



Proximity and Promotions



mProS is a Proximity and Geo-fencing Sales & Marketing turn-key solution which enables retailers, traders and marketers to reach broad audiences with rich, context - relevant, location - based and targeted pushed messages at the point of presence through their mobile devices, utilizing Bluetooth, Wi-Fi, NFC or GPS technology.



**“mProS”
for promoting sales
one meter away
from the self
or the fridge**

The mProS solution is suitable for:

- Retailers & FMCG
- Shopping Centers, Malls & Sport Centers
- Insurance and First Aid Services
- Hotel & Resorts
- Cinemas, Theaters & Museums
- Restaurants & Cafes
- Airports, Airlines & Trains
- Event Organizers & Venues

mProS provides our partners with an advanced and efficient proximity solution, that enables them to excel intelligently, offering high quality services to their customers. For proximity granularity of just a few feet or centimeters, a sophisticated mProS Bluetooth tag is installed at any point-of-presence, to boost impulse buying.

Why choose mProS for your Proximity / Geo-fencing plan

mProS is a fully functional and easy-to-use tool, offered as a service, that enables the design and launch of sales and promotional campaigns in a fast and flexible way, as well as real-time evaluation of the associated results.

72% of consumers respond to calls-to-action in marketing messages they receive, when they are in visible proximity with the retailer



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With the mPros our partners can:

- Deploy and manage location-specific and time-relevant call-to-action messages and offers, utilizing text, **rich content**, promo-codes or rewards
- Create easily and distribute rapidly targeted and relevant content
- Send broadcasted or unique per customer **ads**, follow any push or pull model
- Schedule **unlimited** campaigns per day, location, radius and brand
- Select among various options the **desired proximity radius**
- Choose the desired **frequency** of broadcasted messages
- Adapt on-the-fly the campaign details to further increase efficiency
- Create **personalized** campaigns, leveraging on the high conversion rates of e-coupons and vouchers
- **Minimize** campaign deployment costs
- Deploy small **questionnaires** for market research purposes
- Capitalize on valuable customer demographics, traffic patterns and consumer behavior
- Receive **real-time** evaluation and tracking data of campaigns
- No need to install software or hardware. Everything in mProS is a service

52% of mobile users are willing to share their location to receive local offers and relevant advertising



Businesses focus on engaging audiences where and when they are ready to purchase goods or services

Why choose MPASS as your strategic partner

- MPASS is a leading service provider specialized in delivering advanced end-to-end digital marketing solutions, leveraging the whole spectrum of channels (mobile, social media, email, newsletters, smartTV).
- We have extensive and proven experience on large-scale e-coupons and mobile marketing services, having partnered with the largest retailers and brands.
- We capitalize on cutting-edge technologies to deliver valuable, turn-key solutions.



MPASS
FUTURISTIC SERVICES NOW!

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