



Gobbledygook Marketing Simplified

Open Location/Proximity Based Marketing

Your Notifications/Messages On Smartphones Nearby

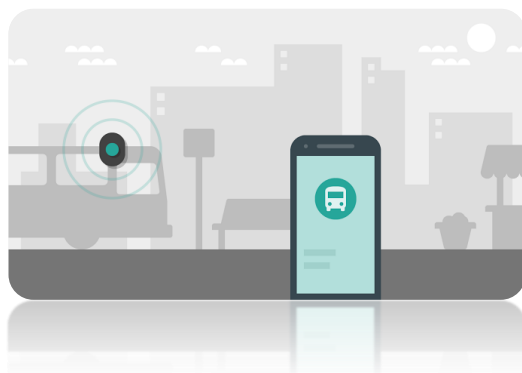
Everyone has a *message*, personally and especially when you are in business. Advertising to keep the doors open is a stable method of all companies large or small.

It started by word of mouth, newspaper, radio, television, the Internet and now, Nearby messages or notifications platform. **So, what the heck does it all mean?**

I know it is hard enough to operate your Smartphone with emails, text messages, maps, searches, taking photographs and yes, actually making a phone call!

So why should you even care about more notifications coming on your Smartphone?

Are you the type of person who likes to shop, save real money, know more about the museum or the zoo and be offered real-time offers from your local retailers, I mean real savings?



Your Smartphone has the ability to expose you to simple digital publishing and subscription methods that rely on your location and proximity businesses which are near to you or in a retailer you have entered.

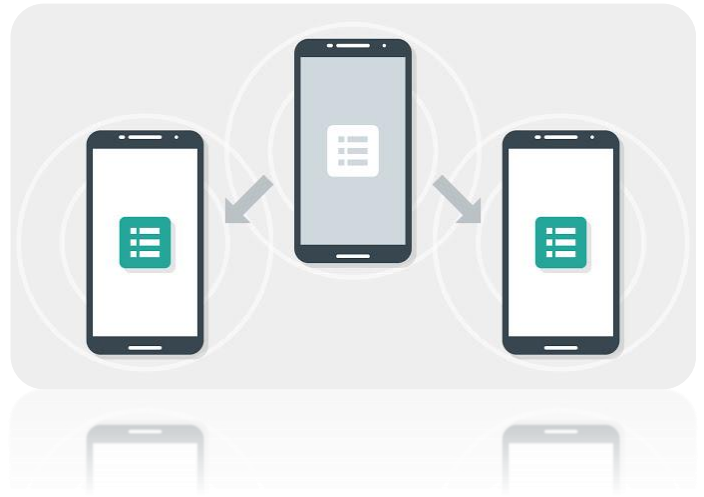
Discover and exchange information with other devices, without having to be on the same local network. Nearby Messages for Android and iPhone enable seamless nearby interactions such as in the supermarket or any retail store in real time broadcasting a notification or sharing useful content.



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Nearby Notifications is an Android feature which enables contextual discovery. iBeacon is the Apple version which an App is required for, but we have an **ProxBeacon App** for that! For a business, it associates your website or app with a beacon and Smartphones nearby will display the message in the Nearby/Notification section of your Smartphone settings, lighting up the Notification Settings tile on Smartphones, and promote messages that perform well as notifications. Bringing you both together and inform all of your services.



Location/Proximity Based Marketing

Notifications helps users to discover what's around them, by surfacing location-specific notifications for apps and websites, with and without an App. Google requires no prior app install required.

Using Notifications, you can:

- **Drive your own business app installs.**
- **Open personal or business profiles in social apps.**
- **Launch conversations or chatbots inside messaging apps.**
- **Drive consumers to content about nearby products.**
- **Use as an educational tool**
- **Help users explore store inventory.**
- **Drive check-ins, reviews within local/travel apps.**

As a business, you can associate your app or website with a **ProxComm** BLE beacon or BLE-capable smart device. Android users near that device or beacon will see the message in the Nearby section of Google Settings, the Nearby Quick Settings tile will light up on supported devices, and messages that perform well will be raised as notifications. Your message can either lead to the Play Store, a mobile website, or directly to your app if it's already installed. This functionality is built in to Google Play Services, so you don't need to change your app to start using it.

Nearby Notifications works with all types of Eddystone beacon, and also iBeacon.

There are two basic types of experiences that you can provide using Nearby Notifications:

- **Link to a secure HTTPS URL to provide a notification to the user, and open the URL in the browser when the user taps the notification.**
- **Trigger an app intent to launch an app that is already installed and perform a specific action. If the app isn't installed, the user is taken to the Play Store where the app can be installed; the user can then continue to the feature specified by the developer.**

An App is really required to be able to be seen by all Smartphones. Globally, Android is the most popular Smartphone platform, with 81% of all Smartphones and Apple 13.1%. In the USA, Apple has 30% and Android 65% of all Smartphones and is more widely used.

Still confused? Don't be, call us and you will be pleased to be using this major change in marketing which is so cost-effective!

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