



How to implement proximity marketing campaigns *without an app*



Generate more revenue from current customers & attract new visitors by using **Eddystone beacons**



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Why Eddystone will be a game changer for businesses in 2018

Eddystone protocol by Google enables marketers and business owners to run proximity marketing campaigns without an app.

2016 will always be known as the year we saw beacons move beyond retail and enable critical, customer-centric use cases across various verticals. Three of the major highlights that marked this transition were the announcement of Google Nearby Notifications, [Bluetooth 5](#) and the widespread adoption of Eddystone beacons. All three of them revolved around the capability of beacons to do away with the need for a beacon-enabled app.

Q4

According to the Proxbook's Q4 2016 Report, the number of proximity companies supporting Eddystone has increased by 17%, right from 38% in Q4 2015 to 56% in Q4 2016, while those supporting iBeacon protocol has decreased by 4%, right from 93% in Q4 2015 to 88% in Q4 2016. In 2018, we expect to see more brands across various verticals come forward and leverage Eddystone beacons to their advantage.

A recent article on Advertising Age touted the need for brands to marry the best of both physical and digital worlds to enable seamless, location-informed, and positive brand experiences as one of top 5 mobile marketing trends to look out for. At the same time, another Forbes article mentioned personalization as one the key marketing trends that can help businesses earn the attention of their consumers. Eddystone beacons, thus will be a game changer for businesses in 2018, as they hold great potential at implementing each of these use cases in the best possible manner.

While all of this has resulted in a lot of excitement around Eddystone beacons, there is no single guide out there, that will take you through everything about Eddystone. This Ebook will help you with just that - by answering some of the common FAQs around Eddystone and walking you through the process of setting up an Eddystone pilot from scratch. Right from how Eddystone, Nearby, Physical Web and iBeacon measure up against each other, to the latest examples on Eddystone campaigns, this Ebook will set you up for success.



To help you make the most of Eddystone, we are providing:

- (i) a printable checklist that will help you launch your campaigns without an app with ease and succeed at it
- (ii) an overview of the Beaconstac Eddystone platform and how to use it to create campaigns



Physical Web **vs** Nearby **vs** iBeacon **vs** Eddystone

Before we dive in deep, it is important that we get the basics right. Today, there are a wide range of proximity solutions and if you have been following updates from the proximity market, I'm sure you would've heard the terms beacon, Eddystone, Nearby, Physical Web and iBeacon.

But what exactly are these solutions? How do they work? What differentiates each of them? These are very critical questions that need to be clearly understood and analysed by any business before embarking on proximity-based initiatives. In order to understand these terms, let's first take a look at what beacons are.

What is a beacon and how does it work?

Beacons are low cost, low power transmitters that are equipped with Bluetooth Low Energy (BLE) technology. These hardware devices transmit BLE signals (within a certain proximity radius) which are then read by other bluetooth-enabled mobile devices and are used to detect proximity and determine micro-location.

So unlike other location-based services such as GPS, that leverages latitude and longitude values to determine the exact location of a device, beacons are used to determine the relative location of a device which is computed based on it's proximity to the beacon hardware. This makes beacons more battery efficient than other [services such as GPS](#), that drain a lot of battery.

It's also important to note that beacons don't transmit content. Instead, they transmit a series of identifying numbers. This transmitted signal is then decoded by a mobile device to identify the beacon and determine the device's proximity to the beacon based on the signal strength of the transmission.

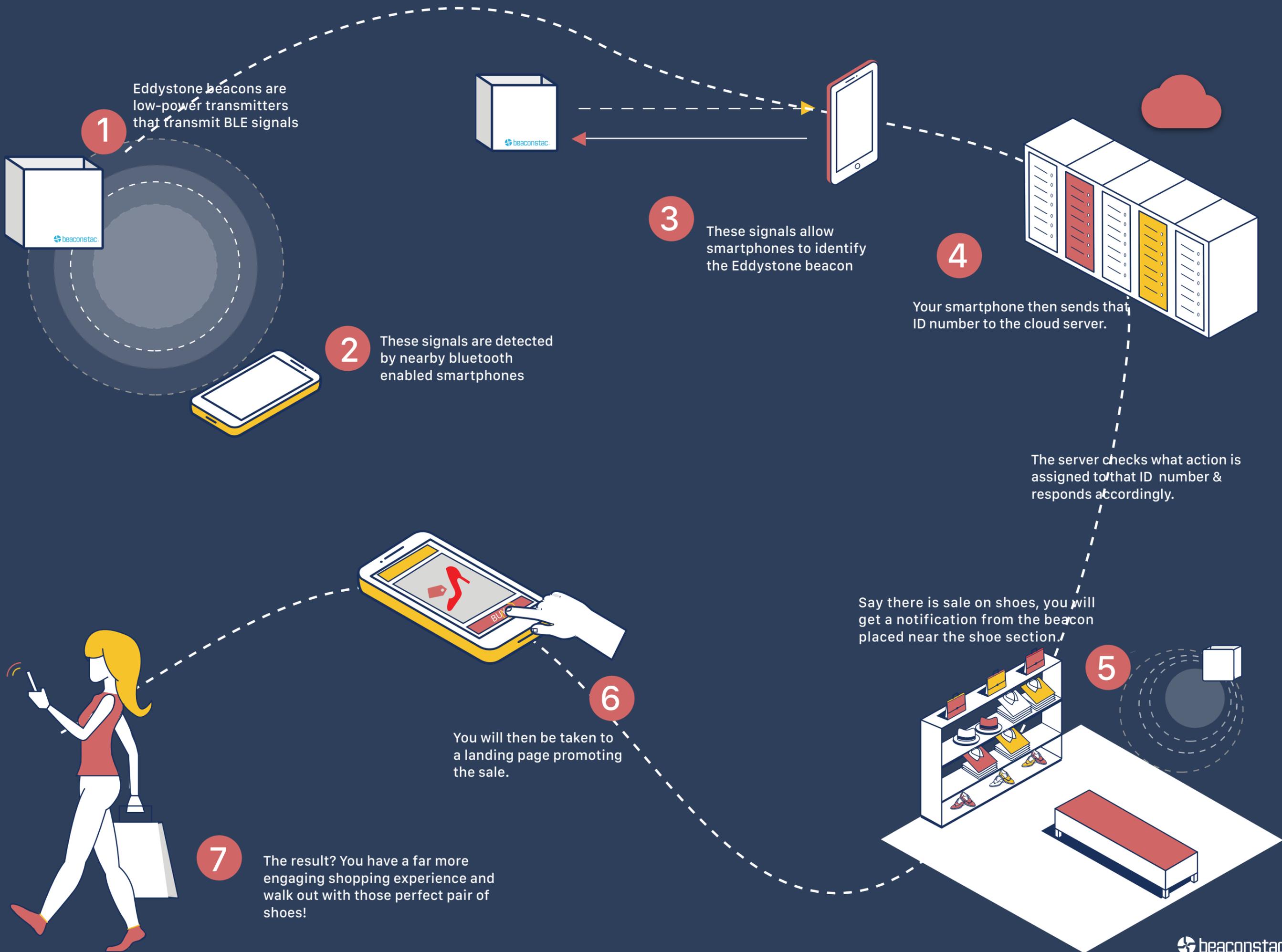


What is Eddystone and how does it work?

Eddystone is a beacon format that was introduced by Google in July 2015. It leverages the fundamental ability of beacons (broadcasting content to smart-phone users in a specific area) to offer a wider range of solutions from what was previously possible through Apple's iBeacon format.

Eddystone is an open-beacon format (meaning that the format is freely available on Github for developers to download and integrate into their proximity solutions) and offers three payload types – Eddystone URL, Eddystone UID (unique ID) and Eddystone TLM (telemetry information).





What are the advantages offered by Eddystone?

While the Eddystone format has many advantages to offer, the biggest advantage is that it allows for proximity interactions without the need to have a native app and is compatible across devices (Android and iOS).

To add on to this, the introduction of two new APIs – Proximity Beacon API and the Nearby API, made Eddystone even more powerful. The Proximity beacon API essentially revolves around how developers can manage the data collected through beacons and smartphones.

On the other hand, the Nearby API is currently available to developers and it aims at putting proximity features into devices at the OS level instead of at the app level. It basically encompasses three formats – Nearby Messages, Nearby Connections and Nearby Notifications.

Given the growing need for location-based solutions, Eddystone could prove to be very useful to customers/users. It has the power to make search easier and in context with actual physical locations. For instance, with [Nearby Notifications](#), passengers at a bus stop can be sent notifications that contain the URL to the website that tracks bus timings in real time. Another good example revolves around sending customers entering a hotel, the registration form via a Nearby Notification, in order to optimize the check-in process.



What is the Physical Web and how does it work?

The entire proximity ecosystem, as envisioned by Google and supported through Eddystone beacons is called the 'Physical Web' and represents the convergence of the digital and physical worlds. Eddystone beacons is the backbone of the Physical Web. Largely speaking, the Physical Web is a discovery service where beacons scan for nearby smartphones and trigger permission messages to them.

Once smartphone users receive this message, they need to specifically allow access to the Physical Web. After the access is granted by users, a list of all nearby beacons become visible on their smartphones. The beacons that form part of this Physical Web can then broadcast relevant URLs that are tailored to the users' specific location.

To receive these notifications, smartphones should have Physical Web compatible apps or browsers on them. For eg, Samsung's internet browser is compatible to Physical Web. This implies that all Samsung phones have the capability to receive proximity notifications without any third party apps.

What are the advantages offered by the Physical Web?

The Physical Web is a massive step in the IoT space and without doubt offers tremendous promise to brands and businesses. With the Physical Web and Eddystone beacons, businesses can now easily send targeted and location-specific content to customers' smartphones, via Physical Web compatible browsers such as Samsung's Internet browser or third party apps such as the PHY app. The Samsung browser also enjoys a sizeable install base of approx 500 million downloads on the Google Play store last year.

What is Nearby and how does it work?

In 2016, Eddystone was launched with support for Google Nearby. And this is where things got really interesting! Because Nearby scanned for notifications even without an app. This gave businesses a new way to engage with their users – by directing them to an app download page, or to an https web page of choice. When Beaconstac broadcasts an Eddystone URL packet with the link set up, the Nearby service in Android phones scans and detects the packet.



What is iBeacon and how does it work?

iBeacon was the first beacon-based proximity solution that was introduced by Apple in 2013. Like the Eddystone protocol, iBeacon technology also leverages beacons to send contextual, personalized and location-specific content to customers/users, however, only through a native beacon-enabled app. Under the iBeacon protocol, beacons simply send a unique identifier (UUID) to a beacon-enabled app, to inform the app that it is entering beacon range. This signal makes the app aware that it's time to send the user a notification and triggers a message or performs an action.



Major Differences between iBeacon and Eddystone

iBeacon and Eddystone protocol while delivering similar experiences are very different in the way they interact, the platforms they operate on and the ease of implementation. Some of the fundamental differences between both the technologies are listed here:



	Apple's iBeacon	Google's Eddystone
Technology	iBeacon technology is a beacon protocol that has been built into Apple's iOS 7 and later versions of mobile operating system that allows iPhones and iPads to constantly scan for Bluetooth devices nearby. Beacons use Bluetooth Low Energy (BLE) which is a part of Bluetooth 4.0 specification.	Google's Eddystone, formerly called UriBeacon, is a beacon protocol for open-source beacons which could be manufactured by any business at an affordable cost.
Compatibility	It is Android and iOS compatible, but native only for iOS.	It is Android and iOS compatible. In fact, it is cross-platform and thus is compatible with any platform that supports BLE beacons.
Profile	It is a proprietary software. Thus, the specification is controlled by Apple.	It is open-source. The specification is published openly on GitHub, under the open-source Apache v2.0 license, so that businesses and developers can access and contribute to it.
Ease of use	It is simple to implement.	It is flexible but requires more complicated coding when it comes to integration, since it sends more packets of information than iBeacon.
Security and Privacy	There is no specific feature such as Ephemeral Identifiers (EIDs) in iBeacon. The signal transmitted by a beacon is a public signal and can be detected by any iOS device and certain Android devices with proper specifications.	Eddystone has a built-in feature called EIDs that constantly change and allow beacons to broadcast a signal that can only be identified by 'authorized clients'.
API	Apple has no specific API made available for iBeacon fleet management. Application Program Interface (API) is a set of routines, protocols, and tools for building software applications. It specifies how software components should interact.	Eddystone has an advantage here since Google has launched two APIs (Nearby API and Proximity Beacon API) that makes Eddystone beacons more powerful. These APIs also make beacon fleet management much easier.

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Reasons why brands should choose Eddystone over iBeacon

Apart from the basic differences, visible on the outside, the Eddystone protocol offers many other core advantages over iBeacon technology, that make it more impactful and user friendly from a business as well as a consumer standpoint. Here are top ten reasons why businesses should invest in Eddystone beacons over iBeacon technology:



1. Eliminates the need for an app

One of the basic features of iBeacon technology is the need for native apps. Many big brands like Macy's and Target have built their very own beacon-based app, in order to provide personalized brand experiences. Building and maintaining such apps, however, are not always feasible for all kinds of businesses (especially for SMEs). This is where the Eddystone beacon protocol has an edge; it directly leverages the Nearby service on android smartphones to deliver contextual mobile experiences. Users just need to click on the Nearby notification in order to be redirected to the relevant web interface.

2. Easy discoverability

In today's burgeoning mobile and app ecosystem, it is extremely hard for brands to solve the app and brand discovery problem. New brands especially, have to spend significant resources in order to get their app discovered among the many thousands of apps available on the App Store. This is where the true power of the Eddystone comes into play. People can now walk up to any smart device, be it a movie poster, a vending machine, a bus stop, or any other physical object and receive relevant content straight on their smartphones, without the need for downloading multiple apps. Thus, Eddystone solves the discovery problem better than any other location-based technology.

3. Easy content management

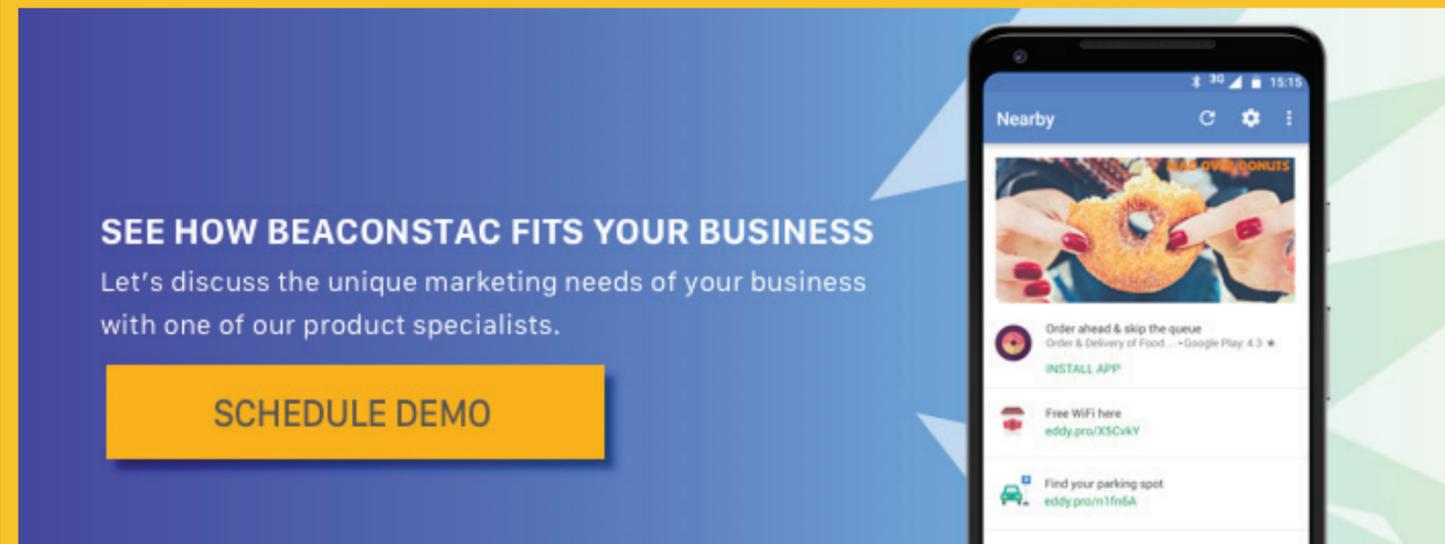
As mentioned earlier, the Eddystone protocol completely relies on the Neaby services and Samsung's Physical Web service (CloseBy) to transmit content. These services redirect users to relevant web sites, as required by businesses. Managing and editing web content is certainly more easy, user friendly and less time consuming than maintaining content for apps. In addition, social media content can also be easily integrated with these proximity campaigns.

4. Reusability of content

Almost all companies and brands today maintain an online presence either through websites or social media handles. Content and online assets at such places are dynamic and suited to meet the changing needs of brands. The Eddystone protocol allows businesses to directly transmit website URLs and even change URLs, based on the context, thereby making content more reusable. Precise customer targeting can be achieved by simply redirecting to a relevant URL instead of redesigning the app UX, as might be the case with beacon-based apps.

5. Cost effective

The cost of developing and maintaining a beacon-enabled app is certainly high. Eddystone beacons and the Nearby services promote easy and free sharing of content using in-built services on the mobile device, thus resulting in significant cost savings. All a business has to do is to buy a few beacons and have a URL that they wish to transmit to customers.v



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6. Resolves app clutter

As mentioned earlier, in today's crowded app market, brands have to constantly battle each other in order to occupy the precious screen space of users. With new apps being launched everyday, users constantly uninstall apps from their smartphones for a variety of reasons from saving phone space to trying out new apps. This is the harsh environment in which beacon-based apps also compete in. However, Eddystone protocol leverages the n-built services, Nearby and CloseBy to send notifications. This makes interactions all the more attractive to businesses, as it ensures wide spread customer reach.

7. Best suited for one time applications

Many scenarios, like, music festivals, tech conferences and sports events are instances where user engagement is limited to the particular event. In such cases, users often uninstall the app after the event has ended. Such apps while being useful, result in significant cost to the company. Many recent events, from, the Coachella Valley Music and Arts Festival to the Mobile World Congress had all developed beacon-based apps to engage visitors. An easier way to create the same impact at such events is to leverage Eddystone at a fraction of the cost of developing an app.

8. Ability to suit unique use-cases

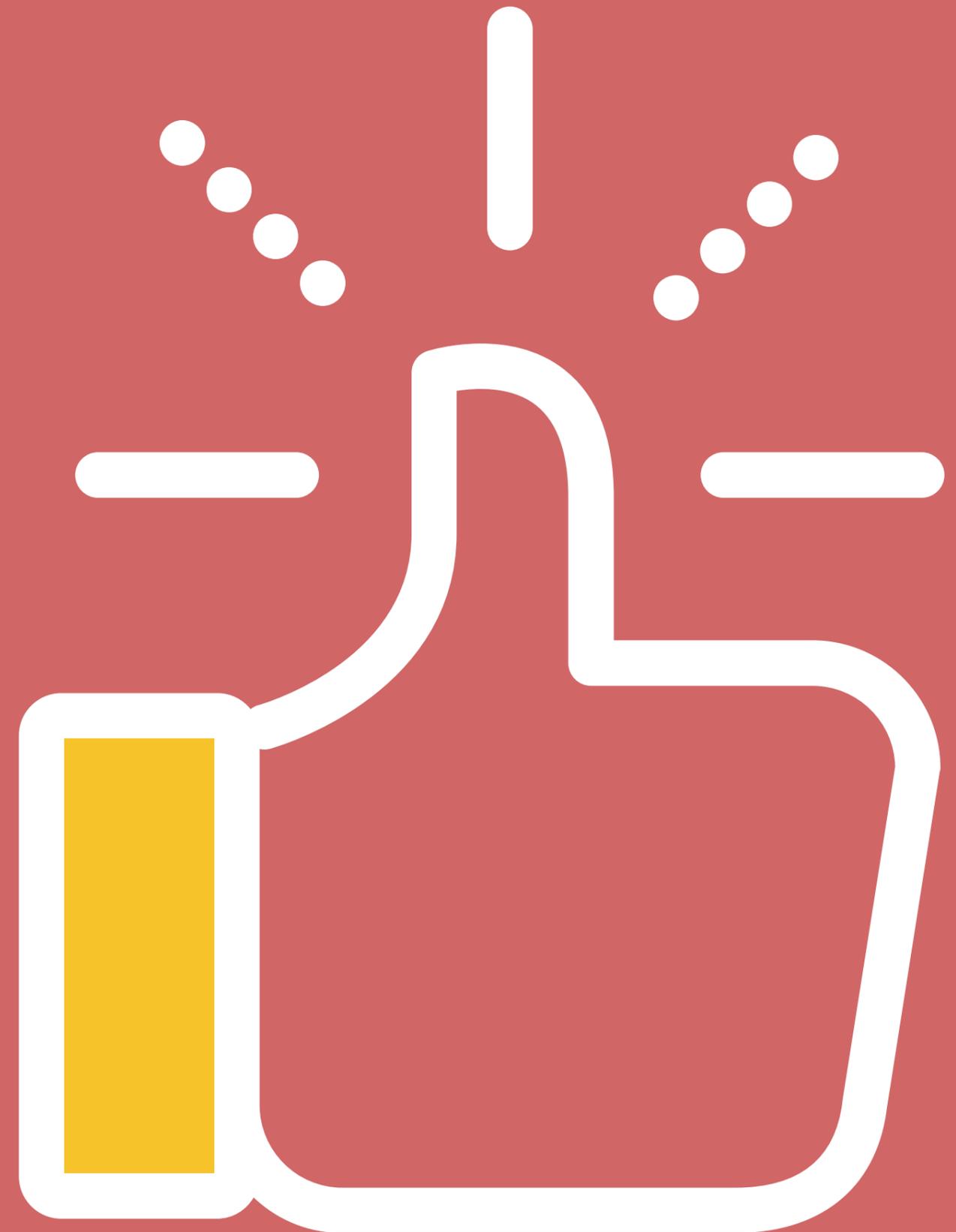
While beacon-based apps can be useful, Eddystone beacons, Nearby and the Physical Web can be leveraged for a wide variety of use cases, both simple and complex. For instance, with the Nearby, users can easily pay for parking through the payment URL broadcasted at the parking meter. Another example would be receiving movie information like show timings, movie reviews etc, near a movie poster. While such instances are both interesting and useful, developing beacon-enabled apps for them defeats the purpose.

9. Lesser need for technical support

Perfecting mobile experiences and meeting the ever changing user needs, is a problem that can be addressed more easily by Eddystone than by beacon-based apps. Apps require significant contribution from technical teams in order to match changing user behavior and needs. In addition, apps need to be specially built to be compatible across several screen sizes, browsers and settings, thus making it technically complex. In comparison, Eddystone leverages standard web technologies. All browsers on all major platforms are largely HTML5 compatible, thus creating similar user experiences across platforms.

10. Better mobile app security

By nature, apps, even the ones offered by big vendors rely on local databases that risk exposure to data theft. Once again, Eddystone uses fairly standard web technologies that have been developed over the past many years. With well established content delivery networks and solid security services, user data can be well secured using Eddystone.



13 FAQs around Eddystone

Inspite of all this constant buzz around Eddystone, we have been receiving quite a few questions around managing Eddystone URLs, what consumers need to do to receive these notifications on their Android and iOS devices, and more. Keeping this in mind, we have tried to answer all the questions that we have been receiving from customers to help businesses get a better idea of how to tackle issues they may face while working with Eddystone beacons.



1. Can the same beacon support iBeacon as well as Eddystone?

Beaconstac beacons for example, support both formats. You can, however, only use one format at a given point of time, i.e, you can't use both formats simultaneously. In other words a user will need to switch between the two

2. Can a single app work with Eddystone and iBeacon at the same time?

Though, it is possible, we are not aware of any such implementation currently.

3. For the Eddystone-URL to work, should there be an app on the customer's device? How does this work?

No. Currently all android phones have an in-built service called Nearby. Nearby scans for Bluetooth signals in its surrounding and as soon as it detects a signal, it fetches the notification linked to it and pushes it on the smartphone. The same is true with Samsung Internet browser.

4. Can I decide who I send these URLs to?

No, you do not have any control over it. Anyone who has a device that has an app that's capable of reading the Eddystone-URL and presenting a web page, will get it. There is no customer segmentation that's possible.

5. When it comes to beacons, has Eddystone and Google killed the need for an app?

Yes it has for the Android phones. All android phones today have the in-built Google Nearby services. Nearby helps users receive Eddystone notifications. Nevertheless, you still need your own app or a third party app for iOS devices.

6. Do I have to use Google's Nearby Proximity APIs or can I use a platform like Beaconstac?

There is no compulsion to use Google's Nearby Proximity APIs. You can put a beacon in the Eddystone mode and use it with a platform like Beaconstac.



Want to learn more about the technology and Beaconstac?
Let's Talk

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7. How do I manage my Eddystone beacon URLs remotely?

Before we answer this question, there is one important thing that you need to keep in mind about the Eddystone URL - your web address doesn't always have to be 18 characters or less (the character count for Eddystone URL comes up to 22 characters).

In order to remotely manage the Eddystone-URL without having to reconfigure the beacon, you need to ensure that you insert a shortener-generated URL into the beacon in the first place. The important thing to note here is that, while goo.gl and bit.ly are two of the most commonly used URL shorteners, they don't allow you to change the URL in the future.

Therefore, you might want to use a shortener such as tiny.cc, in order to ensure that you will be able to change the URL at any point of time.

When it comes to **Beaconstac beacons**, they are shipped with a baked-in URL shortener service - eddy.co. This allows you to easily access the Beaconstac dashboard and change the URL that you want the beacon to be directed to any point of time, from any place. In other words, it does away with the need to manually go to each beacon and change the URL.

Want to see how Beaconstac will help you grow your business?



Beaconstac platform is designed to

- Surprise and delight customers with personalized specials at the right place and time
- Work out-of-the-box in 15mins
- Actionable insights into the campaign performance

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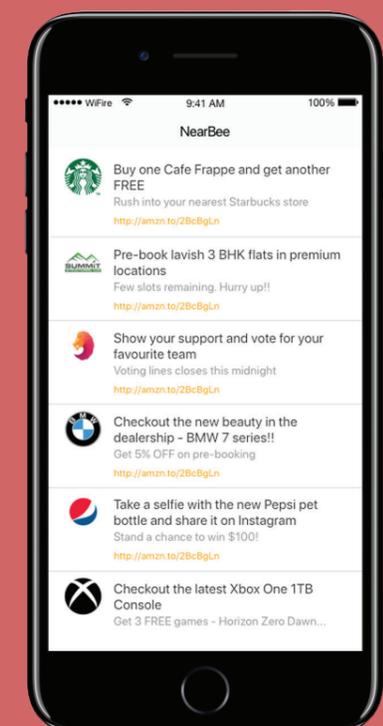
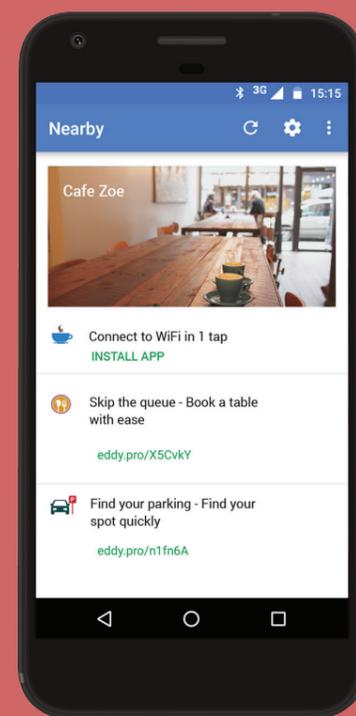
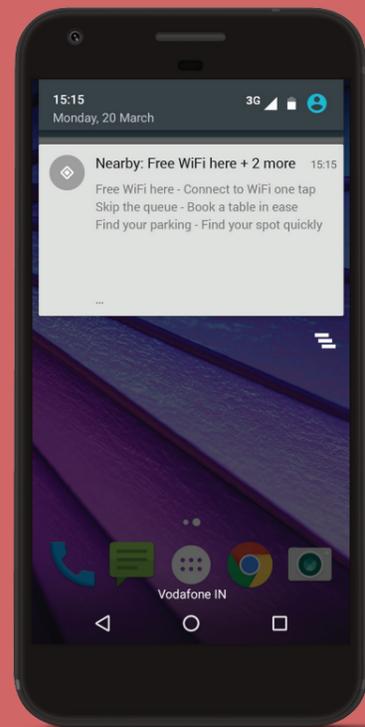
8. What do Eddystone-triggered URLs look like?

On Android devices:

When the user is near an Eddystone beacon, he/she will receive a notification saying there are "Nearby links". Once he/she clicks on that notification, he/she will be able to view the entire list of URLs that are being transmitted. Each of these URLs are accompanied by a title and meta description that is attached to it. A logo on each notification gives user a sense of who is pushing notifications.

On iOS devices:

The user receives a Eddystone triggered URL on his/her iOS device only when he has a third party app, such as NearBee, on his device. This third party app continuously scans for Eddystone URLs, and displays the message linked to it, the moment it detects an Eddystone URL.



9. Can I broadcast text instead of a URL?

Theoretically, you may, but it wouldn't be of much use. Particularly because a Eddystone-URL has to start with a byte representing the http:// or https:// prefix. Given that, chances are that your text wouldn't look good. Moreover, if a user clicked on it, a browser would open and needless to say, it would display an error page.

Now, if you were actually planning on using the text to come up with a catchy headline that captures the attention of the user, then you could just place that catchy headline or call to action in the meta title of the Eddystone-URL.

10. Can Android devices scan for Eddystone beacons in the background?

Yes, the operating system (OS) in the mobile device takes care of it.

11. Is Eddystone for iOS capable of monitoring (running in background) and ranging (running in foreground)?

While our iOS SDK does support ranging, it doesn't support monitoring currently.

12. Can Eddystone wake up an iOS app that isn't running in the background?

In the current situation, Eddystone cannot wake up an iOS app that is running in the background.

13. Can Eddystone beacons broadcast all 3 frame types?

It depends on the manufacturer. Beaconstac Eddystone beacons can broadcast all three frame types—one after the other.

Looking to be a proximity reseller?

Offer proximity marketing solution to your clients and grow as they grow

With Beaconstac's global reseller program you can -



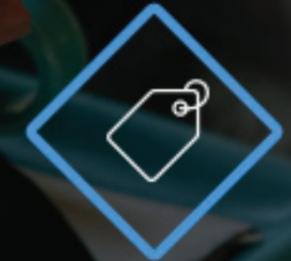
Earn recurring revenue



Increase customer satisfaction



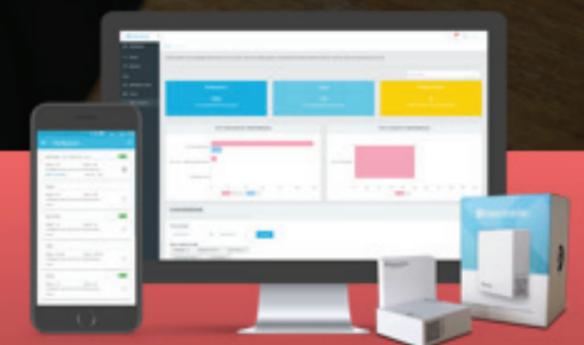
Show the campaign success with analytics



Drop Beaconstac branding

If you have questions or want to know more about the reseller plan? **Let's talk!**

Email us : partners@mobstac.com



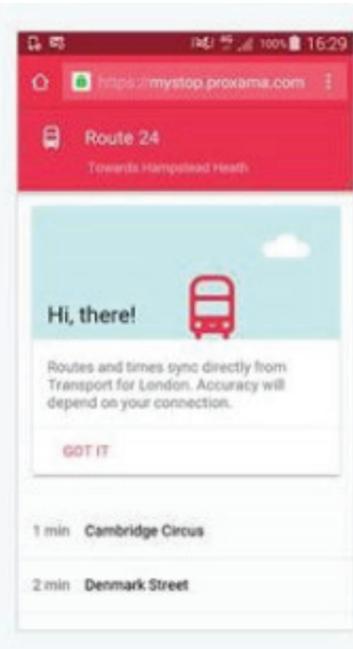


4 Eddystone campaign ideas you should steal

It is really exciting to see Eddystone beacon deployments grow far beyond retail to gain a strong foot holding in some of the most traditional verticals such as airports, traffic and navigation, pubs and so on. To help you come up with some ideas, we've assembled four Eddystone campaign ideas that you can take inspiration from and put to use in your business today.



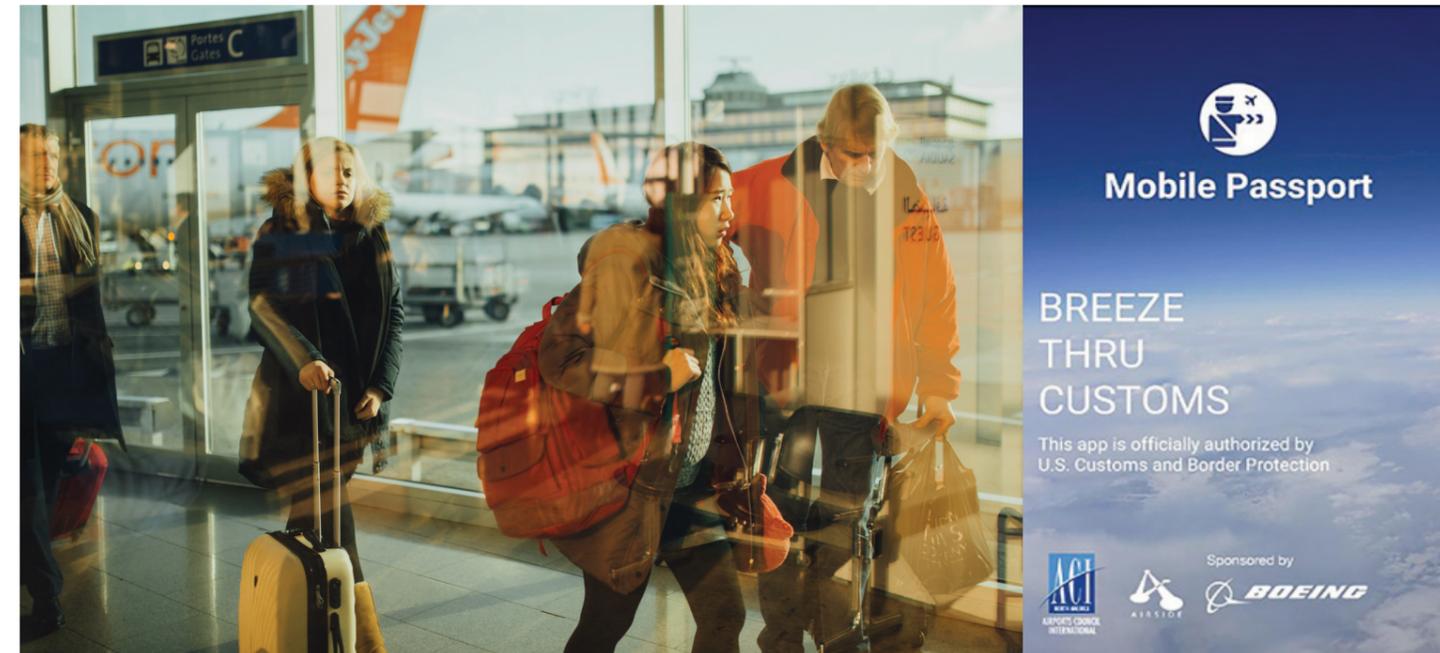
Proxama sends automated transport alerts to users in London buses



A great example of how Eddystone beacons could be used at public utilities, is how MyStop, a service launched by Proxama, leveraged beacons to send transport alerts to users. It leveraged Eddystone beacons to send automated transport alerts to users on their Android devices or iPhones that had the Chrome app installed and Bluetooth turned on, as they travelled on a bus fitted with beacons.

Users who clicked on the notification were directed to a webpage that updated them on the progress of their journey, with real-time updates on delays or alterations to the route according to the user's exact location. An important thing to note here is that, it makes a lot of sense for both businesses and users to leverage Eddystone beacons in similar use cases. Primarily because, it allows users to do away with the need to download an app for fly-by use, while allowing businesses to track data without skewing analytics.

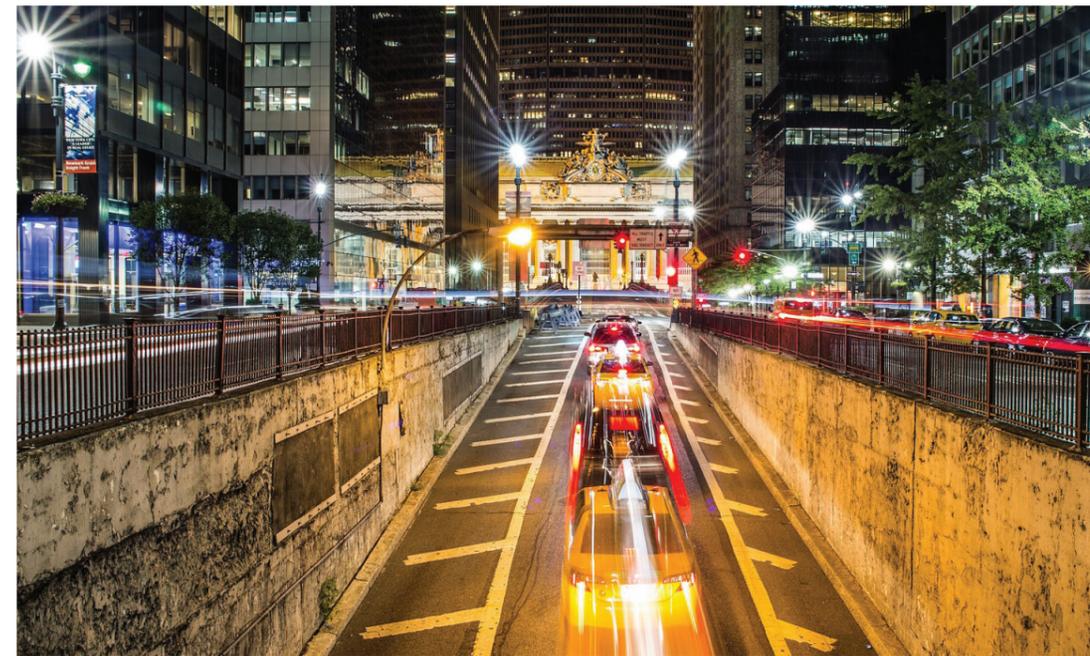
AirsideMobile drives app downloads



Travel application, Airside Mobile leveraged Eddystone beacons to send Nearby Notifications to travelers in order to encourage them to download their app and interact with various experiences at the airport terminals. As a part of this campaign, beacons were deployed near the arrival and departure areas in San Francisco International Airport, Newark Liberty International Airport etc., and configured to broadcast Eddystone UID signals to travelers as they walked by. That way, every time a traveler walked past one of the several beacons at the airport, a push notification was sent to his/her smartphone with a link to directly download the app from the Google Play Store

The idea behind using Google Nearby Notifications was to simplify customer experiences, and, in this case, the traveler was sent a direct link to the app without the need for him to individually search for it on the Google Play Store. This was aimed at reducing wait times at airports and enabled more speedy transactions at restaurants and stores at the airport.

Waze boosts location accuracy inside tunnels



One of the most powerful assets of Waze, one of the world's largest community based traffic and navigation app, is its engaged community. In their efforts to address one of the most critical problems faced by their users – losing out on GPS signals once they enter a tunnel – Waze launched their Beacons Program. The program, however, isn't aimed at individual drivers. On the contrary, it is aimed at cities and tunnel operators to help eliminate driver frustration and traffic by ensuring that people don't miss their exits.

As a part of the Beacons program, Waze installed low-cost, battery-powered Eddystone beacons in the tunnels that the company had in its database, covering about 7,500 miles (12,000 kilometers) around the world. These beacons were configured to transmit signals to Bluetooth-enabled smartphones on the user end, and thus took over the role played by GPS, to provide location data when a car passed through a tunnel.

Priced at \$28.50 per beacon, a total of about 42 beacons were required to provide coverage for every mile within a tunnel. The beacons are already in use at two Pittsburgh tunnels, Fort Pitt and Liberty, and another one in Israel.



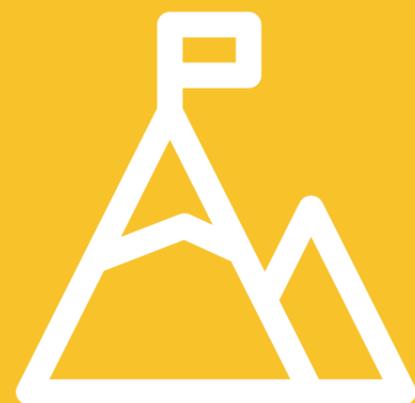
AMI Entertainment to bring beacons to bars to enhance consumer interaction



As a part of this campaign, Eddystone beacons are being rolled out to 23,000 bars, restaurants, casinos, nightclubs and other venues connected to AMI Entertainment sports and music programming network. Dubbed as inBar, this beacon program is a collaboration between AMI Entertainment and a beacon network that leverages beacons to help brands engage consumers via mobile inside entertainment venues. Instead of merely using beacons to send a push notification offering app users a discount when they walk into a place, inBar will feature a wide range of location-specific mixed media and content.

The possibilities are extensive. For example, patrons can set a favorite song to play on an AMI-powered interactive jukebox that is triggered the second they walk into a bar. Such inBar experiences promise to essentially turn phones into an "AI bar assistant." Some other "geo-unlockable" second-screen features offered by inBar include:

- (i) Providing a "safe ride" deal to users who are in the bar for more than 3 hours
- (ii) Offering extra swipes on their dating app



How to setup an Eddystone campaign from scratch

Now that you've dived deep into the basics and advantages offered by Eddystone beacons and also read about the campaigns that brands have boosted their businesses with, we are sure you are all excited to get your hands on those beacons.

But, what do you do after you place an order for beacons? How do you set up a campaign? What kind of beacon-enabled notifications do you send? In spite of all the buzz and popularity of Eddystone beacons, these are a few questions that most marketers, even today, don't have a clear picture about. So, here is all that you will need to know to set up an Eddystone campaign, right from scratch.

To give you a better picture, we will discuss how you can easily create four of the most popular Eddystone beacon campaigns for your retail store, using the Beaconstac platform. These primarily revolve around:

- (a) Sending offers and deals that your customers just can't refuse
- (b) Running a customer satisfaction survey to gather feedback from your visitors
- (c) Engaging with your visitors to collect their contact information
- (d) Directing your customers to your website or broadcasting your Facebook page

Campaign Objective

The objective of this campaign is to enhance consumer engagement at a retail store. To enable this, we will deploy four beacons that will then be used to:

- (a) Inform visitors about a makeover workshop that is currently being run at the Beauty Studio section in the store
- (b) Gather feedback directly from the customers while they wait-in line at the billing counter
- (c) Direct customers at the Women's Clothing section to the videos on the latest styles, on the store's YouTube channel

Step 1: Install beacons at the billing counter, beauty studio, store entrance and women's clothing section

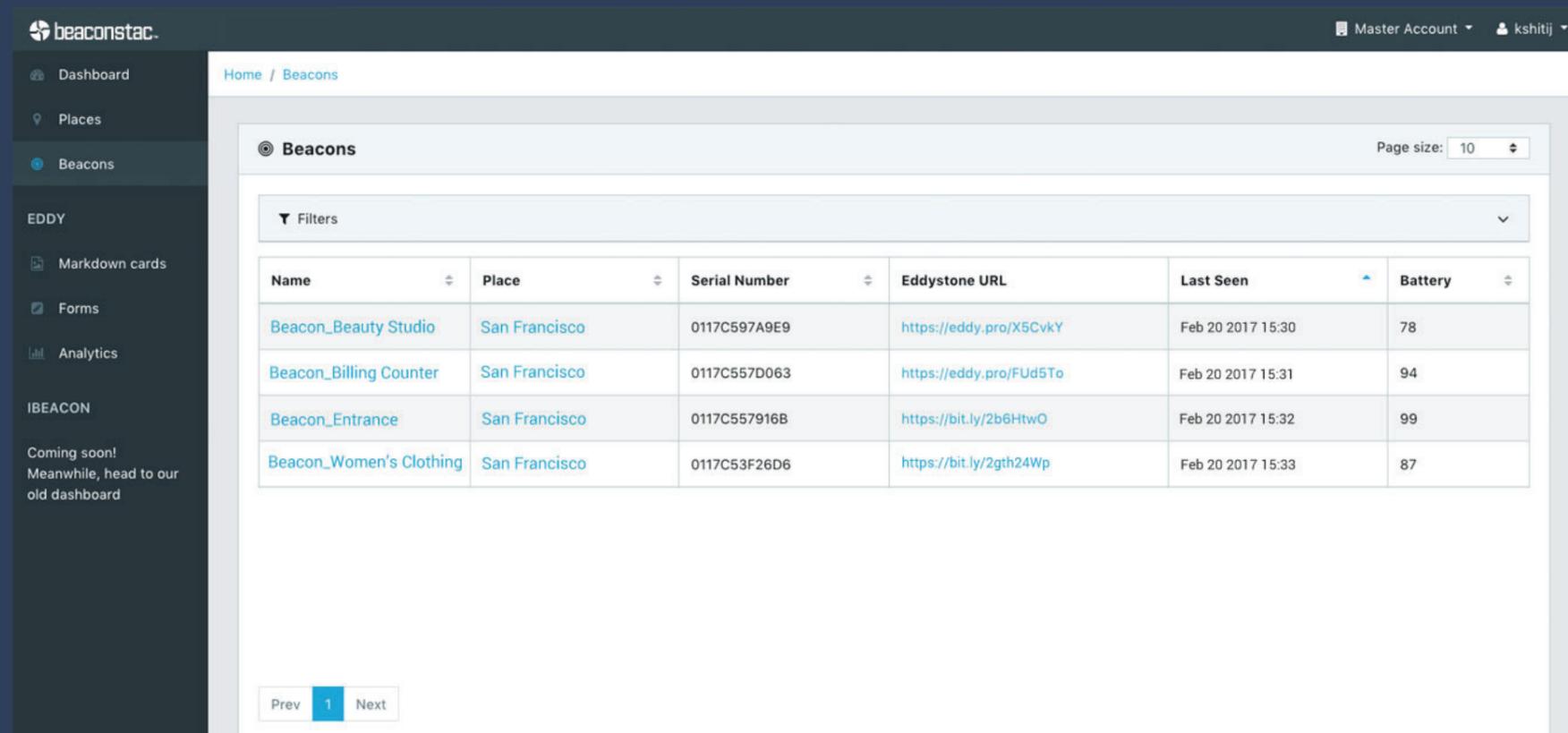
Before we begin, the first thing to do is to purchase three beacons. You can take a look at our [Beaconstac platform](#), that includes everything you need to get started. Using Beaconstac you can set up your own Eddystone campaign, without a developer's help - in less than 15 minutes!

Once you have purchased the beacons, their details such as the UID-Namespace, UID-Instance and URL, will be added to the Beaconstac dashboard (by us) before we ship the beacons to you.

You can name the beacons for easy identification. For the purpose of this campaign, we have named the beacons accordingly:

- (a) The beacon placed at beauty studio as 'Beacon_Beauty Studio'
- (b) The one at the billing counter as 'Beacon_Billing Counter'
- (c) The beacon placed at the women's clothing section as 'Beacon_Women's Clothing'

Once the beacon details are added, they are ready to be installed.



The screenshot shows the Beaconstac dashboard interface. The left sidebar contains navigation options: Dashboard, Places, Beacons, EDDY, Markdown cards, Forms, Analytics, and IBEAON. The main content area displays a table of beacons with columns for Name, Place, Serial Number, Eddystone URL, Last Seen, and Battery. The table contains four rows of data, all for beacons located in San Francisco. The page size is set to 10, and the current page is 1 of 1.

Name	Place	Serial Number	Eddystone URL	Last Seen	Battery
Beacon_Beauty Studio	San Francisco	0117C597A9E9	https://eddy.pro/X5CvkY	Feb 20 2017 15:30	78
Beacon_Billing Counter	San Francisco	0117C557D063	https://eddy.pro/FUd5To	Feb 20 2017 15:31	94
Beacon_Entrance	San Francisco	0117C557916B	https://bit.ly/2b6HtwO	Feb 20 2017 15:32	99
Beacon_Women's Clothing	San Francisco	0117C53F26D6	https://bit.ly/2gth24Wp	Feb 20 2017 15:33	87

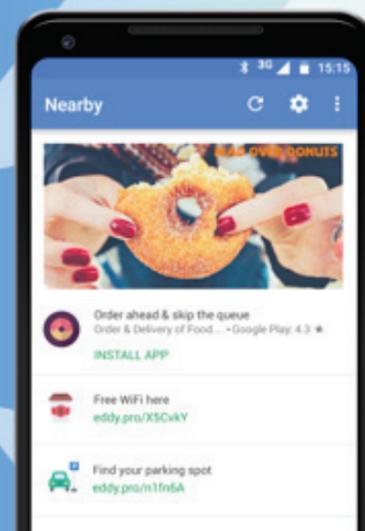


Step 2: Set up the notification or card that is to be displayed

After installing the beacon, all you have to do is click on the beacon and choose the corresponding webpage that you plan to configure it to. To give you a better idea of the real potential of the Beaconstac Eddystone platform, we will take you through how you can set up each of the earlier mentioned notifications:

Let's talk about how Beaconstac can help you convert more visitors to customers

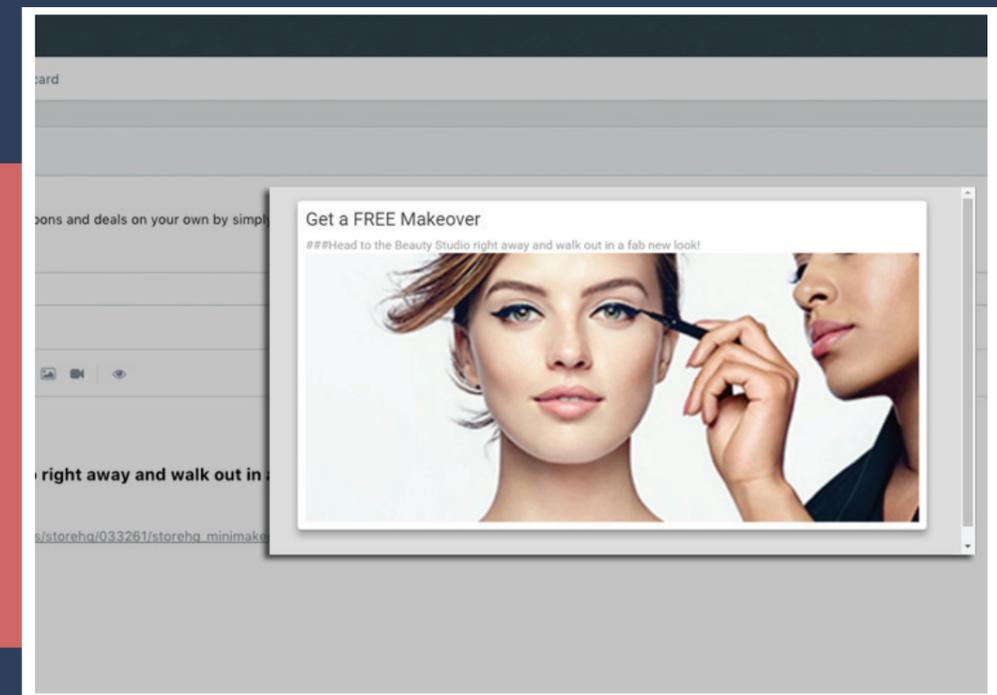
TALK TO OUR EXPERT



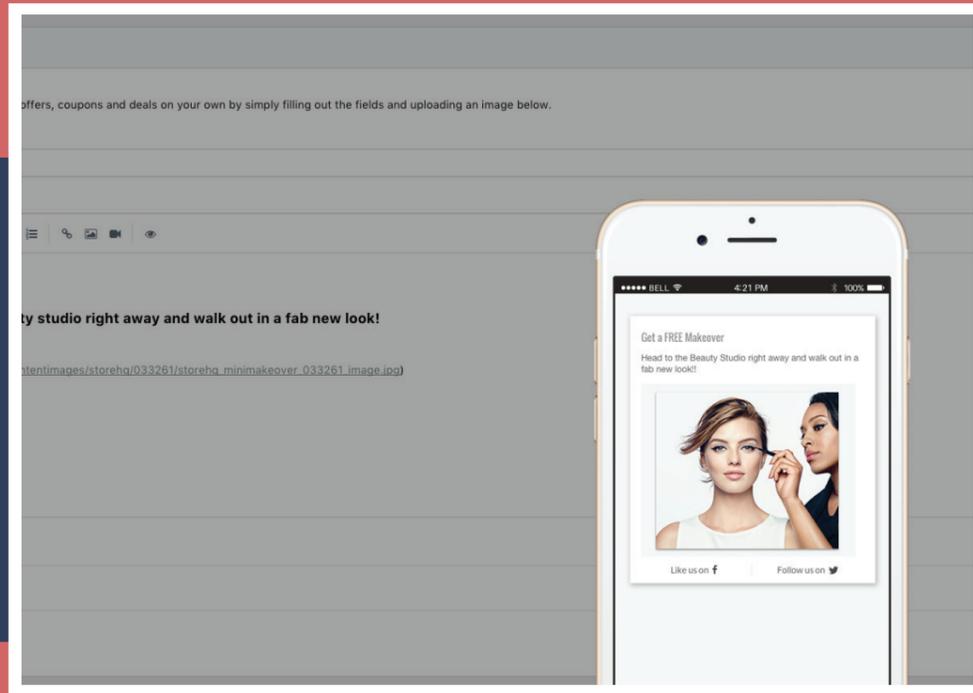
(a) **Markdown Cards** - Inform visitors about a makeover workshop that is currently being run at the Beauty Studio section in the store

Before we start out, it's important to understand that this notification will primarily be displayed as a card on the visitor's device. Cards are basically creatives that show up as a notification on the visitor's mobile device once they are in the range of a beacon. Thus, it saves you the trouble of having to first create a webpage or a card, host it and then post the URL. Here's all you need to do:

- (i) Go to 'Markdown Cards' and click on '+Create'.
- (ii) Type in a title to identify your card with ease. For the purpose of this campaign, I have titled the card 'Free Makeover'.
- (iii) Type in the text (in simple markdown language format) and add an image that you want to display to your visitors. You can even preview it on the platform. Once you have finalized on the look and text displayed on the card, save it for later use.



(iv) Next, head to the Beacons section on the left panel and click on the 'Beacon_Beauty Studio' beacon. Choose 'Markdown card' as the type of campaign that you plan to run. You can then go ahead and choose 'Free Makeover' from the dropdown menu.



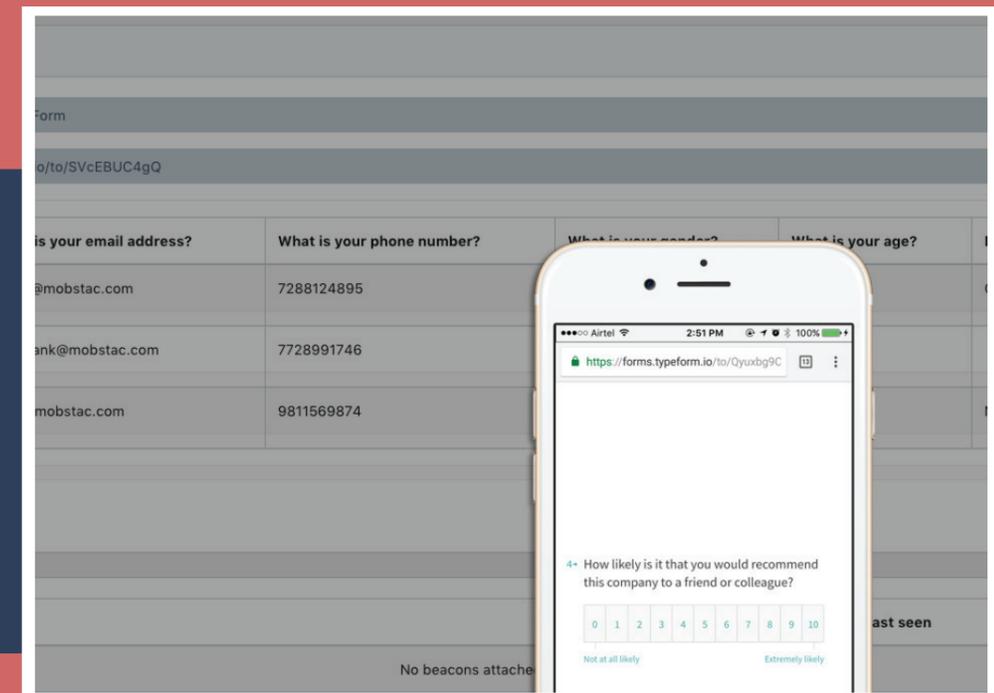
This card will be sent to all the customers who are within the range of the Eddystone beacon that has been deployed at the Beauty Studio section.

(b) **Forms** - Gather feedback directly from customers while they wait-in line at the billing counter

With Beaconstac you could leverage the pre-designed "customer satisfaction survey" or create your own forms. It's important to note that the pre-designed forms on the Beaconstac platform cannot be edited.

To create your own form, here's what you need to do -

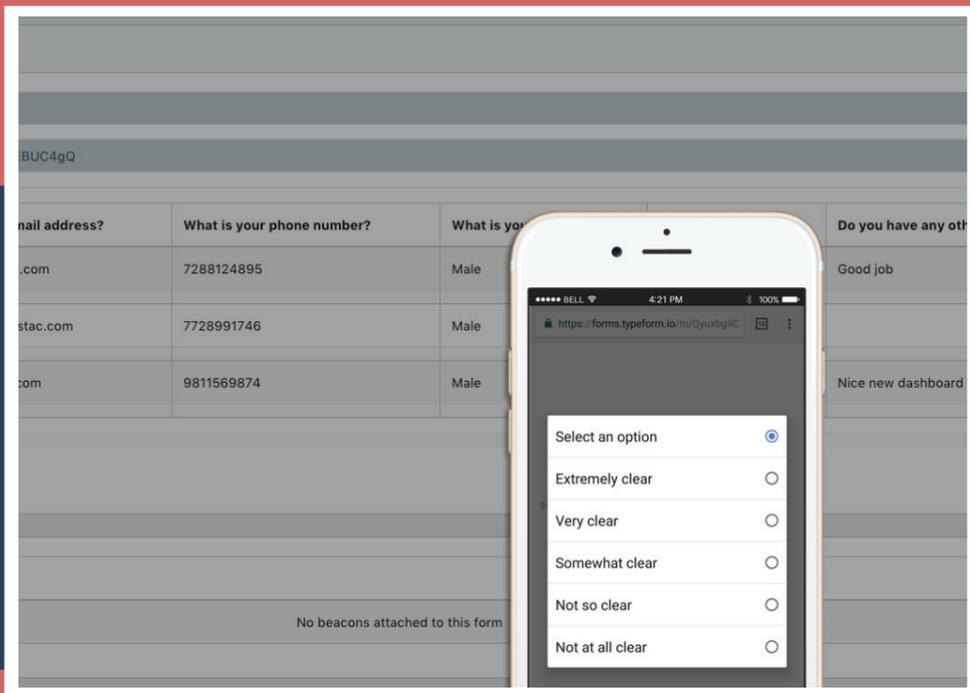
- (i) Head to the "Forms" section and click on "+Create".
- (ii) Type in a title to identify your forms from a list of forms. I have titled the form "Feedback from customers"



(iii) Select the type of question from a range of options - Short text, long text, multiple choice, ratings, yes/no and much more. Type in the question and add it to the form. You can also mark a question as required. Once you have finalized on the questions and the structure of the form, click on "Create form". It is important to be doubly sure about the questions because once the form is created, it cannot be edited.

(iv) Next, head to the Beacons section and click on the 'Beacon_ Billing Counter' beacon. Choose 'Forms' as the type of campaign that you plan to run. You can then go ahead and choose "Feedback from customers" from the dropdown menu.

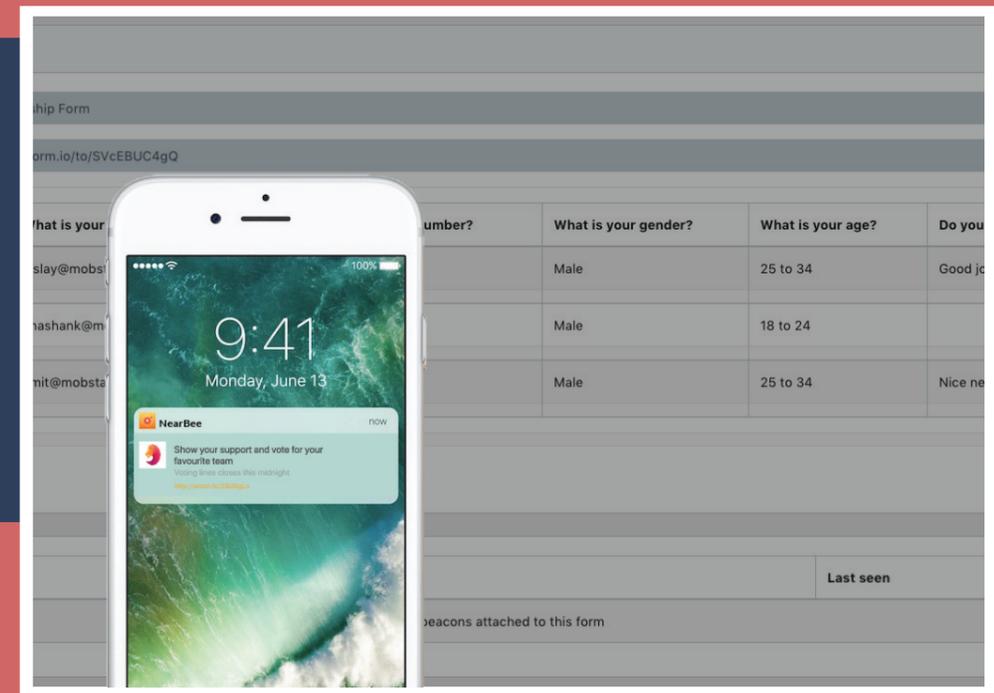
This beacon notification will be sent to all customers who are within the range of the corresponding beacon. On clicking on the notification, customers waiting in the queue at the billing counter will be taken directly to the form.



(c) **Custom URL** - Direct customers at the Women's Clothing section to your Youtube channel, to checkout the new video that features various styles using the latest collection.

In this case, you will first have to upload a video or an album to any social media channel. For instance, in this given example, you will have to first upload a video featuring the latest styles, on your YouTube channel. Once that is done, here is all that you need to do:

- (i) Click on the 'Beacon_Women's Clothing' beacon. Choose 'Custom URL' as the type of campaign that you plan to run.
- (ii) You can then go ahead and paste the URL of the YouTube video that you wish to direct your visitors to.



The message with the URL will be sent to all the customers who are within the range of the corresponding beacon. On clicking the URL, visitors will directly be taken to the video featuring the latest styles.

And we're all set! Any customer who walks into your retail store and comes within the range of any of the three beacons will see the corresponding screen on their mobile device.



Having noticed the growing interest among retailers to leverage insightful customer analytics, we at MobStac recently refined the advanced analytics features offered by our Beaconstac platform to equip retailers with everything they need to gain deep insights into the rising change in consumer behaviour. So, without much ado, let's discuss in detail about how retailers can leverage the [Beaconstac's Eddystone platform](#) to employ a data-driven approach to measure the behaviour of their shoppers.

For this, let's consider you are running an Eddystone campaign at 'Fashion Store', a retail outlet at New York. As a part of this campaign, 7 Eddystone beacons have been installed at various sections in the store, primarily:

- (a) Women's Footwear Section (WF)
- (b) Men's Clothing (MC)
- (c) Entrance (Ent)
- (d) Women's Clothing (WC)
- (e) Billing Section (Bil)
- (f) Beauty Studio (BS)
- (g) Men's Footwear Section (MF)

How Beaconstac can help you nail retail analytics using **Eddystone**

These beacons are together leveraged to run 3 different kind of campaigns, primarily centered around sending targeted offers, sending proximity messages near mannequins and collecting valuable feedback. For example, the beacon at the:

(a) Women's Footwear Section is being used to push a notification that says – '10% OFF on Clarks Heels' – to notify consumers about a sale that is currently running in the section

(b) Men's Clothing is being leveraged to push a notification that says – 'Check out the New Arrivals from ONLY' – to entice customers to check out the new arrivals of the season

(c) Entrance is being used to push a notification that says – 'Discover latest fashion trends inside' – to attract new customers or customers who don't have the store's native app to visit the store

(d) Women's Clothing is being used to push a notification that says – 'Avail 15% off on Summer Dresses today' – to push a customer closer to a sale when he/she is checking out the clothes/shoes/accessories on a mannequin

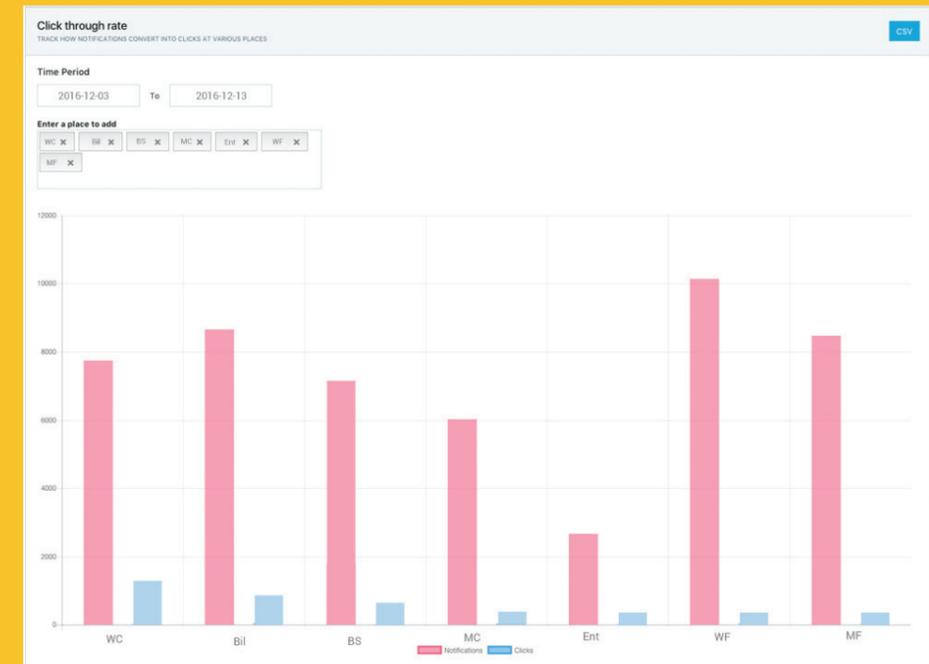
(e) Billing Section is being used to push a customer satisfaction survey form to collect direct feedback from customers

(f) Beauty Studio is being used to push a notification that says – 'Try a Mini Makeover for free today' – to spread awareness about an event running in-store

(g) Men's Footwear Section is being used to push a notification that says – 'Buy any shoe and avail 25% off on the 2nd pair' – to notify consumers about a sale that is currently running in the section

Now let's take a look at the various analytics provided by Beaconstac platform. It helps you:

(i) Track how notifications convert into views at various places



This graph helps you track the best performing sections (i.e. sections that see maximum conversions) at your retail store. The pink bar on the left depicts the number of notifications that were sent, while the blue bar on the right depicts the number of card views by store visitors.

To give you a better idea on how you can put this graph to use, let's dig a little deeper. As shown here, the billing section ranks second among the others, in terms of campaign performance. Therefore, you could leverage the beacon at this section to educate users about the perks of signing up for a loyalty program at the store. You could use the beacon to inform visitors about upcoming events similar to the 'Free Makeover Session' that is currently being run at the Beauty Studio section. You could also leverage the beacons at the Women's Clothing section to create a buzz around similar events, given that it is the best performing section at the store.

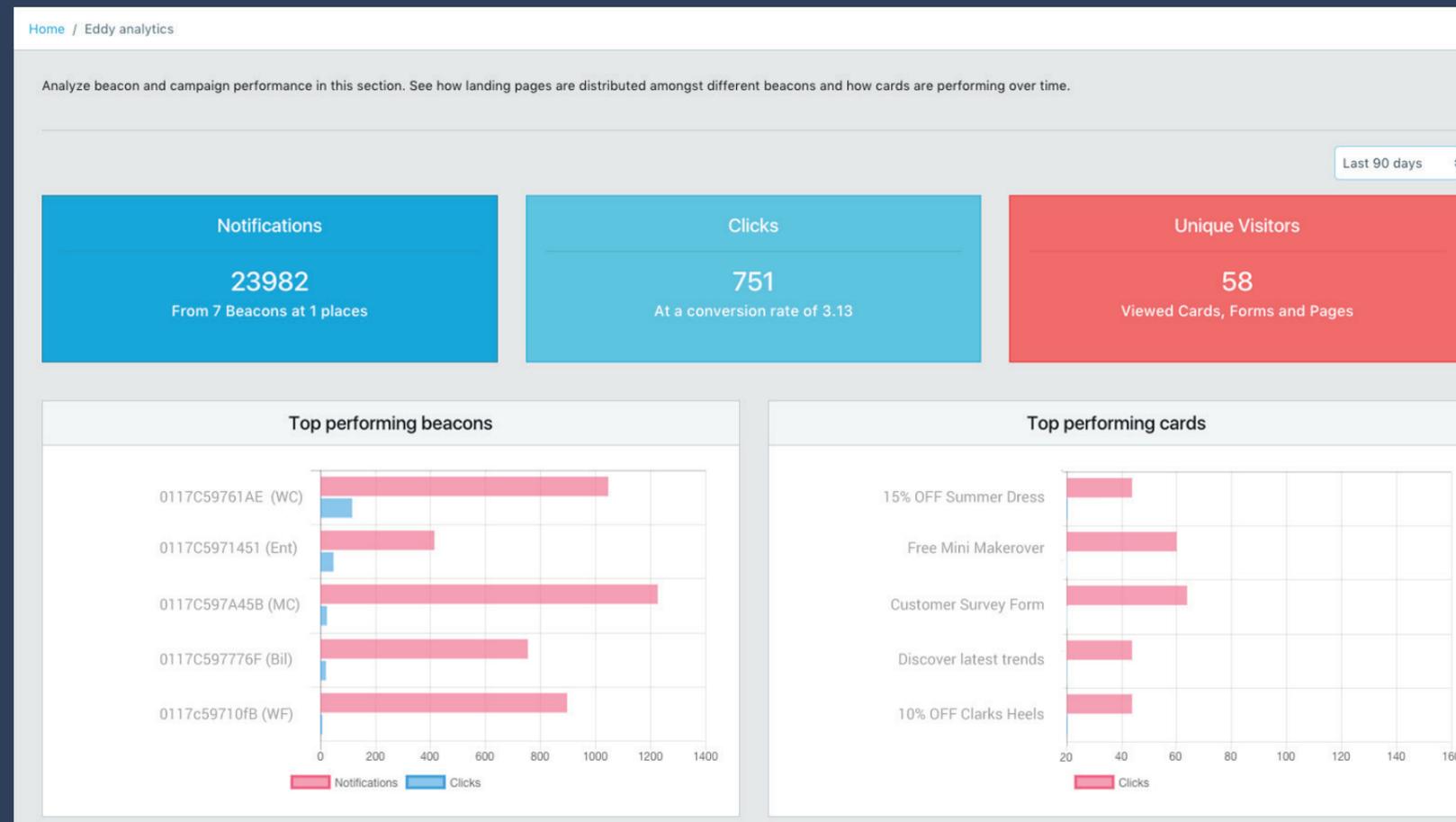
(2) Analyze both beacon and campaign performance

Here the graph on the left (Top performing beacons) depicts the number of notifications sent by the beacons at the retail outlet. The higher the number of notifications sent, the higher the number of visitors seen by that particular section of the store.

For example, as per this graph, more people visited the women's clothing section, while lesser people visited the women's footwear section. You could use this information to drive sales by placing matching footwear next to clothing brands that sell the most. This will help you revive the low-performing sections within the store. You could even use this data to cross-sell other relevant products.

Moving on, the graph on the right (Top performing cards), shows the number of times various cards were viewed by store visitors. The higher the number of times a card was viewed, the more that visitors could relate to it and higher the chances of conversion.

For example, as per this graph, the card that sent specific offers to customers about clothes/shoes/accessories on a mannequin performed best. You could run a similar campaign in the low-performing store sections to drive sales.

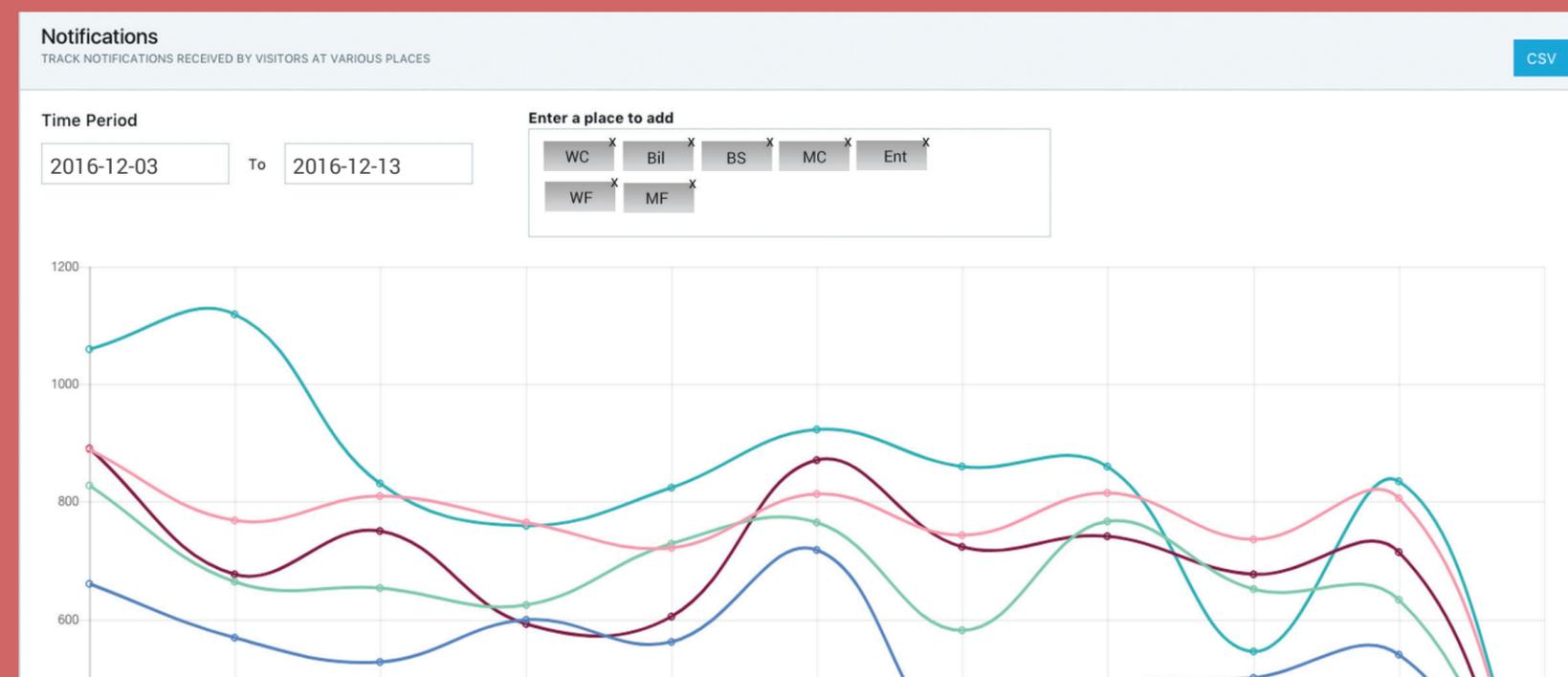


(3) Track notifications received by visitors at various places

This graph helps you track if a particular beacon campaign performed well. For example, we can see a peak in number of notifications sent at the Women's Clothing section on 5th Dec, the day when the mannequins in-store were dressed to match up to Christmas mood around the corner.

This goes on to show that, dressing up the mannequins as per the latest seasonal trends will help you drive footfall. This ties well with the data shown in one of the earlier graphs, where we learned that the notifications that sent specific offers to customers about clothes/shoes/accessories on a mannequin performed best.

Also, the second highest peak in number of notifications sent was seen at the Beauty Studio on 7th Dec, the day you ran a 'Free Makeover Session'. This goes on to show that such workshops also play a critical role in driving footfall.



(4) View change in traffic split between cards over time

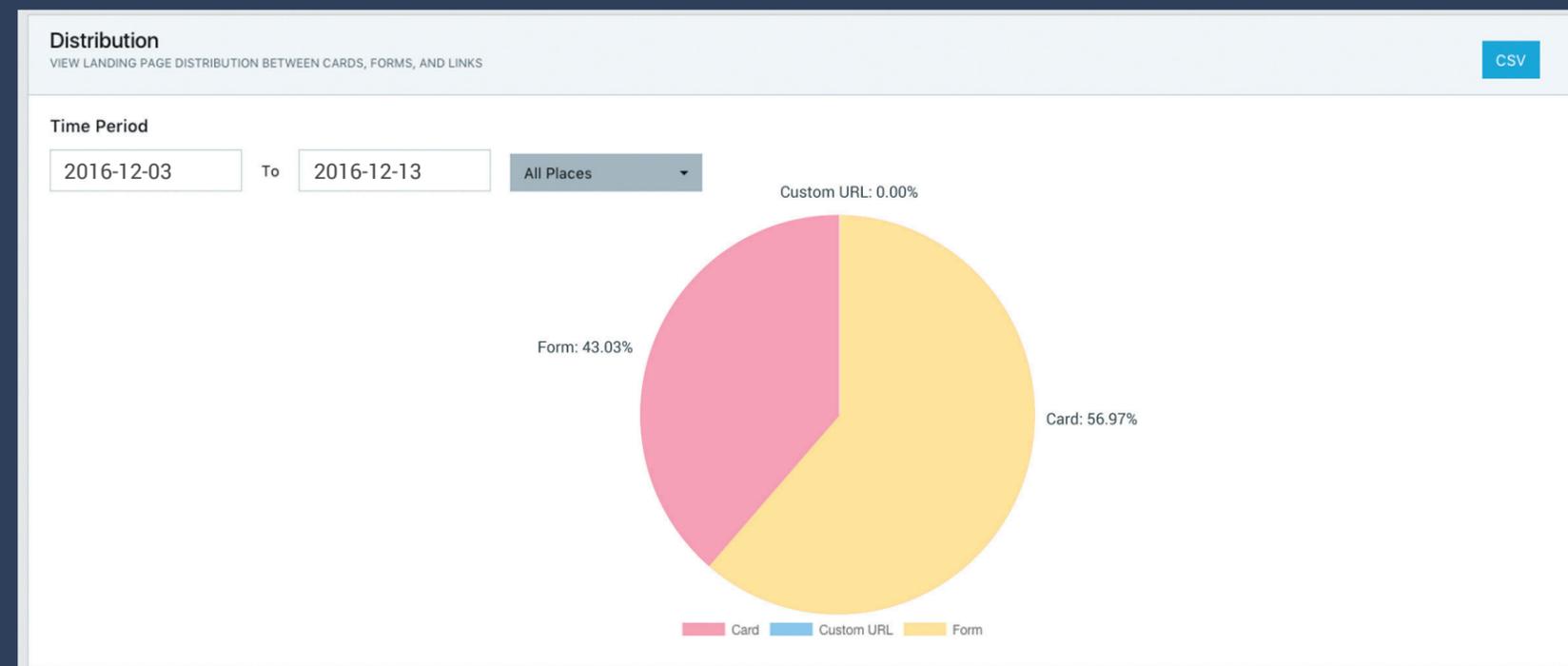
This graph helps you gain insights on the ratio of cards that visitors viewed on a given day. You can use this data to gain a solid understanding about the type of cards that visitors could relate to and the ones that have a higher chance of conversion.

For example, we can see that the notifications that were sent to inform customers about the 15% off on summer dresses and the one that was sent to collect feedback, saw max traffic among other cards. This shows that customers generally prefer notifications that are either about discounts or any activity that they can do while waiting in queues.



(5) View landing page distribution between cards, forms and links

This graph gives you a clear understanding of the percentage ratio between the various kinds of notifications (cards, customer satisfaction forms, lead generation forms, links or custom URL) that were sent. For example, as per this graph, 43.03% of notifications sent were customer satisfaction forms while the remaining 56.97% of notifications were cards.





Ultimate checklist

to getting started with your Eddystone pilot

Part A - Campaign Setup

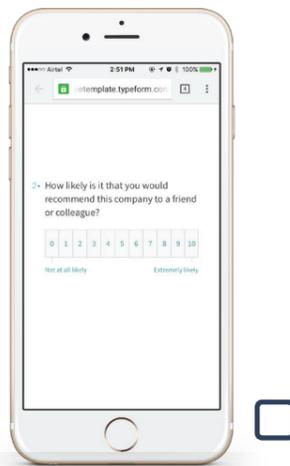
1. Identify the goal of your campaign to be one of the following:

- Engage customers by offering deals and discounts
- To collect customer feedback via forms/surveys
- To gather campaign analytics like Click through rate, notifications sent etc
- Other _____

2. Unbox the Beaconstac Eddy Kit, place the batteries and install the beacons

3. Create context relevant markdown cards or forms as per goal of the campaign

Customer Satisfaction Survey form



Custom URL (You Tube link, Facebook Page)



Content Cards



Part B - Location Setup

1. Decide on the kind of beacon deployment that suits your campaign

- (a) You want to engage with your customer only at certain locations eg: send offers at the entrance or at the billing counter - OR -
- (b) You want to engage with your customer based on his/her exact location eg: for use cases like navigation

2. Select points of interest for beacon placement

3. Set up a beacon test venue

- Firmly mount the beacons at the points of interest, ideally over 3m high

4. Test if the beacons trigger appropriate actions and adjust accordingly

- Check if the beacons trigger the actions assigned to them -AND-
- Check if the beacons are consistent in triggering the action on different smartphones

5. Test if the data collected at the back-end or analytics represent actual customer interactions

Part C - Pilot Analysis

1. Run a pilot for 2 weeks to gain a fair idea about beacon campaign performance. Other things to be done include:

- Calculate costs involved
- Set up and train your team to run Eddystone campaigns
- Plan out the KPIs involved

Your Eddystone campaign is now all set to HIT THE ROAD!!



About Us

MobStac offers an end-to-end platform for businesses to engage customers in a personalized, context-aware way that leverages indoor location and proximity, using iBeacon and Wi-Fi technology.



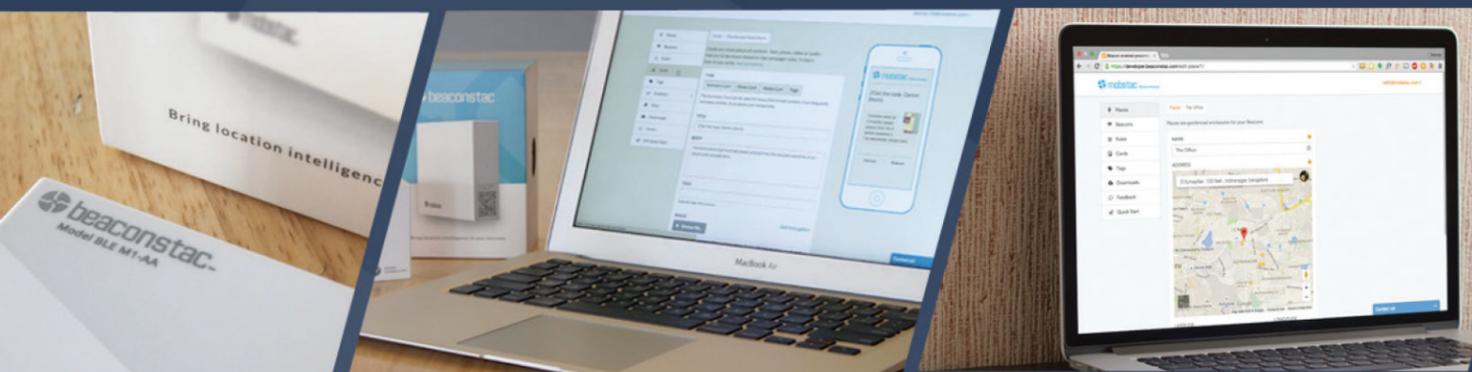
iBeacon & Eddystone-compatible beacon hardware



Fully native iOS & Android SDKs to build beacon-enabled apps



Cloud-based proximity marketing & analytics platform



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