



Beacons and The Internet of Things (IoT) *What Does it Mean For Local?* Video Insight Briefing Series



Q2 2016

Mike Boland

Chief Analyst & VP, Content

BIA/Kelsey



Introduction

BIA/Kelsey *Video Insight Briefing*: What is It?

- To complement BIA/Kelsey written reports, we are rolling out a new intelligence resource: **Video Insight Briefings**.
- These are a series of briefings that BIA/Kelsey analysts will complete on “tentpole” topics that are receiving the most investment, innovation, and curiosity. We will also cover topics as client demand dictates.
- ***What can you expect in a Video Insight Briefing?*** Presented in slide format, briefings include a video discussion of the presentation along with key links to multimedia assets about the topic. Our goal is to use a briefing on a particular subject to deliver insights and analysis through a variety of multimedia formats. This approach also aggregates our content by topic so it's easy for you to find and access all in one place. We will be available to discuss the briefing after you've consumed it. We are also available for customized briefings.

This Video Insight Briefing zeroes in on **the Internet of Things (IoT)**, including retail beacons. What are they? Why should you pay attention? How big is the opportunity? What are its main players? And what are best practices from the field? The following slides unpack the key drivers, variables and analyst insight.

Agenda



1. IoT: What is it and what does it mean for local?
2. Video presentation: slides w/voiceover
3. Additional drill-down resources including insight paper, conference videos & recommended reading
4. Presentation slides: *Using Beacons to Connect Online and Offline Marketing*

Agenda



1. IoT: What is it and what does it mean for local?
2. Video presentation: slides w/voiceover
3. Additional drill-down resources (conference videos & recommended reading)
4. Presentation slides: *Using Beacons to Connect Online and Offline Marketing*

The Internet of Things (IoT)

What is it?



BIA/Kelsey defines the Internet of Things as the networked connectivity of previously offline objects that surround us. It includes everything from our home lighting systems, to our cars, to our toasters. The broader field of IoT includes sub-categories such as home utilities (i.e. Amazon Echo) and increased connectivity in retail environments (i.e. beacons).

The Internet of Things (IoT)

What Does it Mean for Local?



“It doesn’t get much more “local” than all of the devices that surround us and sit in our pockets. And the continued march of Moore’s Law means that more and more items will be connected.

[This has] implications for signaling local needs. Instead of consumers raising their hands the “old way” (search), the embedded chipsets in my home, fridge and car will tell me — and my contractor, plumber & mechanic — when something is about to break.”

-- Mike Boland, Chief Analyst, BIA/Kelsey 4/04/16

Agenda



1. IoT: What is it and what does it mean for local?
2. Video presentation: slides w/voiceover
3. Additional drill-down resources (conference videos & recommended reading)
4. Presentation slides: *Using Beacons to Connect Online and Offline Marketing*

Video Presentation: Closing the Offline Gap with Beacons



Video Delivery of Slides 14-32

CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)



Agenda



1. IoT: What is it, and what does it mean for local?
2. Video presentation: slides w/voiceover
3. Additional drill-down resources (conference videos & recommended reading)
4. Presentation slides: *Using Beacons to Connect Online and Offline Marketing*

Conference Panel: IoT and Local

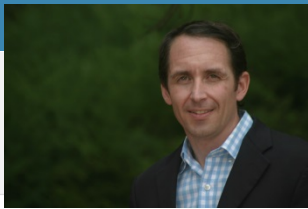


What does the Internet of Things mean for local commerce?

CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)





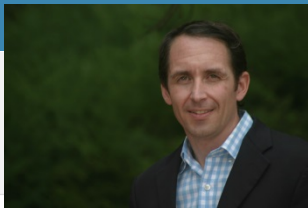
Conference Panel: The Outlook for Beacons

Selected excerpt from BIA/Kelsey panel discussion on retail beacons

CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)





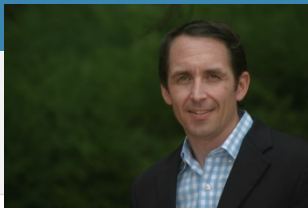
Analyst Roundtable: Will Beacons Fly or Die?

Excerpt from a BIA/Kelsey conference roundtable

CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)

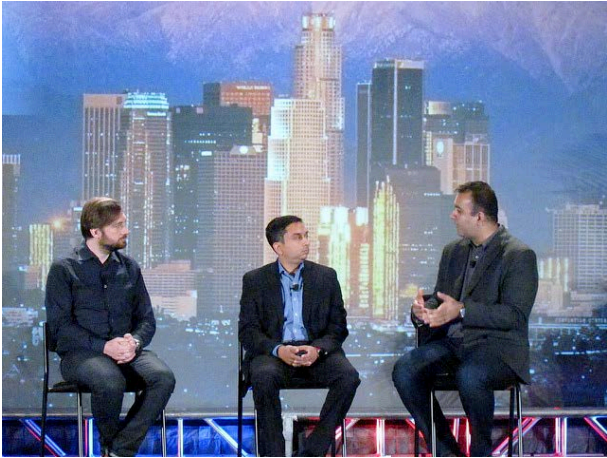




Further Reading: BIA/Kelsey Articles

Deeper analysis and analyst coverage of the topics covered in this presentation

- [IoT: What Does it Mean for Local?](#)
- [Network Effect for Beacons: A Conversation with Unacast](#)
- [Location is Foundational: Yext Launches Xone](#)
- [Did Facebook Just Solve Offline Attribution](#)
- [2016 Analyst Predictions: Mobile Edition](#)
- [The Click Through Rate is B.S.](#)
- [The Physical World is Eating the Web](#)



Agenda



1. IoT: What is it and what does it mean for local?
2. Video presentation: slides w/voiceover
3. Additional drill-down resources (conference videos & recommended reading)
4. Presentation slides: *Using Beacons to Connect Online and Offline Marketing*

EDITOR'S NOTE:
REFER TO SLIDE 8 FOR THE AUDIO/VIDEO
DELIVERY OF THE FOLLOWING 36 SLIDES

Closing the Loop: Using Beacons to Connect Online and Offline Marketing

—
November 5, 2015

Abid Chaudhry

Sr. Director, Industry Strategy & Insight

BIA/Kelsey

@abidc

Raj Nijjer

VP, Partner & Community Services

Yext

@rajnijjer

Background & Areas of Expertise

WHO WE ARE



In an industry where change is constant, BIA/Kelsey delivers deep intelligence about market direction and viable economic opportunities through our research and analysis of emerging trends in key coverage areas.

Guided by a team of globally recognized subject matter experts, BIA/Kelsey offers briefings, insight papers, national and local market forecasts, local/SMB spend research, and in-depth competitive intelligence.

PRACTICE EXPERTISE

Online Search & Marketing	Video Advertising
Mobile Advertising & Monetization	Print/Broadcast Marketing
Social Media	Local Media & Business Services
SMB Spend Trends	Emerging & Vertical SMB Markets
Loyalty & Transactions	

PROCESS & ENGAGEMENT RIGOR

- Strict adherence to BIA/Kelsey five-stage 'Project Lifecycle Management' framework
- Multi-stage quality assurance process
- Defined tollgates for interim client reviews
- Extensive use of technology for knowledge management, operational efficiencies

AT A GLANCE

- Founded in 1983
- 130+ clients globally across traditional media, technology, and financial/investment industries.
- Since launch, have served over 400 clients with research, consulting, and advisory services.
- Focused team of 42 Industry Analysts, Researchers, Economists, Financial Analysts and support staff.
- Metropolitan Washington DC based headquarters with offices in San Francisco, Los Angeles, Chicago & Denver.

Today's Webinar – What We'll Be Covering

- Provide a background and introduction on beacon technology and how it works.
- Examine how beacons are already helping marketers with in-store consumer engagement and conversion.
- Learn about Yext and the Xone mobile engagement platform for marketers.
- Discuss commonly asked questions, and answer questions from the audience.



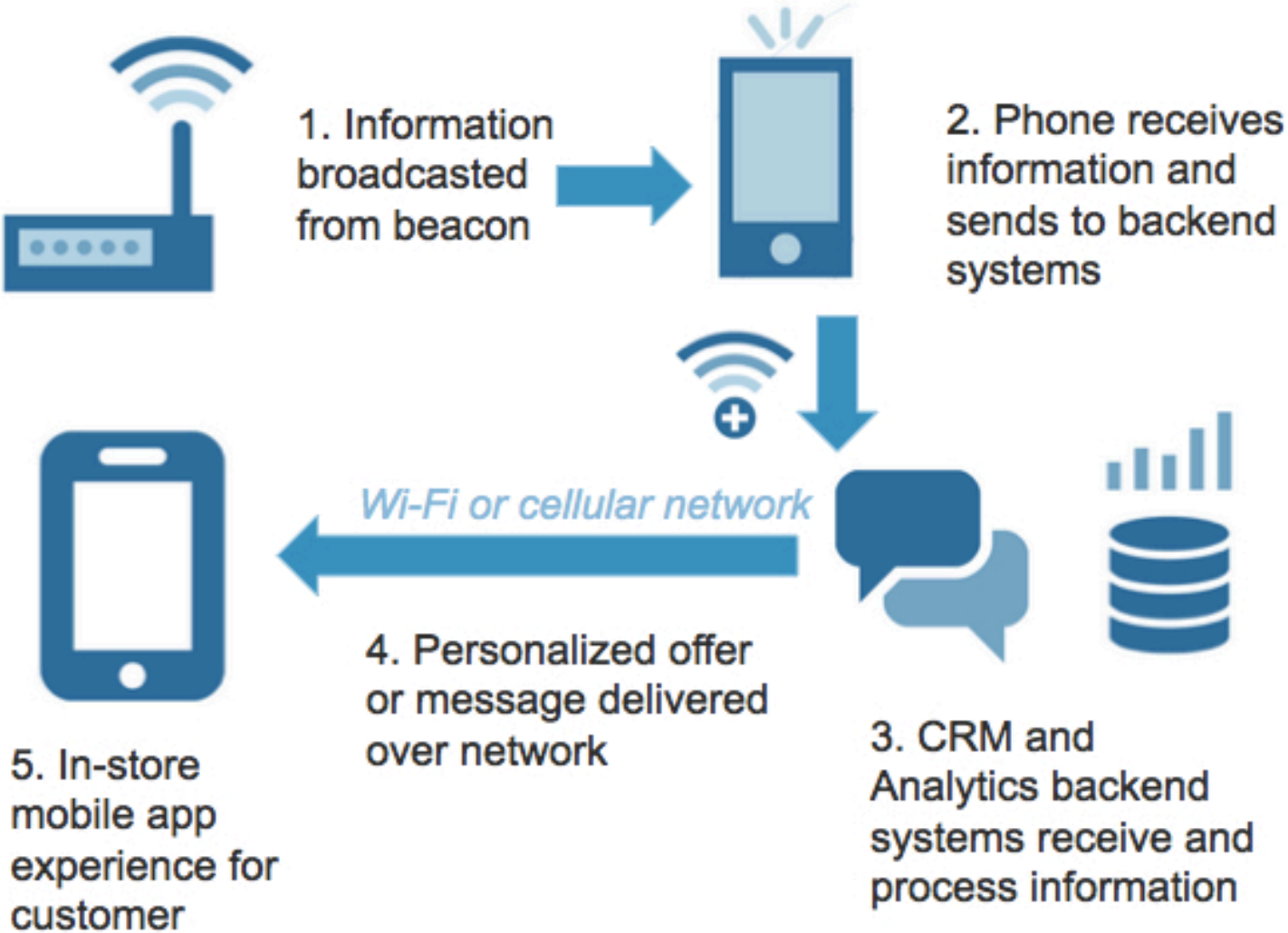
Find out how to receive a FREE beacon
to try Xone out for your business.

So, What Exactly Are Beacons?



Beacons are devices that communicate with a shopper's smartphone in the hopes of improving the in-store shopping experience.

So, What Exactly Are Beacons?



Source: Euclid Analytics

The Idea of Proximity...

The physical location of a product with respect to the consumer, involves a new dimension previously untapped given the limits of technology until recent years.



73%

Percentage of consumers who stated they are more likely to purchase from a store that sends beacon-triggered content and offers.

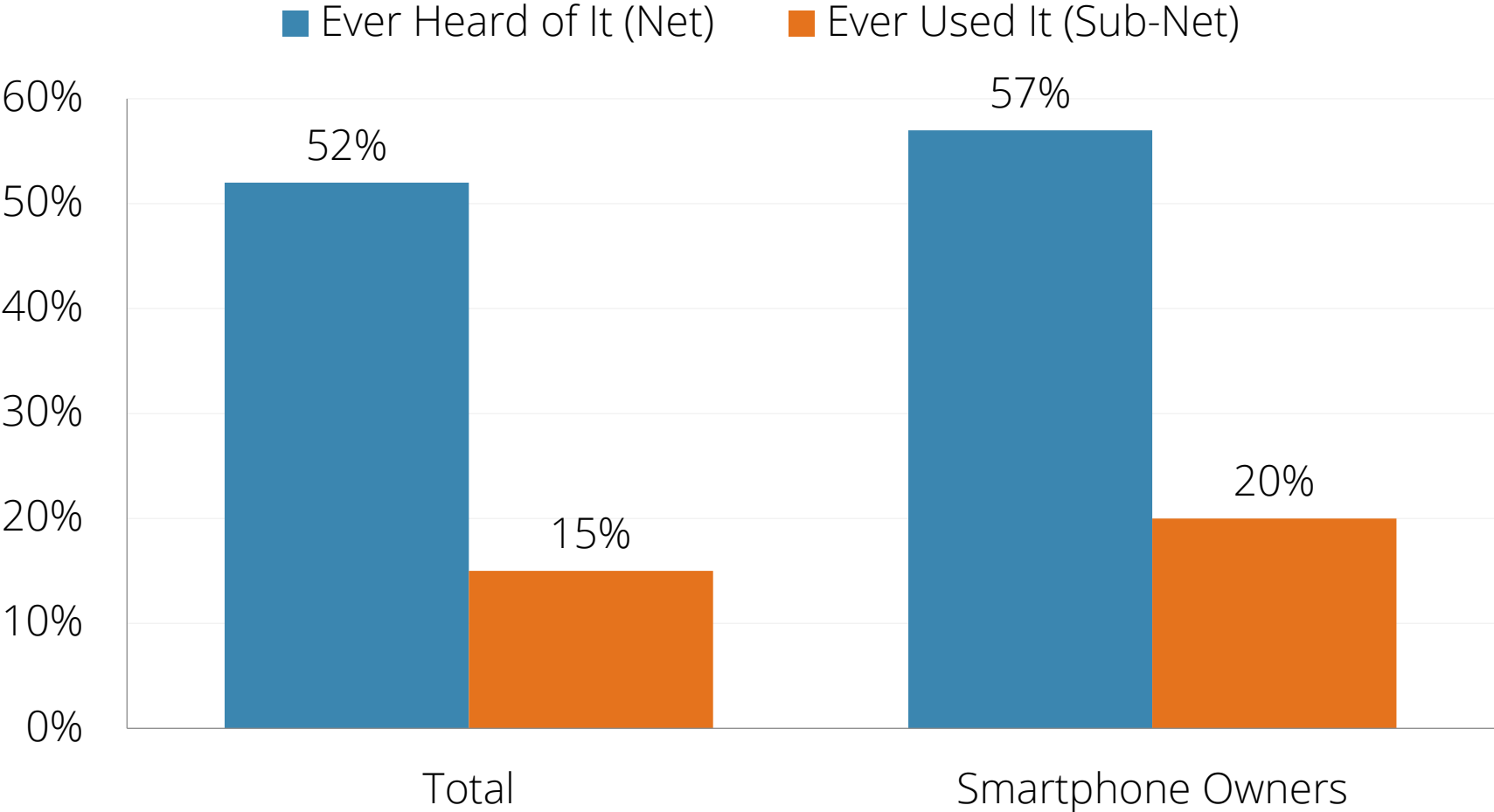
Source: eMarketer, 2014

According to Placecast Survey (fielded by Harris):

“Over half of all phone owners surveyed said they were familiar with in-store beacons, and 15% said they had engaged with them.”

How Beacons Will Influence Retail Sales

52% of respondents are familiar with in-store beacons
15% of them have engaged with them at least once.



Q:

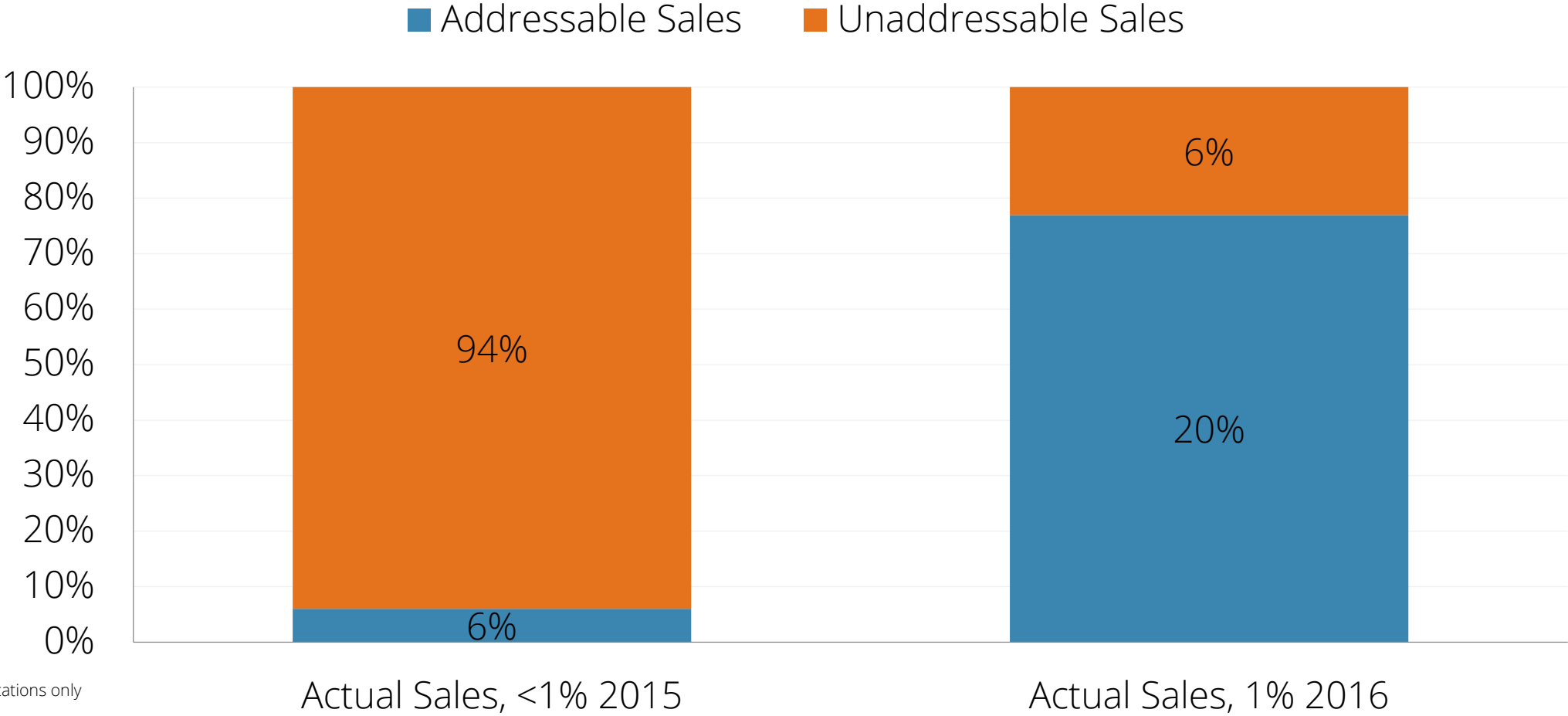
How often, if ever, have you engaged with each of the following mobile apps or technologies this year? In-store beacons.

Base

Cellphone/smartphone owners

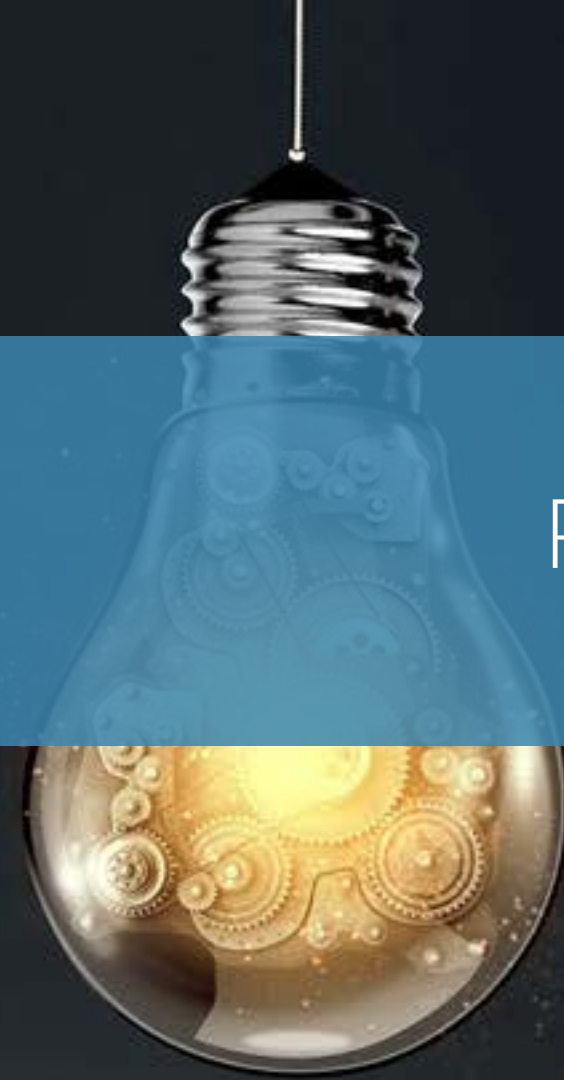
How Beacons Will Influence Retail Sales

Total Addressable Market Size* for Percent of U.S. In-Store Sales Influenced by Beacon-Triggered Messages



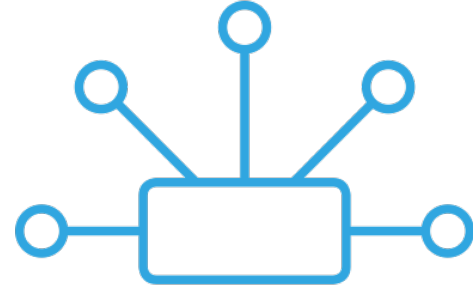
*Top 100 U.S. retail locations only
Source: BI Intelligence

POLL



yext

Digital Location Management



#1 in Digital Location Management



PowerListings



Pages



Xone

Visitors. Every Store Wants More.



COLE HAAN

Women

Men

Kids

Sale

Pinch Weekender

Women

FILTER BY:

COLOR

WIDTH

SIZE

SORT BY:

BEST-MATCHES

TRENDING NOW 

SHOES 

- NEW SHOES
- ZERØGRAND
- LUNARGRAND
- PINCH WEEKENDER
- SANDALS
- BALLET FLATS & WEDGES
- LOAFERS
- DRIVERS
- OXFORDS
- SNEAKERS
- PUMPS
- BOOTS & BOOTIES
- GRAND.OS
- EXTENDED WIDTHS
- ALL WOMEN'S SHOES

HANDBAGS 



THE WEEKEND HAS LANDED

Summer's (un)official shoe takes you from beach to bonfire to dockside drinks.



Women's Pinch Textile Weekender \$88.00



Women's Pinch Textile Weekender \$88.00





COLE HAAN

Women

Men

Kids

Sale

Pinch Weekender

Women

FILTER BY:

COLOR

WIDTH

SIZE

TRENDING NOW

SHOES

NEW SHOES

ZERØGRAND

LUNARGRAND

PINCH WEEKENDER

SANDALS

BALLET FLATS & WEDGES

LOAFERS

DRIVERS

OXFORDS

SNEAKERS

PUMPS

BOOTS & BOOTIES

GRAND.OS

EXTENDED WIDTHS

ALL WOMEN'S SHOES

HANDBAGS

BIA Kelsey



THE WEEKEND HAS LANDED

Summer's (un)official shoe takes you from beach to bonfire to dockside drinks.

Women's Pinch Textile Wee
\$88.00

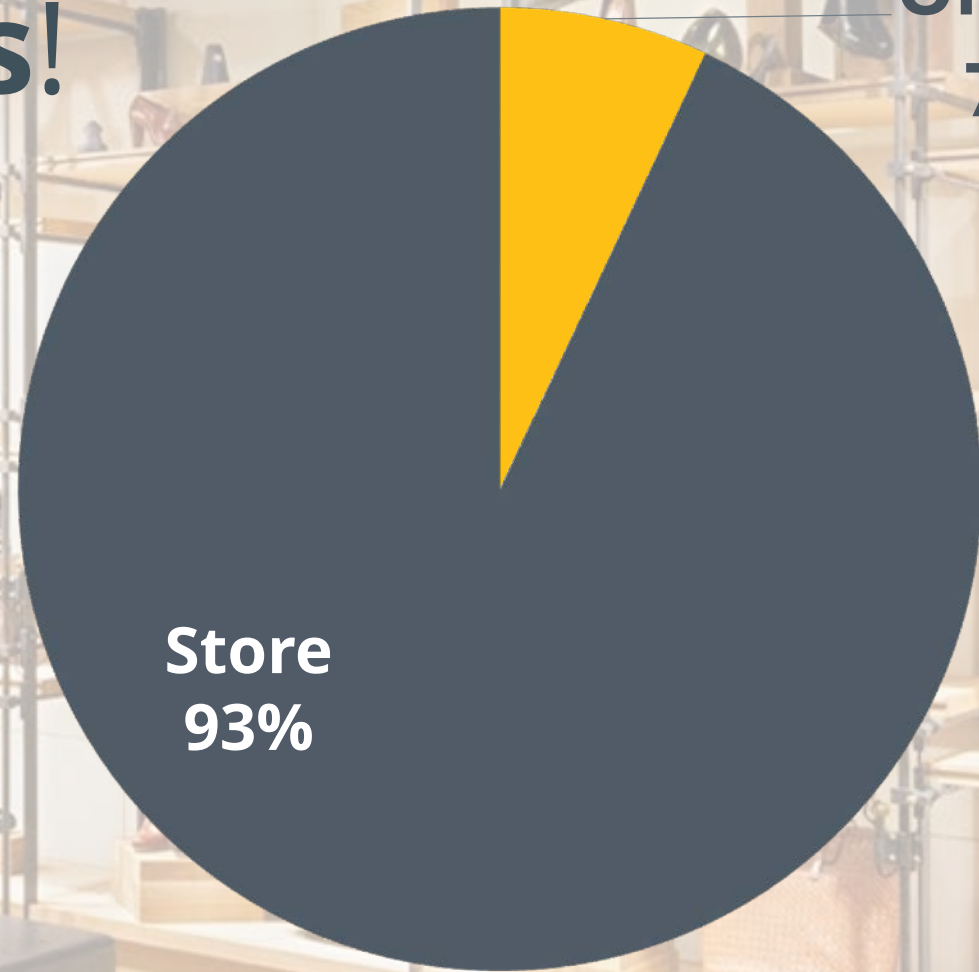
Re-engagement



COLE HAAN

Shop The Fall Collection

93% of sales
occur **in stores!**



Online
7%

Store
93%



Store Re-engagement: IMPOSSIBLE



Xone™

Mobile Engagement Platform

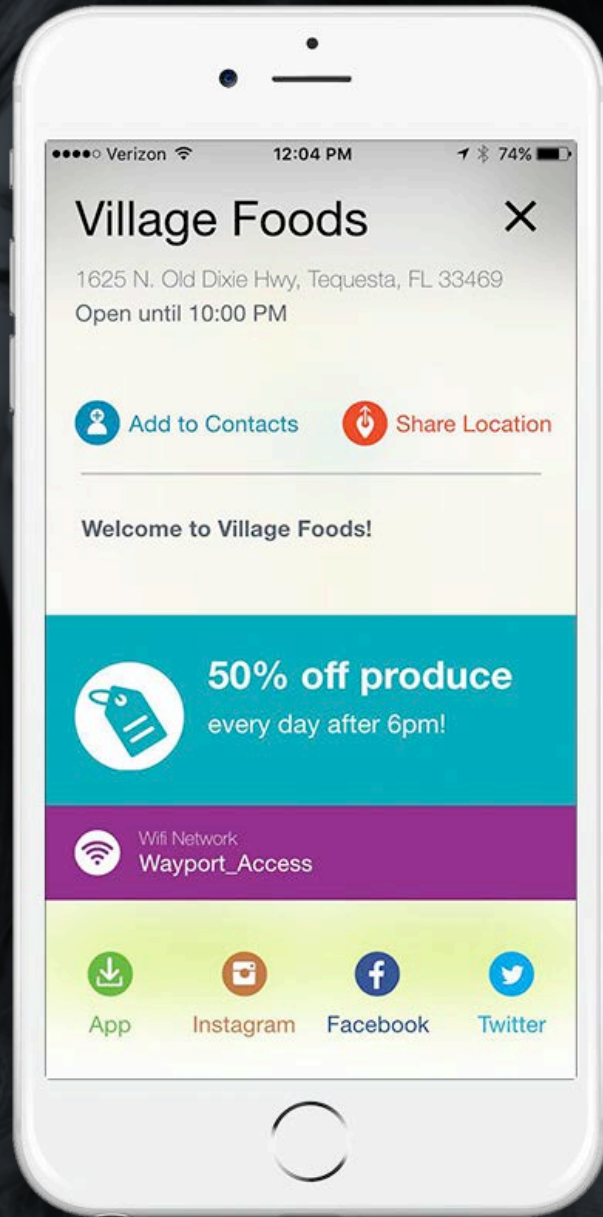
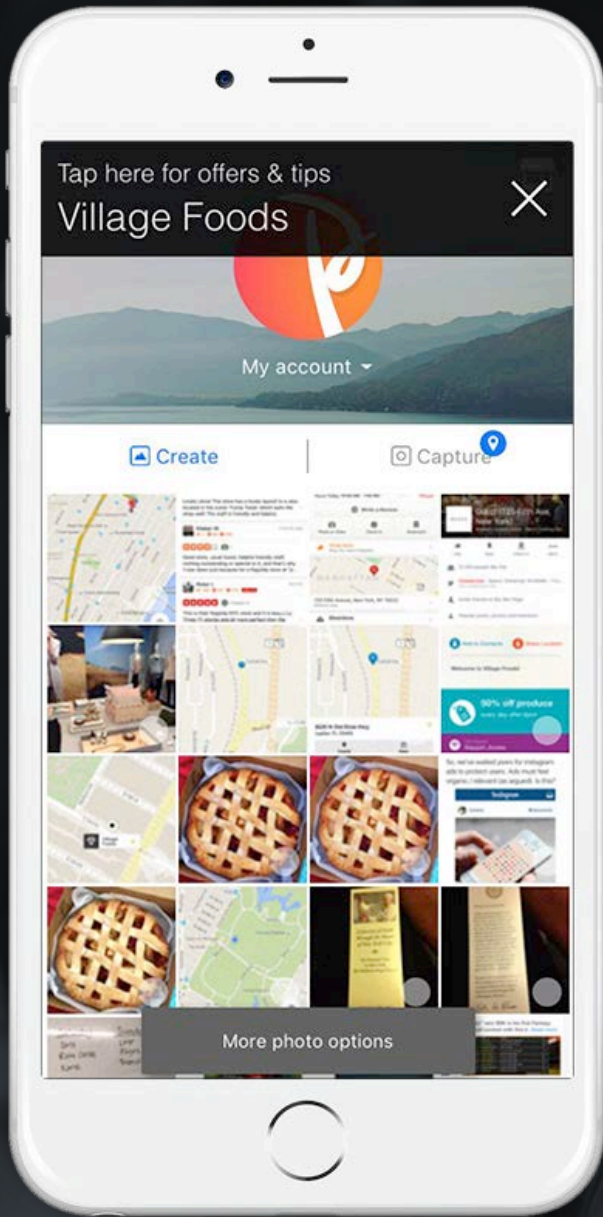
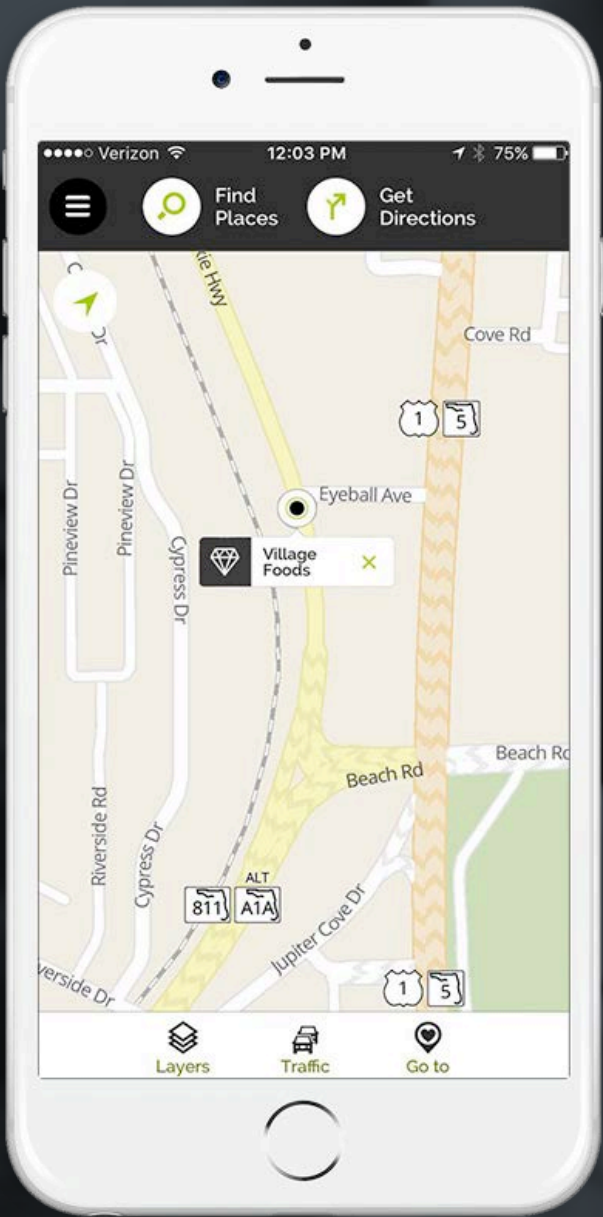
Three Breakthrough Capabilities:


1. In-Store “Tips”
2. Store Visitor Re-Engagement
3. Repeat Visit Attribution



Xone Tips

Put useful information about your stores at mobile consumers' fingertips





Tips appear across
the Xone App
Network, which
reaches 30M
MAUs in the US

Beacons Help Drive More Engaged In-Store Consumers

Benefits that Retailers Worldwide Have Seen Since Implementing Beacon Technology In-Store, Aug 2015

% of respondents

We're able to track and understand browsing and buying patterns



We're able to target customers down to the aisle level



Our customers are more engaged in the store



We're able to create more relevant and compelling offers in the store



We have seen an increase in sales



We have seen an increase in offer redemption

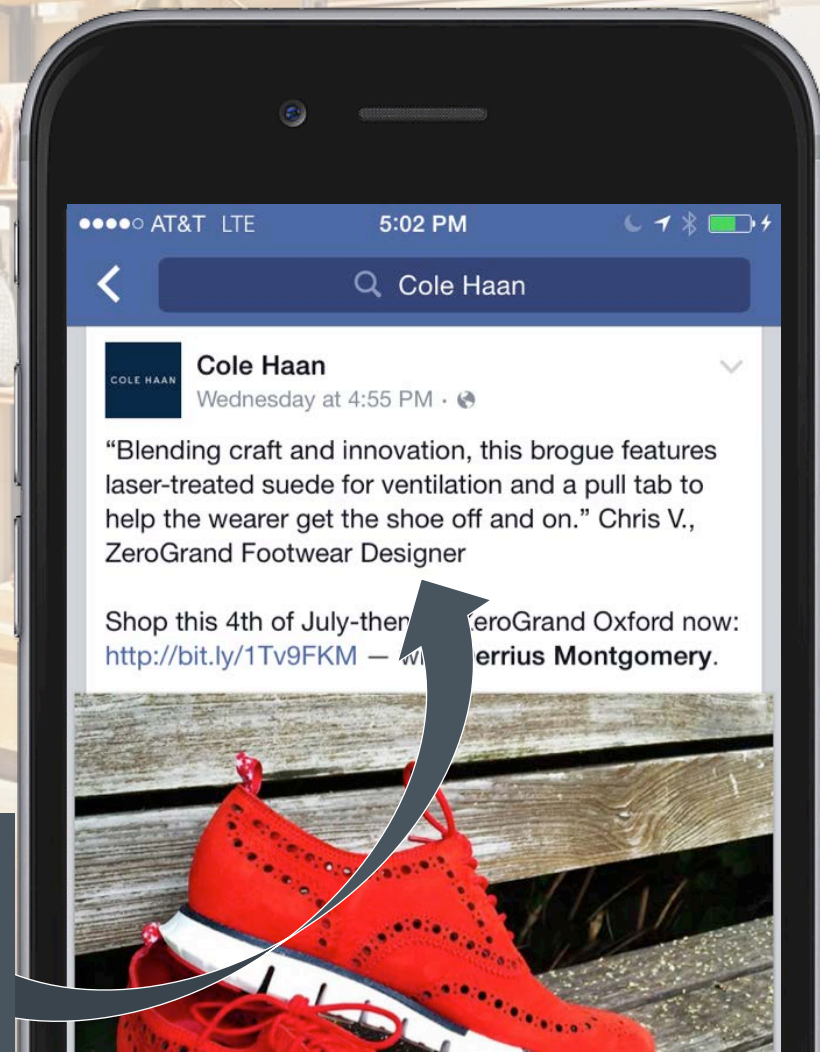
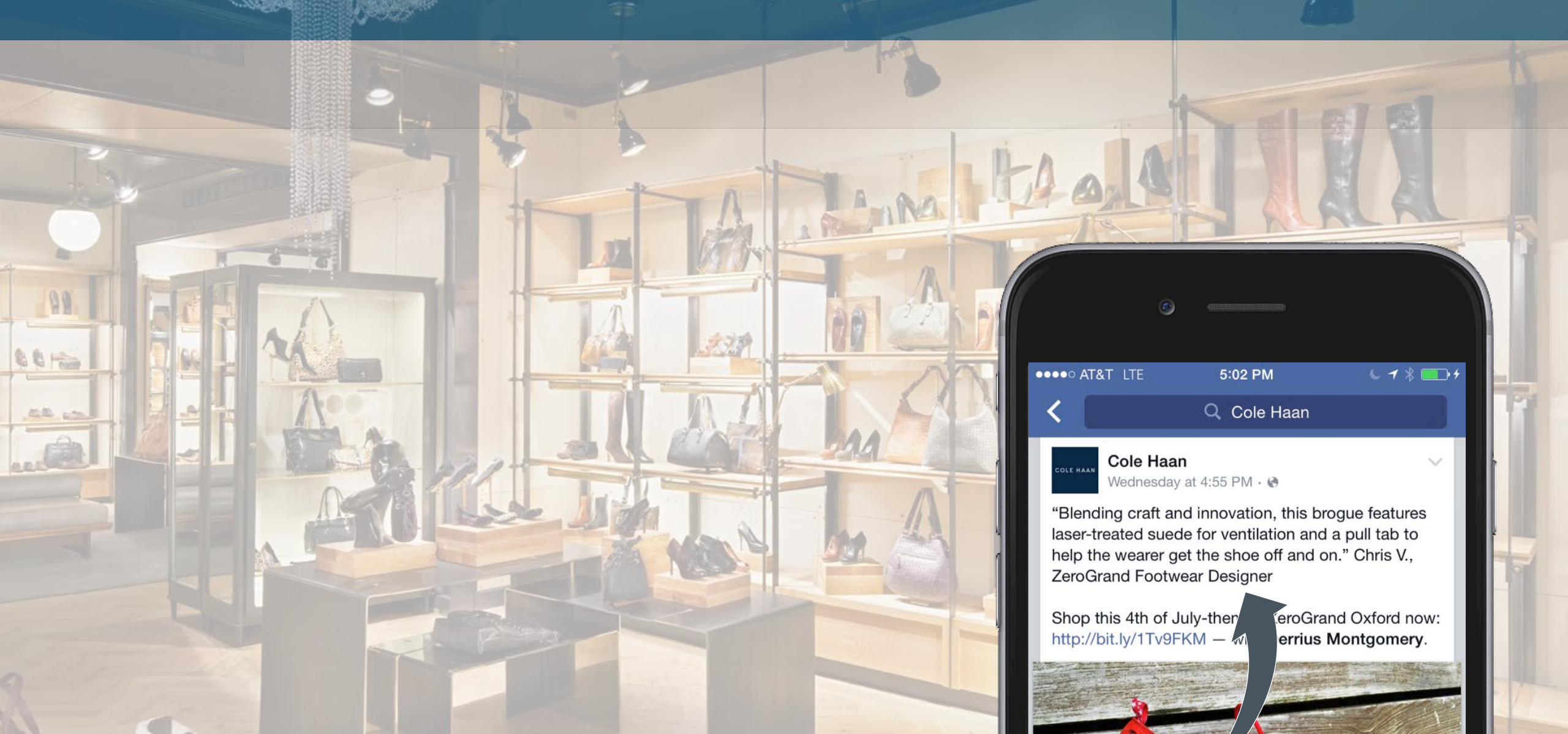


Note: among those that have implemented beacon technology in-store
Source: Retail TouchPoints, "The New Age of Store Operations," Aug 25, 2015



Xone Audience

Build an audience of your most valuable customers—store visitors—and re-engage them after they've left



Show online ads to people who have visited your store.

Live:



End of 2015:



Early 2016:



DoubleClick by Google





Custom Audiences Let You Reach Customers You Already Know.





Xone Attribution

Measure in-store visits driven by Xone campaigns



AT&T LTE 5:02 PM

< Cole Haan

Cole Haan
Wednesday at 4:55 PM · 🌐

“Blending craft and innovation, this brogue features laser-treated suede for ventilation and a pull tab to help the wearer get the shoe off and on.” Chris V., ZeroGrand Footwear Designer

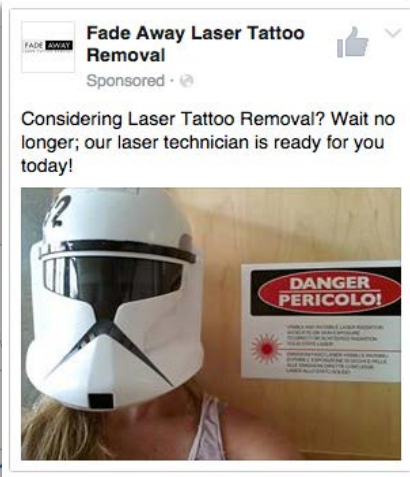
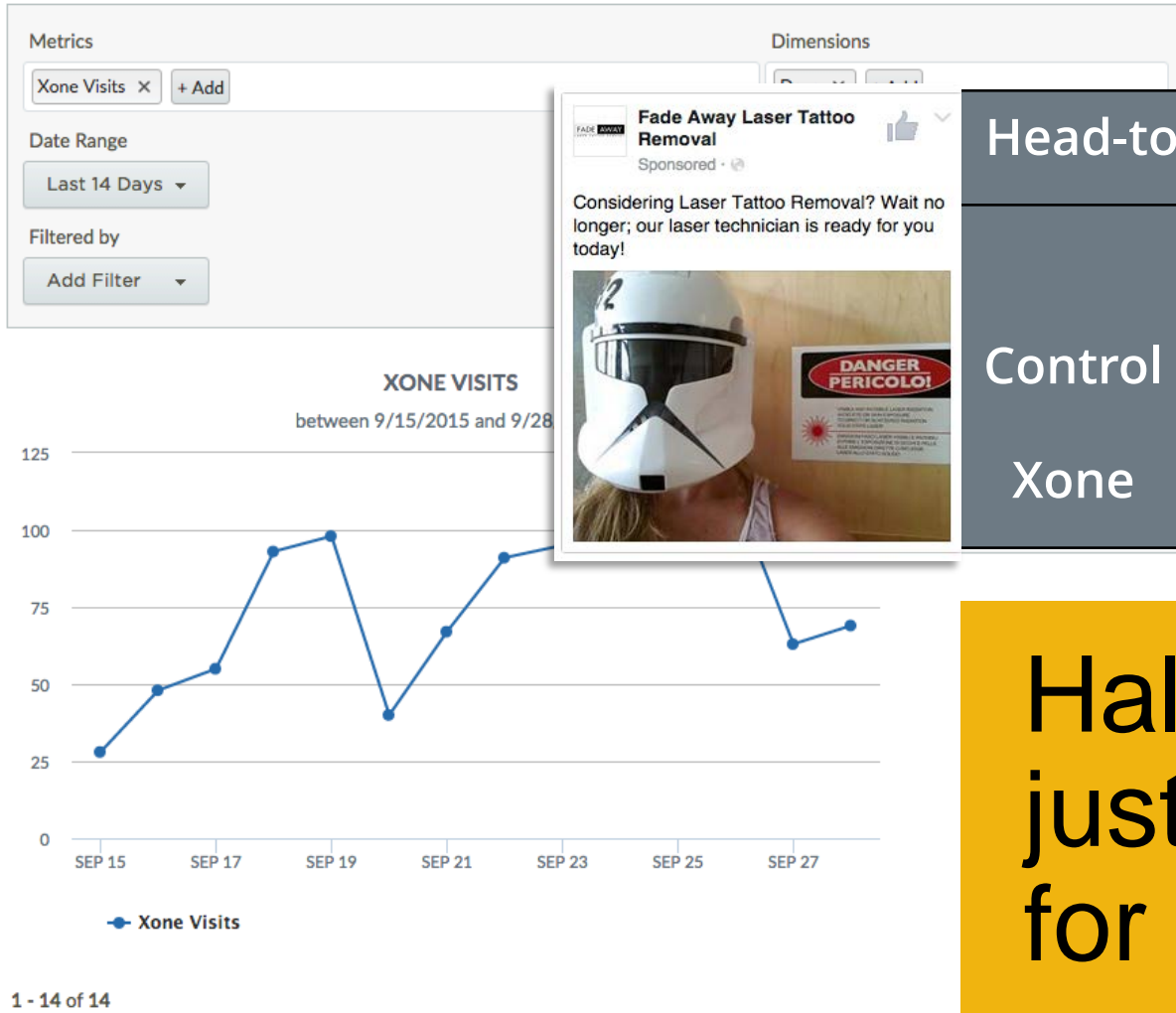
Shop this 4th of July-themed ZeroGrand Oxford now: <http://bit.ly/1Tv9FKM> — with Derrius Montgomery.



Attribute repeat store visits to users who have seen Xone campaigns

Basic Reports (18)

- Listings
- Bing Searches
- Featured Message Clicks
- Profile Views
- Search Terms
- Searches
- Yelp Page Views
- Social
- Facebook Likes
- Facebook Talking About This
- Facebook Were Here
- Foursquare Check-ins
- Widgets
- Calendar Views
- Menu Views
- Post Views
- Products and Services Views
- Staff Bios Views
- Xone
- Xone Listing Views
- Xone Visitors
- Xone Visits



Head-to-Head Against Existing Social Campaign

	Cost	Reach	Clicks	CPC
Control	\$50.00	10,784	55	\$0.91
Xone	\$15.77	247	31	\$0.55

Half as many clicks on just 4% of the audience for 40% of the cost.

Three Breakthrough Capabilities

1. Engage with mobile customers in-store
2. Re-engage customers online post-visit
3. Track foot traffic driven by your campaigns



Engage Your Mobile Audience with a FREE Xone beacon.

Connect with your highly intent customers in ways never possible before with Xone. Show them relevant information about the store they're in, like wifi password, coupons and contact information with Xone Tips by leveraging bluetooth beacons — free from Yext for a limited time.

Sign up for the next era of customer engagement and location marketing.

www.yext.com/beaconmania

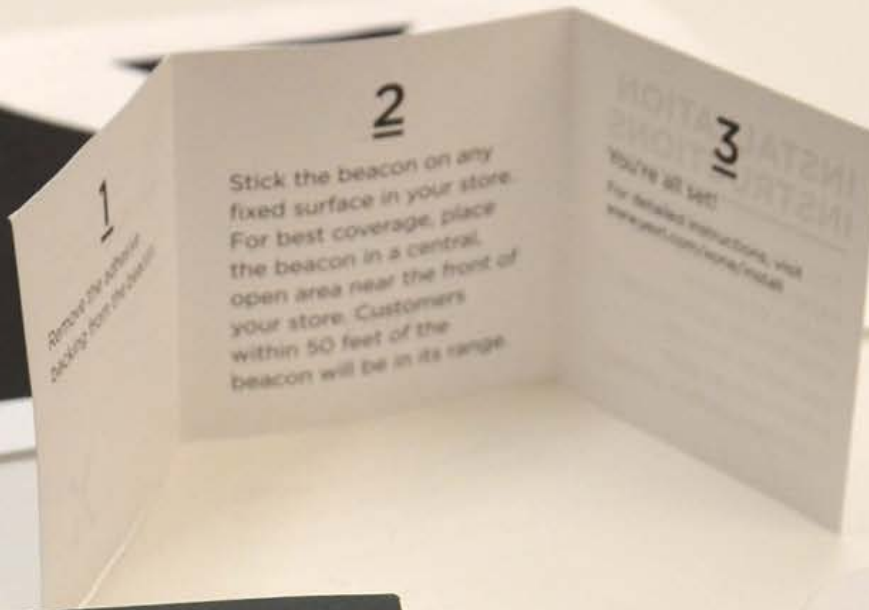
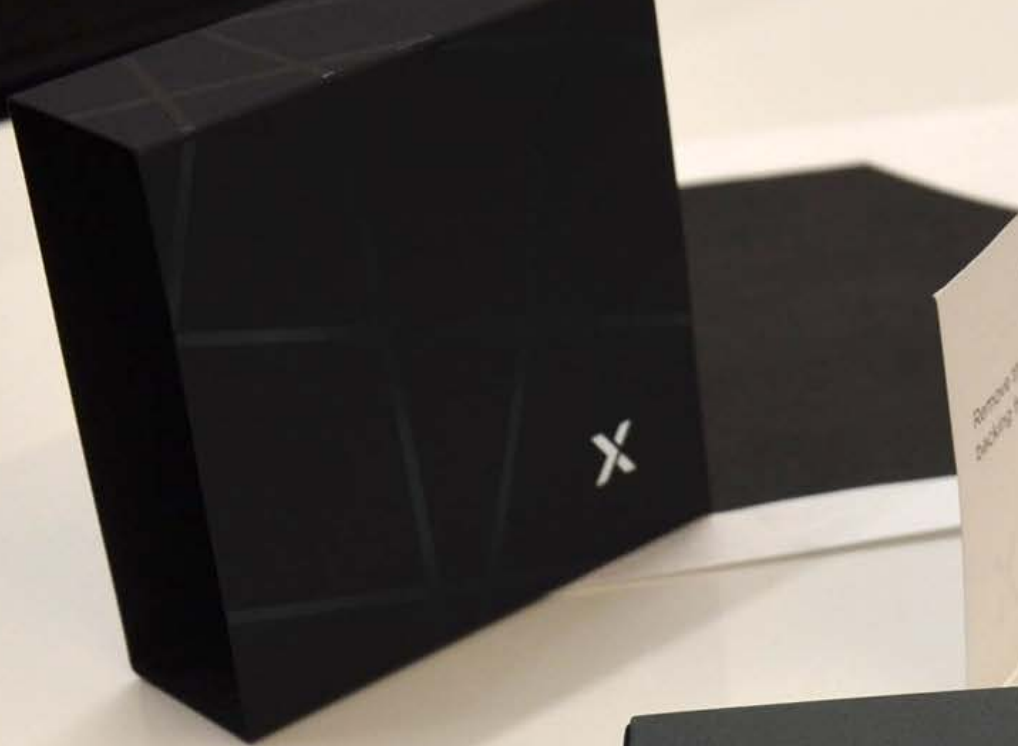
Request your FREE
Xone Beacon

Business Information

Your Information

[Privacy Policy](#)

[Request Xone](#)





Discussion + Q&A

Rainier Av
tutta bella

tutta bella

BIRRA MORETTI

BIRRA MORETTI

BIRRA MORETTI

BIRRA MORETTI

BURKE

Thank You!





Questions & Comments:



mboland@biakelsey.com

@mikeboland