GPS vs. Wi-Fi vs. Beacons

WHAT TECH SHOULD I USE?

NO

Are you sure? That’s an extra step, you know. People don’t like extra steps.

NO

Seriously? Who wouldn’t want low-cost technology that’s easy to deploy almost anywhere? Don’t you want that?

YES

Do you want to be able to push notifications to people within a several-mile radius of your business?

PLUS

Do you want to require users to consent to a connection each time they enter your business location?

NO

Do you want low-cost technology that is easy to deploy almost anywhere?

BEACONS ARE YOUR BEST CHOICE.

Do you want to minimize network traffic and avoid draining users’ batteries?

NO

Do you want to require users to consent to a connection each time they enter your business location?

BEACONS AND GPS TOGETHER ARE YOUR BEST CHOICE.

Yes you do. Users will likely delete your app if it drains their device batteries.

GPS IS YOUR BEST CHOICE.

Do you want to be able to send push notifications to people within a several-mile radius of your business location?

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