



Location Based Marketing Association Field Research Project Invitation

With the emergence of the connected consumer engaging with Smartphone shopping applications, there is an *early days of the Internet* feel to the millions of available apps, the non-stop push notifications and the explosion of daily deal sites as consumers change their behavior and mobile becomes the new way people shop.

These technology savvy consumers, who spend more time and money online, are more likely to turn to their mobile device for support in their purchase journey, making them the perfect target group for mobile-driven, cross-channel marketing campaigns.

To address this new shopping paradigm, location-based solutions provider ZwysH has launched an indoor mobile marketing platform that empowers Brands' mobile applications so they can influence consumer purchase behavior. The *ZwysH Loyalty* application rewards consumers who check-in to a retail location, while *ZwysH Zones* create interactive locations inside a retail store allowing a compelling way to connect with consumers while providing the retailer with additional revenue producing co-op advertising opportunities.

Exclusive Invitation

The Location Based Marketing Association is conducting a Field Research Project sponsored by ZwysH that will focus on the implementation of directed, personalized, in-store marketing initiatives and what effect they will have on the developing mobile in-store commerce ecosystem. The study group will be comprised of mobile and retail marketing industry experts who will develop guidelines and best practices and test the results in funded pilot projects at multiple locations.

We would like to cordially invite you to this exclusive opportunity to share your insight and experience in this collaborative project and assist us in testing "real world" scenarios.

The project will be Co-Chaired by Asif Khan, President and founder of the LBMA and Tania Mulry, founder and CEO of edRover, an award winning mobile school fundraising and retail marketing application and a member of the ZwysH Advisory board.

Format

The project will consist of 3 phases

Phase I

- An introductory, one hour online session
- A private on-site ½ day facilitated session with you and 3-4 members of your interactive marketing team at your location to discuss, comment on and develop the best practices format for the pilot
- We will review use cases using the Zwysch indoor mobile marketing platform as a framework for our discussion and develop an initial plan for the pilot project

Phase II

- Run a 6 week pilot in 8-10 locations utilizing the Zwysch Zone and/or Zwysch Loyalty product. Zwysch will install and configure the Zwysch indoor mobile marketing platform that includes a mobile application for the iPhone and Android re-skinned with your branding, a choice of pre-configured campaigns delivered with the Zwysch Content Management Tool and Zwysch Smartnode infrastructure.

Phase III

- The summary results of the project will be written up in a White Paper that will be presented at a one day seminar facilitated by Asif Khan, President of the LBMA, to be held in Southern California. Each participating firm will be eligible to send one member of their team to the final seminar with travel and lodging expenses paid.

Participants

The group will be made up of 5-7 companies from the following categories:

- **Retail**
- **Consumer Brands**
- **Agencies**
- **Mobile Industry**
- **QSR Restaurants**
- **Hospitality**
- **Social/Local Search**

Applicants for the pilot program will be chosen using the following criteria:

- Are able and willing to dedicate resources to the planning, promotion and evaluation of the pilot program
- Have a mobile strategy, mobile app, mobile website
- Have a significant sized, active Smartphone user base for their mobile app
- Are actively exploring how to engage with their mobile user base inside their location
- Are data driven, use analytics and are interested in real-time tracking of customers
- Have a social media strategy and are actively managing their community

Invitees

The following targeted companies, many of whom are LBMA members, are on the early invitations list:



Get *your* application in today to take advantage of this valuable opportunity!

Documenting the Project

The following is an outline of the areas we will review and request your feedback and recommendations:

Business Objectives – How can the ZwysH indoor mobile marketing platform influence your key performance drivers?

- Brand awareness
- Store visits
- In-store engagement
- Purchase conversion
- Customer loyalty
- Co-op advertising sales
- Cross marketing opportunities with complementary brands

Value Drivers - Compared to other measurable marketing tools, how can value be justified?

- Verified location check-ins
- In-store tracking capabilities
- Key performance metrics
- Advanced analytics and targeting capabilities
- Calculating ROI across multiple channels

Technology - How will this technology interface with your existing platforms?

- Mobile commerce website
- Mobile applications
- Deal / circular feeds
- Affiliate programs
- Plans for NFC
- LBS campaigns
- CRM system integration

Policy – How to ensure trust and preservation of privacy while using LBS technology?

- Privacy legislation
- Data ownership and protection

Why Participate?

Participants will receive these benefits from joining this exclusive project:

- Participate in a 45 day pilot program using the ZwysH indoor mobile marketing platform that includes:
- Infrastructure to deploy customer engagement zones in 8-10 locations
 - Re-skinned version of the newly launched handset application with your branding, or integrate indoor location capabilities with your existing application
 - Locked-in pricing for a year for those who decide to expand the pilot at the most favorable pricing level available
- Provide input to the next-generation LBS product and services, guidelines and best practices
- Receive documentation of the pilot results with analysis and recommendations

Once selected, participants will receive a package of background material to serve as a foundation for the project.

To apply for the project, please go to www.ZwysH.com or www.TheLBMA.com and complete the application form.

Visit ZwysH and The Location Based Marketing Association on Facebook and Twitter (@ZwysHMobile, @TheLBMA) for updates and industry information.