

## 1. Know your users

Profile mobile users by **combining relevant data** like age, gender, last purchase date, tastes and interests **with their geographical location**, to plan even more effective marketing campaigns according to different targets.



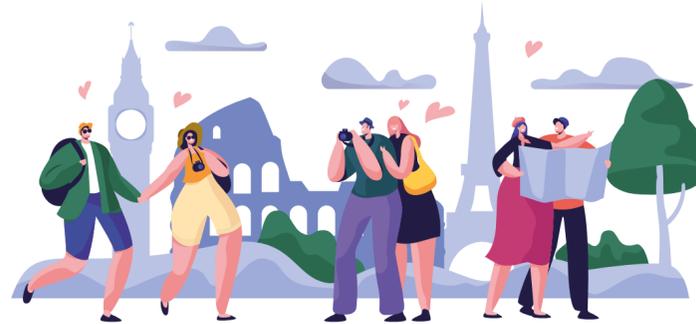
## 4. Listen to your users

**Collect data** on the experience of your users in the most relevant moment using the feedback feature. The insights gained can be used to **improve your offer and promote your products and services in a more memorable, functional and personalized way**.



## 2. Welcome to a Smart Destination

Harnessing the functionality of mobile technologies working in proximity, it is possible to customize the users' travel experience based on their interests and their geographical location, and at the same time, **enhance the territory as a Smart Destination** where economy, tourism, public service, and culture converge in a more integrated and sustainable urban context.



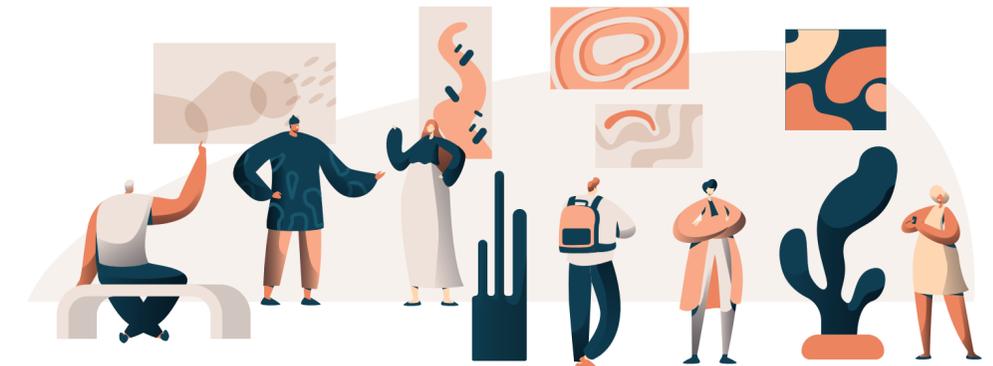
## 5. Your world, in one Platform

**Optimize the management** of all your campaigns by planning different strategies for different markets, **diversifying contents and languages** of each campaign in a **simple way directly through a single platform**.



## 3. Art and culture for all

**Technology can revolutionize the way art and culture is experienced**, also in terms of accessibility. Through innovative tools that enable profiled and contextual communication in proximity to specific points of interest, it's possible to break down the architectural and sensory barriers, **creating experiential pathways** that can not only enhance the artworks, but also their use.



## 6. Track your campaign results

Analyze the effectiveness of your strategies by **monitoring your campaigns performance considering the characteristics of your users and their location**. Check how many users have been reached through the app, visualize the results through user-friendly and powerful analytics tools and export the information with the added benefit of gaining geo behavioural data to plot further initiatives.

