



Vincenzo Sinibaldi

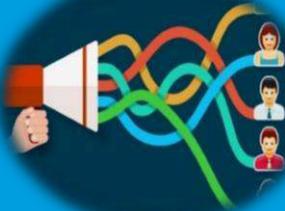
Business Development Manager

COMARCH

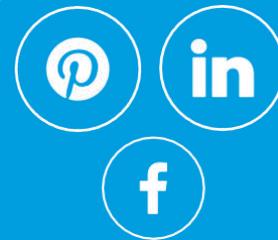
LOYALTY = ENGAGEMENT



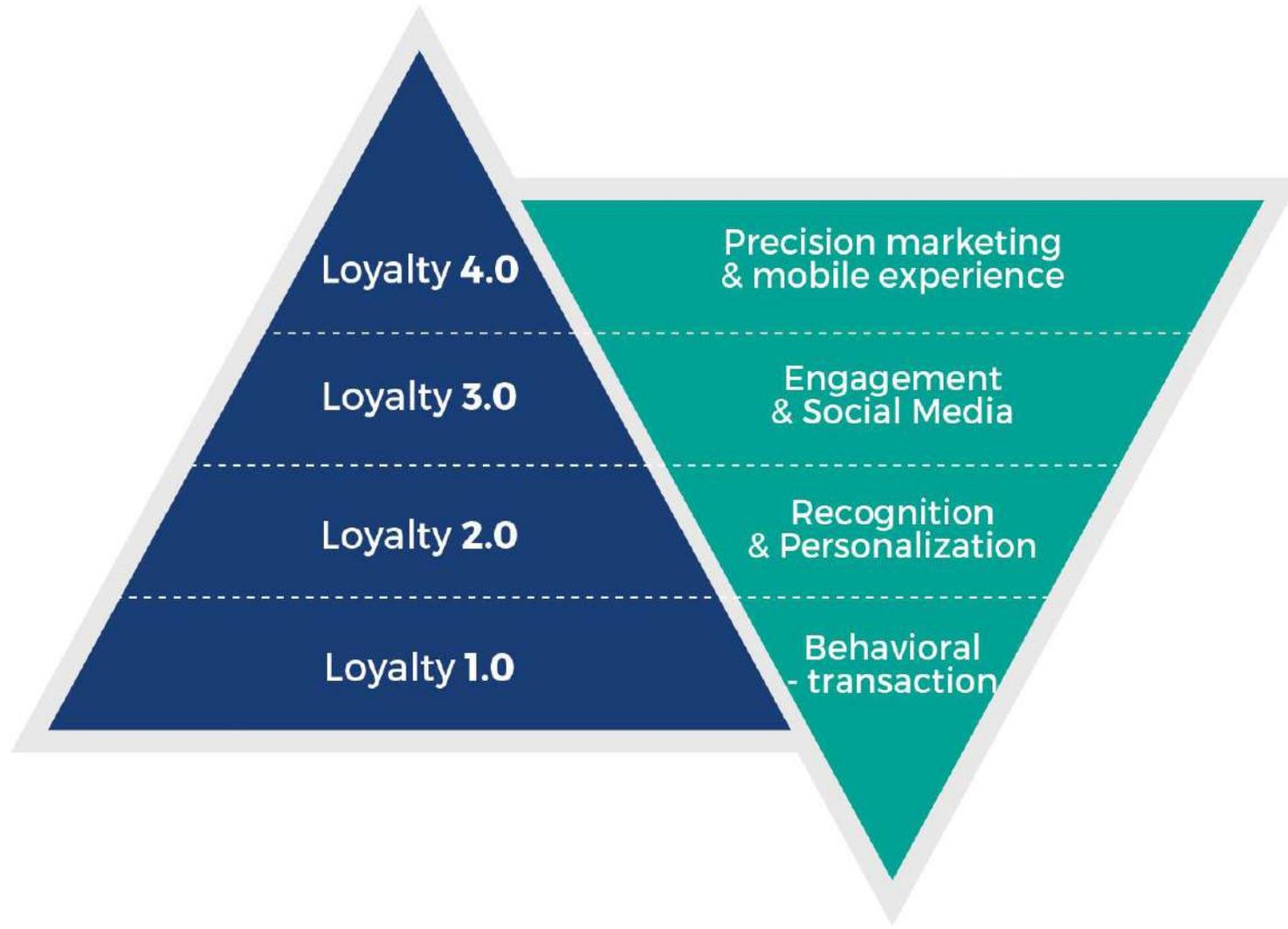
**BRAND
AMBASSADOR**



**INTERAZIONE
PASSAPAROLA**



SOCIAL(ITA')



- Beacons Technology
- Mobile Application
- Gamification (engagement)
- Social Connection
- Social Mining
- Business Intelligence
- Tiers management
- Real time integrations
- Powerful Loyalty engine






70
Negozi coinvolti


+100
Beacon installati

PROOF OF CONCEPT SALONE DEL MOBILE 2016

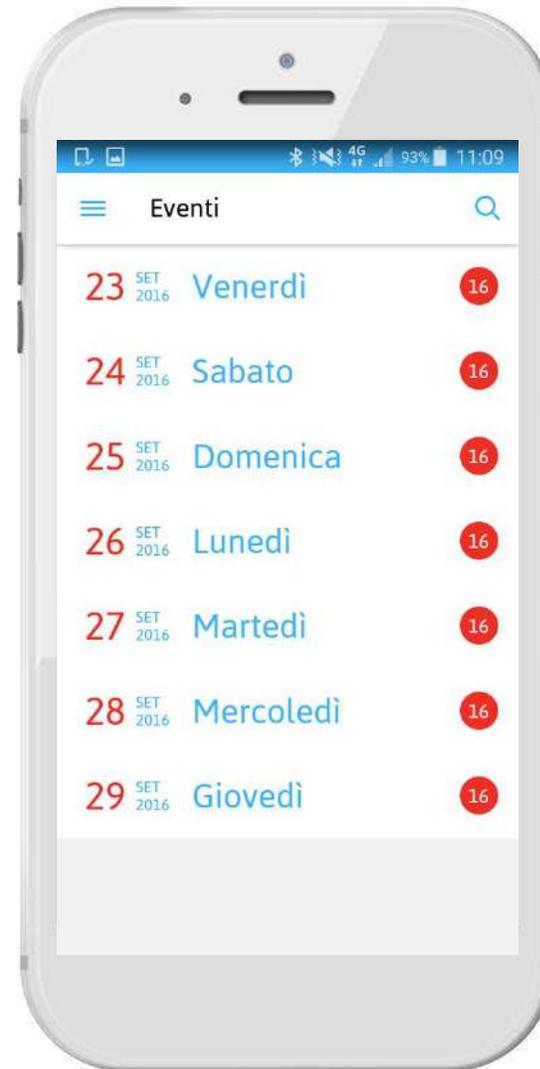
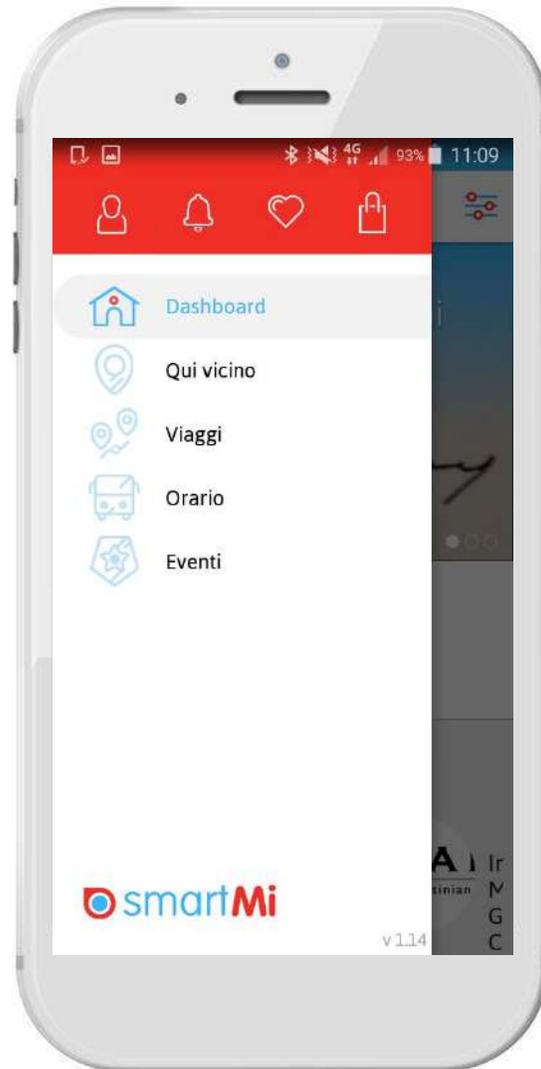

1.600
User

12.281
Offerte ricevute
10.384
Offerte visualizzate

1.200
Download nella
1° settimana



 smartMi



IL MODELLO

PROXIMITY & LOCATION BASED



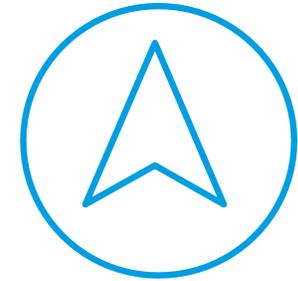
- **LOYALTY PLATFORM INTEGRATA CON BEACON**
- **CONTENUTI RILEVANTI e REAL TIME**
- **GEOLOCALIZZAZIONE ANCHE INDOOR**

BUSINESS MODEL



- **VALUE PROPOSITION: INTERCONNESSIONE URBANA**
- **MOBILE APP & WEB PORTAL**
- **USER: MOBILE APP SEMPRE GRATUITA**
- **PARTNER: FEE ANNUALI**

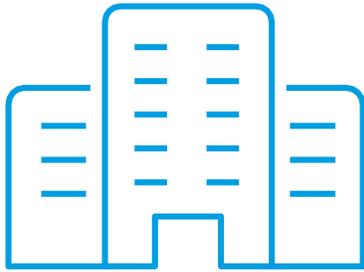
GUIDELINES



- **NON CONVENZIONALE NEI CONTENUTI ED APPROCCIO**
- **MODULARE e FLESSIBILE**
- **SMART SHOPPING**

GLI STAKEHOLDER

CITTA'



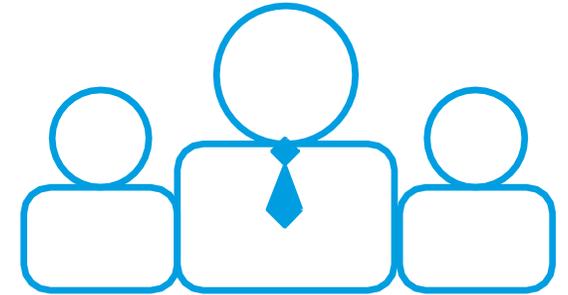
- RELAZIONE PIU' **EFFICACE** E **RILEVANTE** CON LA COMMUNITY
- CREAZIONE PROFILO **QUALITATIVO** DEGLI UTENTI
- PIATTAFORMA **LOYALTY** PER LA CITTA'
- **MAGGIORE EFFICIENZA** INVESTIMENTI MARKETING

BUSINESS PARTNER



- **TARGETING** PIU' EFFICACE PER OFFERTE CUSTOMIZZATE
- **INSIGHT** SU ABITUDINI E PATTERN D'ACQUISTO/CONSUMO
- **ON TOP O AD INTEGRAZIONE** CON PROGRAMMA LOYALTY ESISTENTE

UTENTI



- REPOSITORY **UNICO** E **PROXIMITY BASED**
- USER EXPERIENCE **DINAMICA** ed **INTERATTIVA**
- CONTENUTI **RILEVANTI** E **PERSONALIZZATI**

MUNICH SHOPPING NIGHT 2015



150
Negozi e
Brand



35
Concerti &
performance



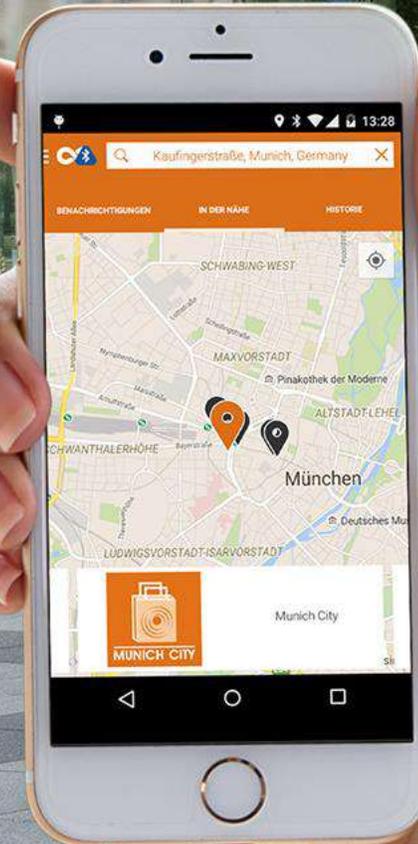
+300
Beacon
distribuiti ed
installati



200.000
Partecipanti
all'evento



+ 3.158
Messaggi
targetizzati





BE CONNECTED! Spain Smart City Project



Grazie



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COMARCH