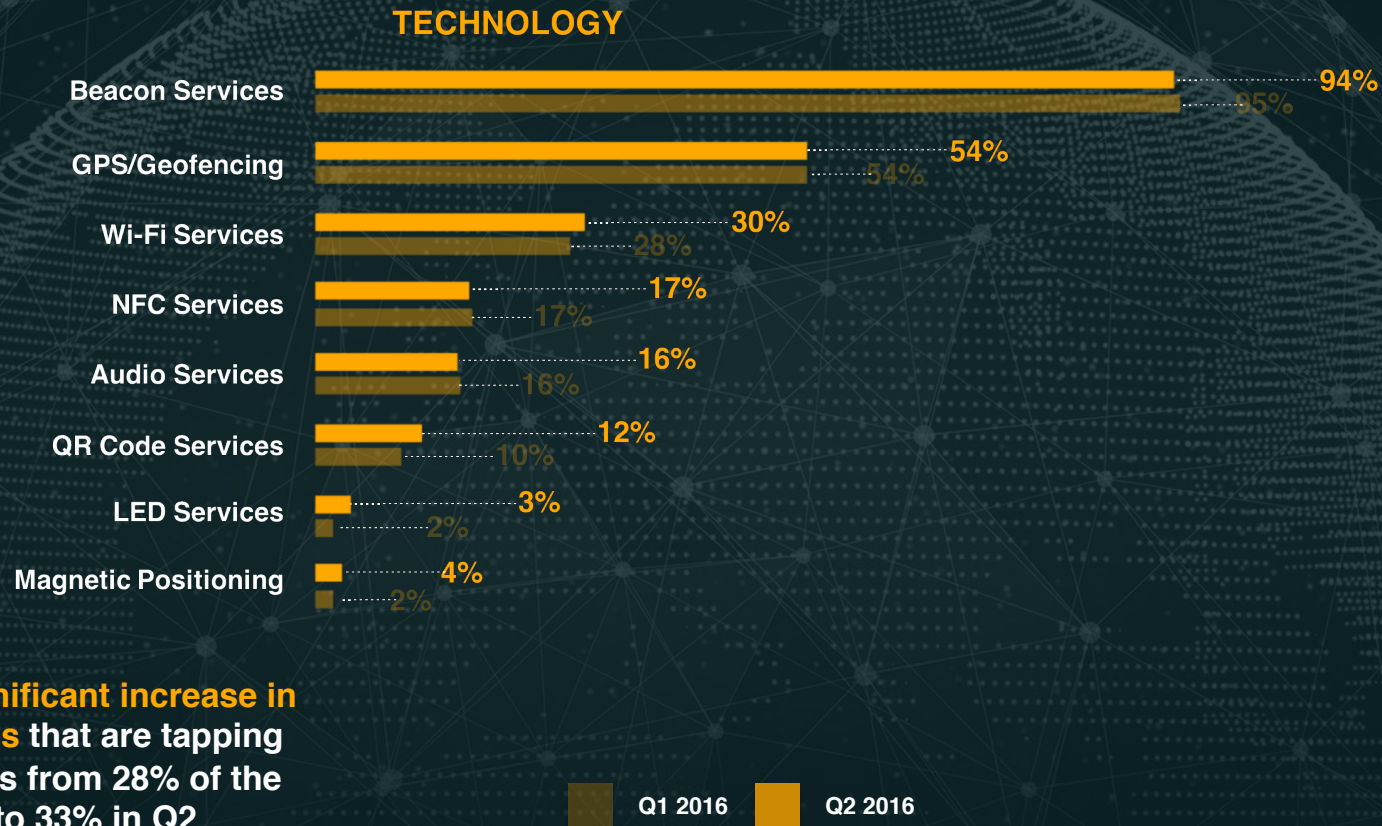
All eyes on proximity data

PRODUCTS



PROXIMITY TECHNOLOGY AND SOFTWARE

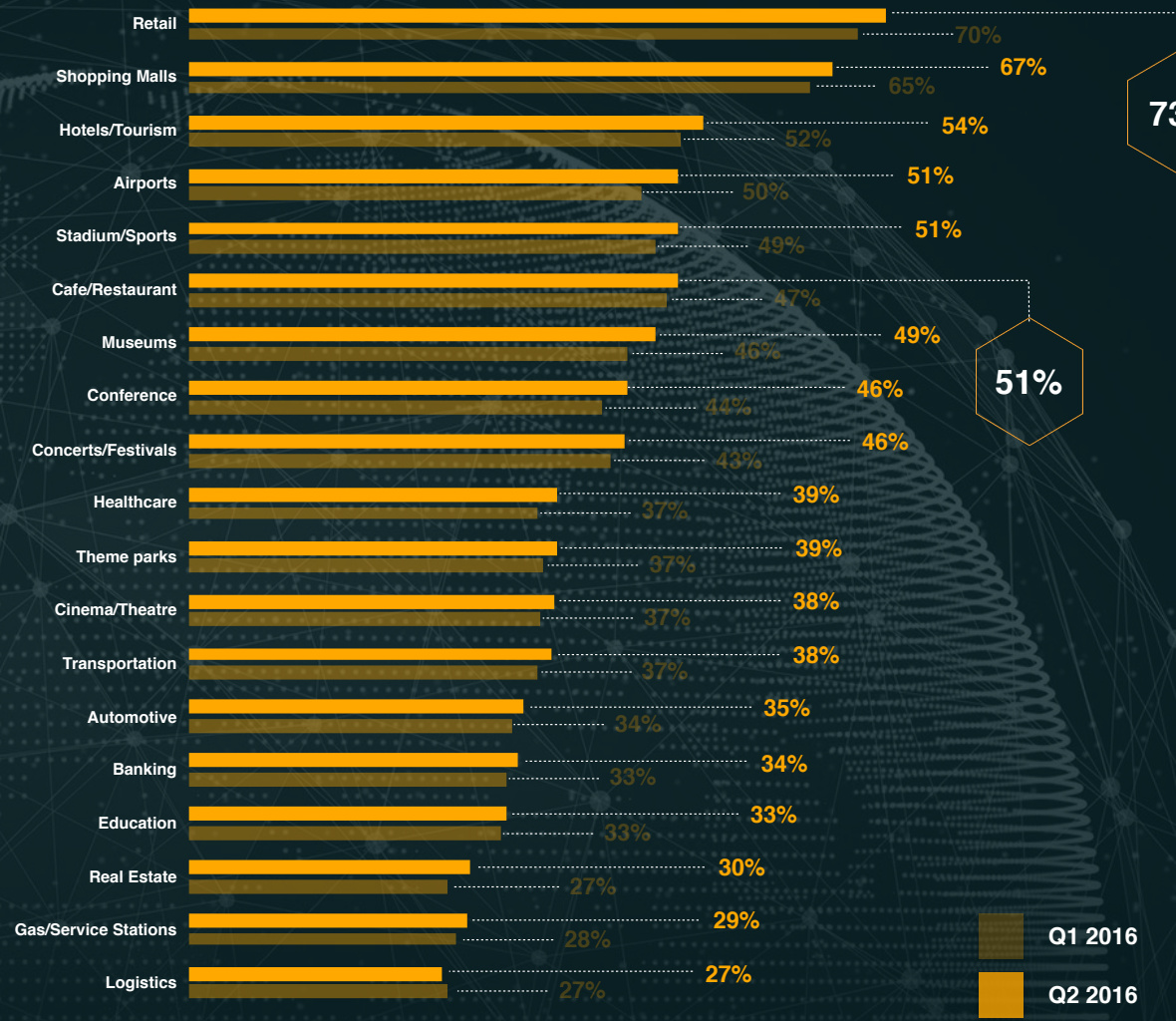
Mobile apps are starting to beaconize



There has been a **significant increase in mobile app companies** that are tapping into proximity sensors from 28% of the entire industry in Q1 to 33% in Q2

INDUSTRY VERTICALS

PSP's are more flexible



Stadium and Sports venues are one of the most popular verticals for Proximity Solutions

% of total Proxbook members providing services in a certain vertical



◆ PROXIMITY SOLUTIONS IN TRANSPORTATION

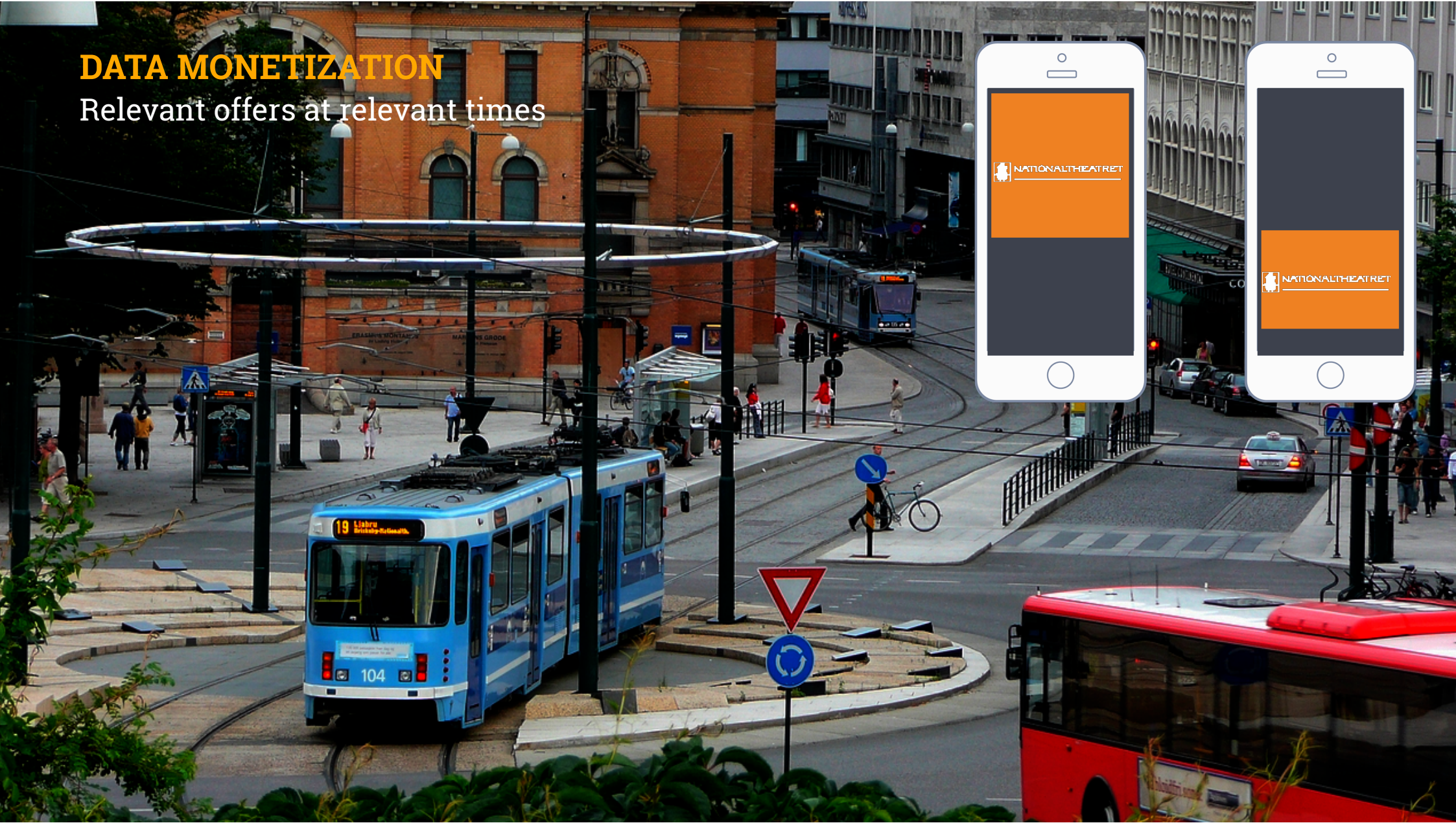
OFFLINE TO ONLINE COMMUNICATION

More relevant communication in online channels



DATA MONETIZATION

Relevant offers at relevant times



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