

Proximity Marketing Is Real-Time Contextual Insight Influencing Decision Making with Relevance

It is how content is giving way to context and how location services are leading the charge with Smartphone marketing. No one likes the bombardment of advertisers approaching you regarding something that has no relevance whatsoever.

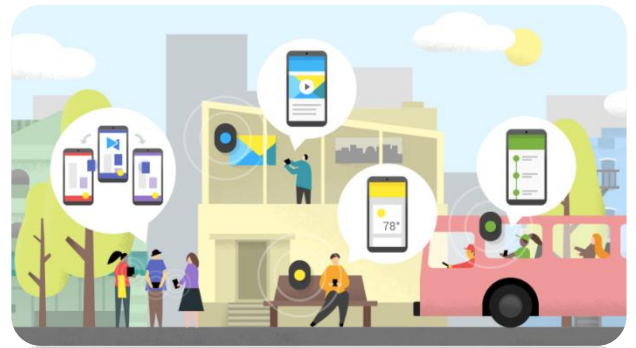
For the longest time, many have struggled to truly see the consumer value of the Internet of Things (IoT), It's the evolution of Big Data-driven by real-time contextual insights. Proximity marketing that is influencing real-time decision making on a daily basis.

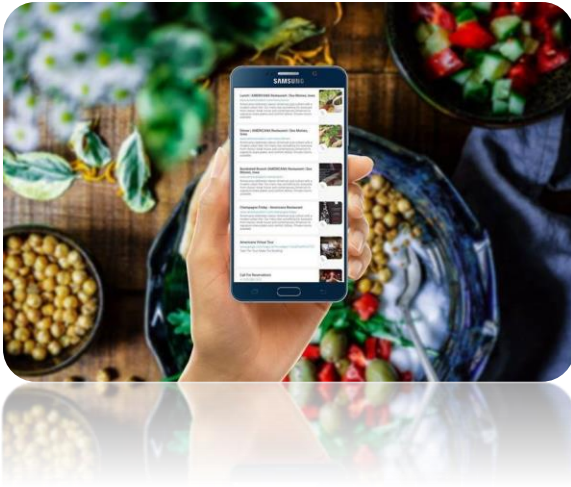


When the "Yo!" app came out in April of 2014, it was seen as a joke. Who the heck wants an app that's the only function is to say "Yo!" Seemed so, so lame, how could anyone take it seriously? Until you combine it with the proximity marketing and IOT technology. Now, you can start to understand where we come to. This app knows where you are, knows you care about not getting wet and so when you get a "Yo!" from the weather you follow, you know to bring your umbrella because it will rain in the next hour. Or you set it to connect you with other "Yo(ers)" when you're at a conference so that when you're in the same room, you can find other people with this app (who are probably innovators looking to share use cases).

Today we have Android™ and Apple™ with proximity beacon solutions, though Google™ has reached even much further with 'Nearby™', that sends notifications to all Android Smartphones without the need for a Mobile App.

Apple, well, Apple is Apple and they want you to have a Mobile App, so restricting your ability to be involved in the largest contextual proximity marketing to hit the globe.





Not so fast, **ProxComm Technology**® has the ability for business to reach all Smartphones with their own Inexpensive Mobile App and with the *ProxComm Technology Proximity Beacon and Enhanced QR Code* with the ability to send or open up to ten (10) notifications which have never been available before.

Location and proximity marketing adds the extreme layer of business intelligence into Big Data ... the layer that allows us to make better decisions based on real-time information. It's a very exciting time for us all.

To the advertiser and the public, shopping is a social event and no one leaves home without their Smartphone, which they grip like a security blanket and relies on their searches for their insatiable appetite for bargains.

Now We Come to Them!

For more information call:

(515) 200.7068 or (330) 366-6860

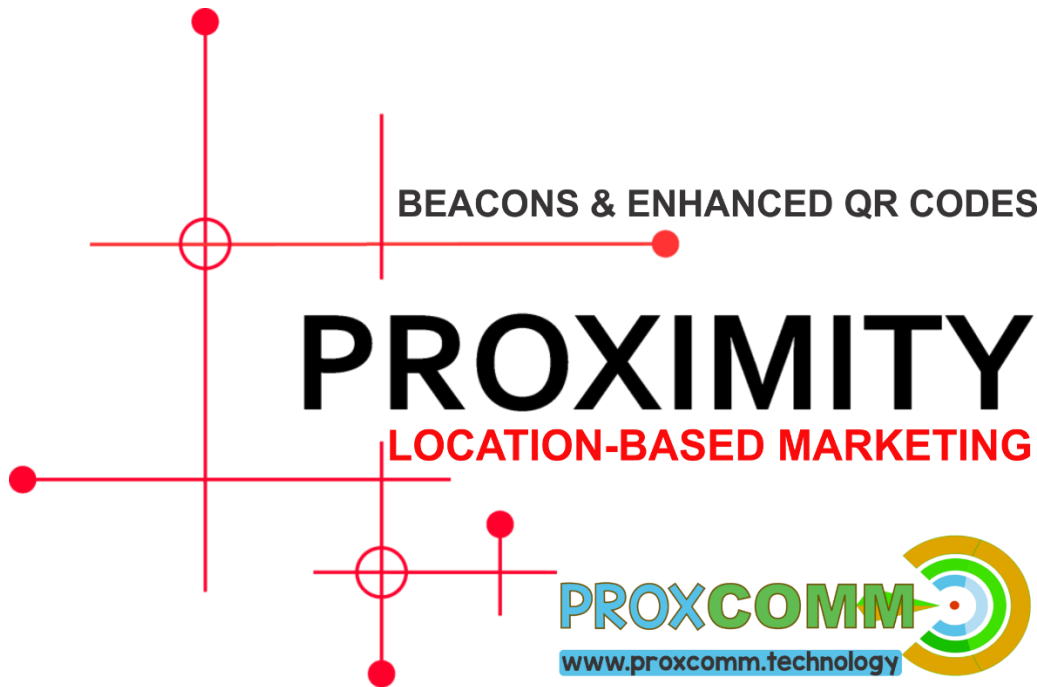
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Email: proxcomm@proxcomm.technology
Telephone: USA: +1 (515) 200.7068

