



TECHSYS DIGITAL

DIGITAL MARKETING

TRENDS 2015

IBEAICON - THE HARDWARE



iBeacon is the trademark for an indoor positioning system.

Rather than using satellite signals to locate a device anywhere on Earth as GPS does, iBeacon's make use of Bluetooth Low Energy (BLE) which can enable a mobile user to navigate and interact with specific regions geofenced by low cost signal emitters that can be placed anywhere, including indoors or even on moving targets. It opens up opportunities to enhance customer experiences in-store, reward consumers for their loyalty and also entice them to a point of sale – across both Apple and Android.

THE POSSIBILITIES



Gamification and scavenger hunts.



Navigation: An app can notify attendees where they are on a map and give guidance on where they wish to go.



Location-based alert notifications e.g. Welcome, Discount Coupons.



Transmission of contact information, social media profiles, food preferences, and much more.



Communication between users can be enhanced with notification, pictures and information about who is nearby.



Automated demonstrations (videos, etc.) in store & for exhibitions.




Targeted messages to segmented consumer groups.



Traffic Patterns.

Digital Video has fast become a key component of web activity. With the likes of YouTube and other Online Video players (e.g. Netflix, Vimeo) it has become ever increasingly popular to view videos digitally – even television channels offer online On Demand alternatives.

STATISTICS



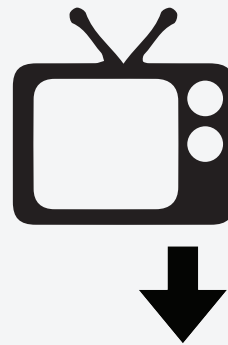
188,000,000
AMERICANS WATCHED

➔ **47**
BILLION
ONLINE CONTENT

➔ **29**
BILLION
TOTAL VIDEO
ADVERT VIEWS



WATCH
YOUTUBE
AND
VIMEO



TRADITIONAL TV
DROPPED
8 CONSECUTIVE
QUARTERS



MULTI-SCREEN VIEWING IS
BROADENING

80% OF CONSUMERS
UNDER **35** WATCH
CONTENT ONLINE
WEEKLY



MORE THAN
25%
OF VIEWERS

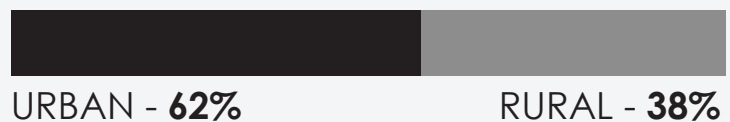
UNDER **45**
WATCH CONTENT
WEEKLY VIA TABLET



Access to mobile has now become so ubiquitous that we can access pretty much anything we desire at any given time, from information to tangible products. With the global population reaching over 7 billion in 2014 and mobile penetration growing to over 6.5 billion, the mobile platform grants access to a diverse digital world limited only by our imagination. Looking forward, the integration of new technologies and accessibility of more advanced hardware for less cost, offers a wide array of benefits in using the mobile world as a key focus in 2015.

STATISTICS

48,601,098
TOTAL POPULATION



68,394,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE PENETRATION - 141%

40%



SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION.

2H
29M



AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY.

92%



SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE.

38%



MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION.

89%



SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE.

30%



SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE.

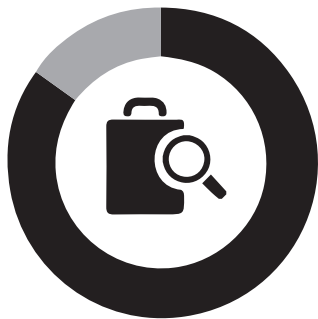
ATTITUDE AND APPROACH

The integrity and honesty of a Brand has become paramount thanks to an increased level of consumer awareness. In 2015, brands will have to work harder than ever before to align their marketing messages with the culture of their brand.



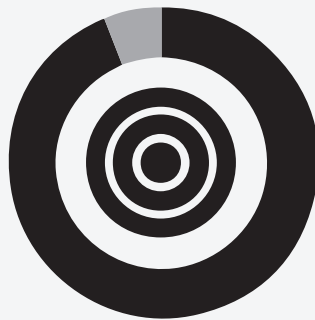
Marketers will need to develop an intimate knowledge of technologies such as real-time analytics, social media and other digital tools and adapt to use them in a way that emotionally and transparently connects the brand to their consumers, allowing them to stand out as a reliable, trustworthy brand.

STATISTICS - WHAT CONSUMERS WANT



85%

Know that websites track their online shopping behaviour, but understand that tracking enables companies to present offers and content that match their interests.



94%

Companies that agree online personalization is critical to business performance.



66%

Two out of every three companies believe personalizing their websites will improve the customer experience and the success of their overall business.

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