



Proximity Thematic - Digital Coupon Zone[®]

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

Everyone wants savings without the hassles of *coupon cutting* or forgetting to take the bundles of grocery savings offered each and every day.

Today, the majority of us carry a Smartphone in the palm of our hand, in a clutch and on our person. Your operation has access to Smartphones via **Low Energy Bluetooth (BLE)** enabling notifications to appear on the customer's Smartphone screens and can be saved.

Total privacy, as it transmits and does not receive anything from the Smartphones in the proximity of the transmitting beacon. It is when they see the notification on their screen, then click on the URL taking them to the information, whether it be in-store coupons, info or a *call to action*, which they are now receiving. This is when we know of their actions in utilizing your services. **It is the most cost-effective direct form of advertising available today!**

Like in the good old days of grocery shopping, the most sort after products like sugar, that everyone needed, was at the back of the store. It was the draw and so is the

Digital Coupon Zone!

No more coupon cutting, they are directly delivered to your loyal customer's Smartphones!

Once they enter the Coupon Zone, their Smartphone does the rest!

All of the weekly specials in the palm of their hand and with a direct call to action!

Through our proprietary software, you trigger their buying habits and have the analytics to know more about your customer's buying habits in *real-time*.



<https://www.commsmart-global.com>
<http://www.proxcomm.technology>
 Email: proxcomm@commsmartglobalgroup.com

Telephone: USA: Ohio: +1 (330) 366.6860 – Iowa +1 (515) 200.7068



Communications have changed our lives and we never leave home without our Smartphones, which are really much more than a phone and a camera. They have so much power that we, **ProxComm**®, of the **CommSmart Global Group, a LexisNexis Risk Solution Partner**, have been the driving force for last seven years globally in the development and implementation of successful **Proximity Social Marketing**.

We are talking about a small proximity beacon which transmits via *Low Energy Bluetooth* to Smartphones within a 300-foot radius. Transmitting a *Notification* and a *clickable URL* for the individual to open and view on their Smartphone. It is the most direct marketing application ever invented. It reaches all within its transmission circle which can be a limited zone as small as 3-feet, with direct information to enhance the buyer's experience which they then use at check-out.



It does not stop there, we have full capabilities of *knowing* customer 'dwell-time', their shopping pattern and shopping experience from the moment they enter your establishment. There is also a full asset tracking capability for equipment and staff. Importantly at a low investment and totally managed by *you!*

Our **Digital Coupon Zone** is your introduction to our vast experience in **Proximity Social Marketing**, with the knowledge our leadership has amassed as the originators of factual, trackable marketing in this socially growing world. You have the global best to assist you every step with this socially driven marketing technique.



The next step is simple, let us converse, discuss either in person or electronically and we shall demonstrate the **Power of Proximity Social Marketing**. Installation is extremely simple with our coaching and mentoring techniques, we leave you in control of all aspects, then our support team is there for you, should you *ever* require questions answered.

www.commsmart-global.com www.proxcomm.technology

www.proxbeacon.technology www.vote4me.technology

Email: proxcomm@commsmartglobalgroup.com Telephone: USA: (515) 200.7068 or (330) 366.6860

CommSmart Global Group® – **A LexisNexis Risk Solutions Partner**

It is productivity perfection personified!

WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...®

copyright 2017



<https://www.commsmart-global.com>
<http://www.proxcomm.technology>
 Email: proxcomm@commsmartglobalgroup.com

Telephone: USA: Ohio: +1 (330) 366.6860 – Iowa +1 (515) 200.7068