



PSM Proximity Marketing: Aiding both Customers and Retailers

The primary objective of most offline brands and retailers today is to provide their customers with a unique **in-store experience** every time they walk into the store. It's the only way they can compete with their online competitors. Marketing is one of the main factors that play a role in how the *customer experience* in-store turns out to be. Retailers have resorted to PSM Proximity Marketing sensors/beacons a long time back, as it is nothing short of a modern-day boon for both marketers and customers. **CommSmart Global Group, a LexisNexis Risk Solutions Partner** is the guru of data collection and firm resourceful analytics via **PSM Proximity Social Marketing/Tracking/Analytics**.

The number of smartphones globally is on the rise. Given the popularity of phones among customers while shopping, retailers will look to engage with these customers on their mobile phones. That of course in the most appealing and personalized way, right to the palm of their hand. **PSM Proximity Marketing** allows retailers to communicate with customers on their mobile phones. It is now the trend for the ages.



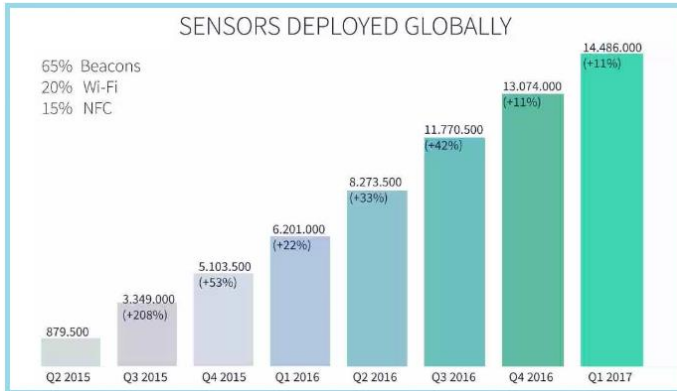
The Consistent Growth of globally deployed PSM Proximity Marketing Sensors

Retailers understand that elevated levels of customer engagement inside the store maximize the chances of a possible conversion.

PSM Proximity Marketing allows **brands & retailers** to communicate with *the customers at the right time and at the right place*. For this reason, there has been a consistent growth in the total number of sensors/beacons deployed globally. The following figures provides a fair estimation.



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PSM Proximity Marketing – Benefitting both Retailers and Customers

It makes a lot of sense to deploy **PSM Proximity sensors/beacons** within the store. Both the retailer and the customer can derive excellent value out of it. As mentioned earlier, sensors/beacons allow retailers to communicate with customers in a very personalized method. Access to customer behavior data in-store allow

them to make a curated offering to the customers that help increase sales. The sensors deployed allow retailers to figure out all the customer movements inside the store, identify the hotspots and cold spots, etc. Accordingly, they communicate with the customers by either optimizing the staff in that area, by communicating on the customer's mobile through highly customized and personalized offers, by improving the in-store displays, etc. *Customers* can be provided with offers on the category or item where they dwell the most. *PSM Proximity Marketing* surely benefits the retailer in more ways than one.

On the other hand, it also adds to the overall in-store experience of the customers. **PSM Proximity Marketing** truly helps in personalizing the shopping journey of the customers. Customers receive personalized offers and deals at the right time and the right place. This is what they love and come to expect each time they enter a brick-and-mortar store, '*customization*'. High degree of personalization also develops a high degree of *customer loyalty*. This increases the chances of them coming back to the store in the future. A personalized shopping journey automatically enhances the *customer experience* in-store. *Proximity marketing* sure helps.



Contact us today!

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