

Engage customers at the right time and place

Bluedot Innovation is a technology company that's changing what's considered possible in location services by combining cutting-edge innovation and the highest quality execution.

72%

**of consumers who
searched for local
information on
smartphone visit a
store within 5 miles**

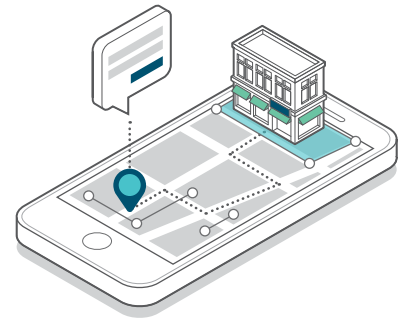
We enable location-based commerce and social innovation across any industry where mobility and location can add value. The Bluedot Point SDK enables enterprise mobile apps to deliver relevant messages and Geoactions to devices based on the precise location of customers. Our award-winning technology is the most accurate location services on the market delivering 20X the precision offered by our competitors, including the likes of Google and Apple.

Reinvent the Path to Purchase

Reach

Add locations to win mobile moments and interact with customers along their entire journey

- Deliver offers to drive foot traffic
- Enable instant mobile purchases
- 1:1 segmentation or by profile attributes
- Target customers anywhere in the world
- Intercept customers at your competitor's locations
- Set conditions to eliminate spam



Monetize

Increase revenue by location-powered engagement

- Lift conversions with relevant engagement
- Drive more mobile, digital and offline sales
- Increase customer lifetime value
- Optimize loyalty programs

Understand

Measure campaign ROI and discover what influences customer purchases

- Track offline attribution without hardware
- Know how long customers spend at locations
- Leverage location analytics to optimize campaigns
- Retarget customers based on travel history



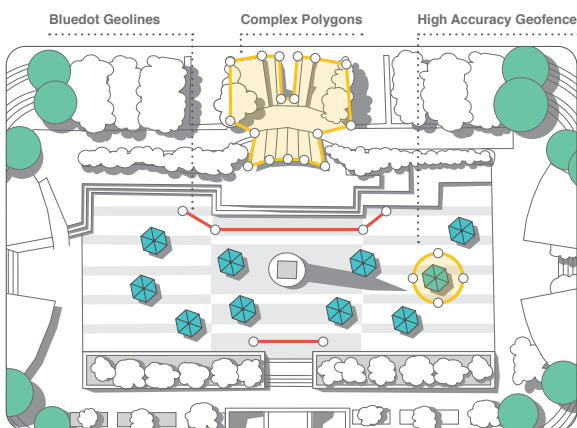
20x

more accurate than Google

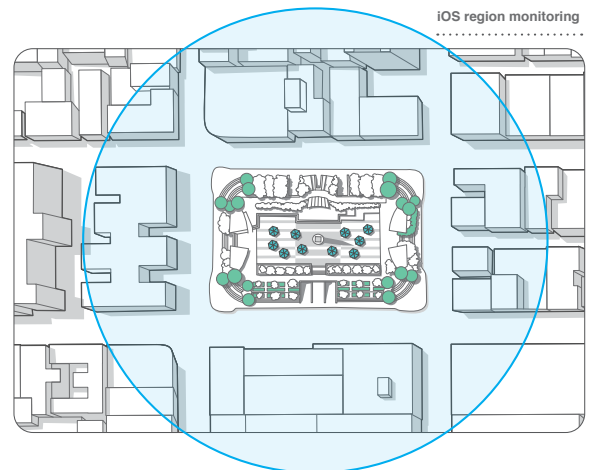
Easy-to-Use Enterprise Solution

- Best-in-Class Location Technology
Highest accuracy and optimal battery performance
- Ultimate Security
Hosted on a dedicated private infrastructure with bank-level encryption
- Simple Integration
Minimal developer resources required. Integration on both Android and iOS within the hour.
- Limitless Scale
APIs and infrastructure designed for millions of locations and daily users
- Consumer Protection
Bluedot never tracks or collect personal information of end users
- Flexible Pricing
Automatically scales with volume per trigger

bluedot



vs



Features and Benefits



Patented Geolines™ deliver hyper-accuracy via a thin tripwire



Create Geofences of any shape and size



Trigger any mobile action, anywhere in the world



Public REST APIs



Webhooks



Scale to millions of locations and users



Set any type of condition to manage locations



Battery-friendly SDK



Dedicated Account Manager and customer support



Beacon-agnostic platform