



## PROXCOMM LOCATION BASED MOBILE MARKETING

### The Smartphone Engagement Tool

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**ProxComm Technology** converses with marketers and we continue to talk about location-based marketing, which we are the technology creators/innovators who have merit and street-smart understanding. It is about the ability to target large groups of people with specific notifications, messages based on where they are in proximity to beacons and scannable QR Codes, which transmit valuable customer service information and not just another intrusive advert with no relevance whatsoever.

*ProxComm Technology* with their proprietary proximity beacons and *ProxID QR Codes* have truly assessed the marketplace with a one-way street beacon capability. It is only when a URL is opened as in normal practice, that information is a two-way street, just like on your laptop, desktop or tablet.

*ProxComm Technology* uses three factors to vet location data: **Accuracy, precision, and recency**. In other words: content is the key and with optional information which can be opened by the consumer, that is powerful location-based notifications. It is the contextual application which is relevant to the proximity and not from some far away hit and miss advertisement. We think in terms of customer service information and not mere advertising with no connection whatsoever.

It is the accuracy and content of the data. *ProxComm Technology* believes it would be more appropriate to make the accuracy of multiple notifications that are the most critical factor in understanding true customer service advantages. In our case, up to ten individual notifications with relevant connect ability. Either with a proximity beacon or a scannable QR Code.

With our clients, we create for their custom audiences and place information on "premium inventory sources". Tracking the measurement content of campaigns after notifications run is vital and available.

*ProxComm Technology* does location-based mobile marketing which improves our client's customer service capabilities.

Smartphone technology is an ever-improving element and understanding the players, like Google, Apple and Lexis Nexis is key. *ProxComm Technology* was borne out of *CommSmart Global Group*, a *Lexis Nexis risk solutions partner*, which maintains more than an edge.

**ProxComm Technology** was created to help advertisers target specific groups of consumers using concise methods of proximity beacons and QR Codes.

For more information call: (515) 200.7068 or Email: [proxcomm@proxcomm.technology](mailto:proxcomm@proxcomm.technology)

**Connect, Engage, Communicate... Be Heard...**  
**WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...**

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