

## 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. Urban innovation

Cities will be equipped with a **smarter alternative to disburse information**, such as transport cancellation or operating times, commercial offers and tourist or historical curiosities. Delivering in real-time information, profiled according to interests and location, makes the city experience smarter and more efficient.



## 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. A new way to experience the city

**Effectively engage tourists and enrich their travel journey by providing information based on their interests** once they are close to different points of interest. Offering the right information at the right time, in the appropriate context by aggregating city wide offers, allows to **provide higher-quality services and promote local business at a lower cost**.



## 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.

