

MALLS & AIRPORTS

TARGET DIVERSE USER CLUSTERS

Get insightful data that can be leveraged to achieve user segmentation such as; name, age, sex, postal code, last purchase date, tastes and preferences for highly targeted mobile campaigns.



RE-ENGAGE & REWARD

Get an easy tool to retain customers and app's active users know your customers/users and incentivize the right customer/users with the fully integrated NearIT couponing system, add value to the app and generate more potential sales. Use NearIT for a complete feedback system. Get their input immediately.



THE PLACE TO BE, THE PLACE TO WAIT

Create a in-app communication channel to promote all the shopping center activities in the right moment. Make offers that attract a captured audience to visit airport shops. Advertising the services or events available increases customer traffic beneficial to all tenant shops



ONE PLATFORM, ONE WORLD.

Your multi location or international mobile strategy in one platform. Manage all your mobile campaigns and set custom rules for every region your are reaching to. Get and compare feedback from different zones about the same campaign



CUSTOMER ENGAGEMENT

A new personalized communication channel to promote events & services, to create a customer journey or to provide entertainment that allow users to interact with the world & things around them. Send text, multimedia or custom content which is triggered by users' own behaviour.



VISUAL CAMPAIGN RESULTS

Get results that tell you how a campaign goes, depending on user cluster characteristics & location. User friendly & powerful campaign analysis tools that are visually displayed that can also be exported for further analysis

