

CLIQTAGS

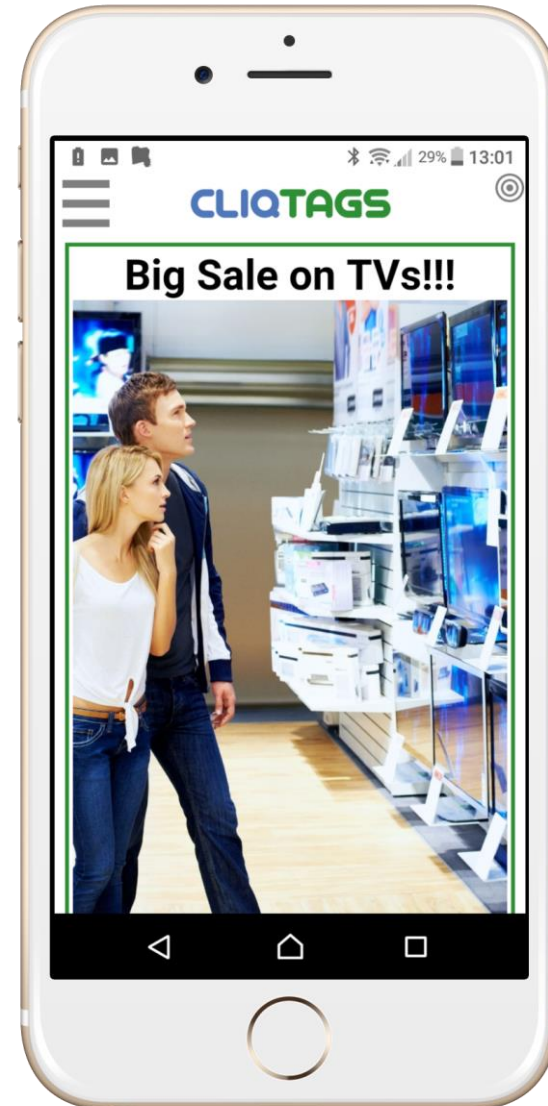
CliqTags Spotter

**Geotargeted
Communication**



What is it?

- A mobile app for iOS and Android, that via a cloud service conveys information related to where your customers/visitors are
- Advice about the information is shown in a news flow, and when you click on an item the underlying information is shown
- The last detected information is shown at the top and the flow can be scrolled

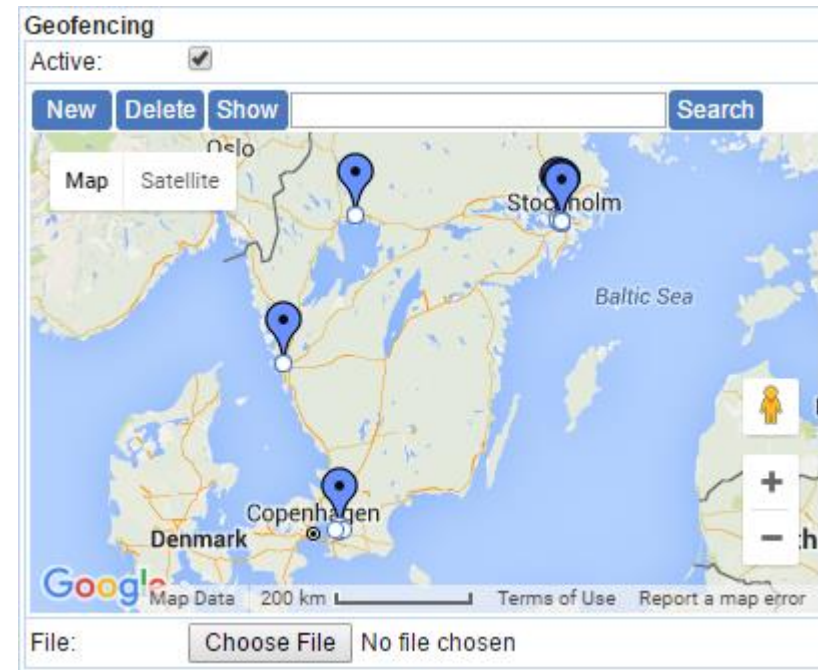


How does it do that?

- By locations being marked with beacons or geofences, and information being associated with those locations



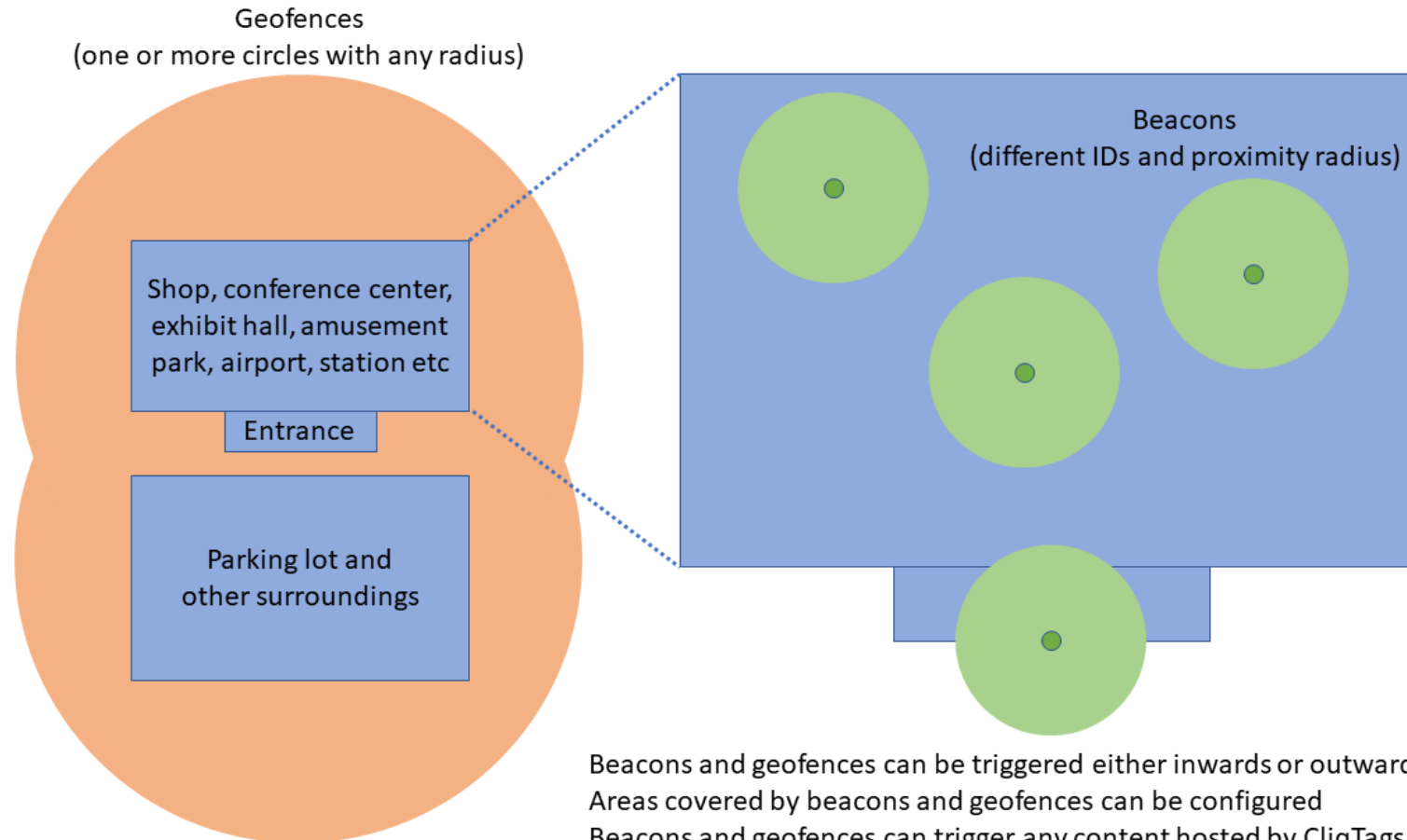
Normally indoors, but also outdoors



Outdoors

How does it do that?

- Beacons and geofences can be combined



Where is it useful?

- Inside and around
 - shops, malls
 - amusement parks, zoos
 - museums, displays
 - squares, parks
 - bus/train stations, airports
 - conferences, exhibits
 - festivals, concerts
 - etc



What do I gain as a business owner?

- You are enabled to provide information when and where it's relevant
- Your customers/visitors don't need to search for the information
- You don't take cost for "marketing by shotgun"
- The underlying information can be updated at any time and often, which provides dynamics and retains interest
- The information you publish can be made as focused as you want
- Interactive features enable customers/visitors to interact with you with knowledge about time and place

What can I present/communicate?

- E.g.:
 - Topic-based information
 - Coupons
 - Advertisements
 - Surveys
- All in a combination of text, pictures, videos, links etc
- We recommend a combination of topic-based information and marketing messages, to keep interest up



What are our options?

- The app can be branded and functionally adapted to your needs, but is also useful as-is
- The information that is related to locations is completely controlled by what you want to convey, and can be changed at any time
- The presented information shows only your brand
- The solution also supports QR codes, NFC tags, SMS/e-mail etc for the same information

Example of re-branding



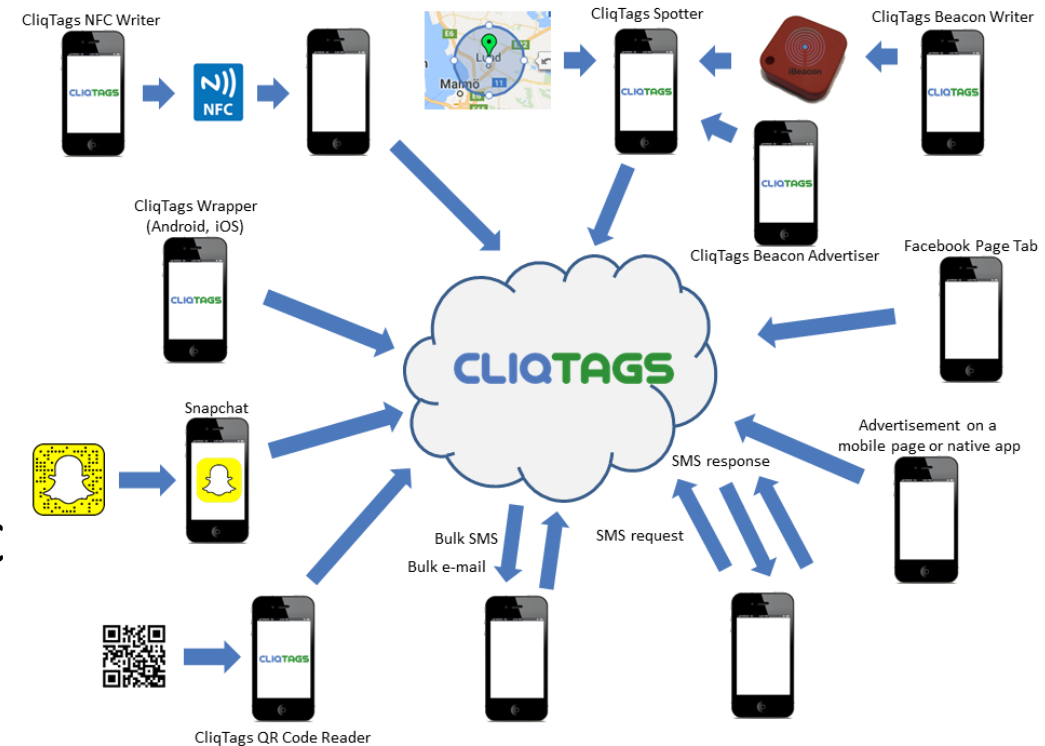
What are our options?

- You get your own account on the cloud service, but we can also publish and maintain the content for you
- We can easily set up an evaluation with beacons and geofences, and we'll gladly help you during campaigns etc
- We provide rugged iBeacon-compatible beacons for long term use

What does the cloud service do?

- CliqTags is a content management system optimized for mobile access
- You can focus completely on the content, as everything is pre-installed and ready
- All editing is done via the Web
- The content can be accessed in multiple ways:
 - via links, beacons, geofences, QR codes, NFC tags, digital ads, apps, bulk mailings etc

CLIQTAGS



Contact us for more information

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<https://cliqtags.com/#contact>