Radius Networks

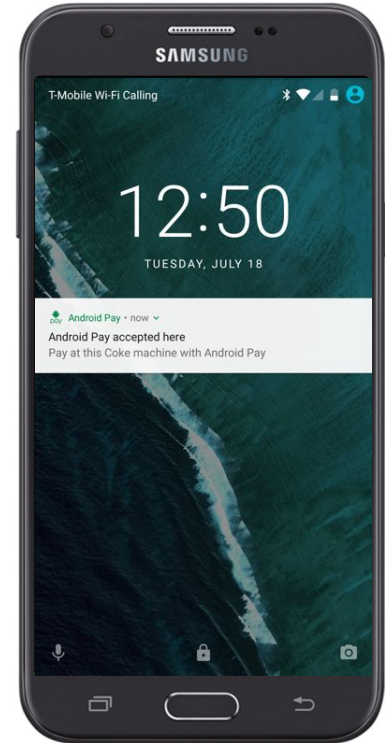Google Nearby Notifications

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Nearby Notifications help businesses reach their customers, **with no prior app install required,** with relevant messaging when they are in proximity to them or their physical location.


- "Nearby" utilizes Bluetooth beacon technology to initiate messaging

- Messaging is triggered via the beacon based on location

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What are Nearby Notifications?

- No prior app install required
- Reaches Android users (60% of population) with Bluetooth and Notifications turned on
- Messages can be customized with text and a URL
- Notification sent to mobile phones when they are in close proximity to the beacon
- Used to drive mobile engagement

# Radius Networks

Benefits of Nearby Notifications
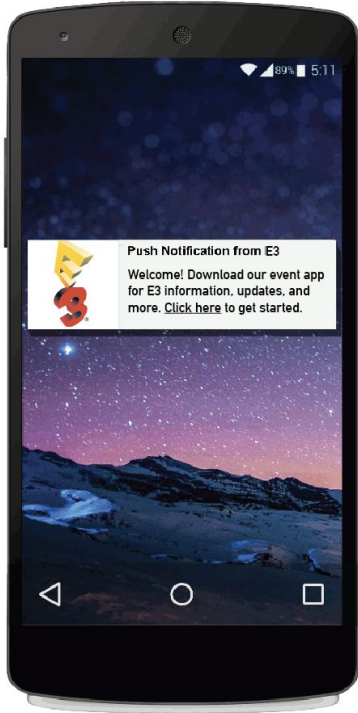
Encourage shoppers to:

- Download your app

- Engage on social media

- Learn more about your company/product/property

- Visit your booth/location

- Fill out a survey, check-in, and/or submit a review
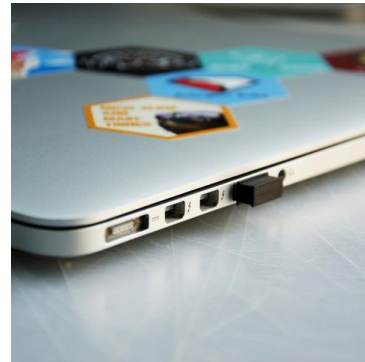
Types of Beacons Used for Nearby

RadBeacon Dot:

- Battery-operated (approximately 6 month lifetime)
- Range: 5-50m
- Portable
- On/Off button
- Great for use on-the-go
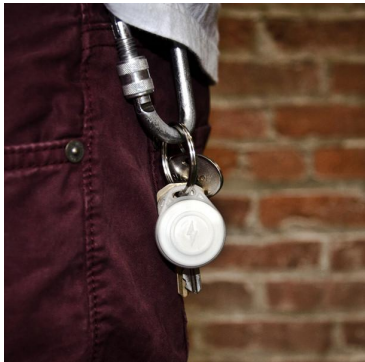
RadBeacon USB

- USB powered (unlimited lifetime)
- Plug into wall or computer (any power source)
- Range: 5-35m
- Stationary or portable
- Great for use at a recruiting station

Google Nearby is ideal for:

- Storefronts

- Recruiting

- Service providers

- Real estate agents

- Events/Conferences

Best Practices:

- Tell them why they are receiving the message

- Attach custom links

- Instruct user to take action

- Personalize the message

Avoid:

- Including any personally identifiable information

- Targeting your users at too many locations during a short time

- Adopting a one-size-fits-all strategy

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After placing your order, you will receive a RadBeacon USB or Dot with a website, ID, and Activation Code on the label.

Go to:
https://director.radiusnetworks.com/nearby/activation
ID: DEMO-D-0001
Activation Code: BPVG-4G98

Setting Up Your Beacon

![Radius Networks logo]

Nearby Notifications

Activate Beacon

ID [   ]

CODE [   ] — [   ]

[Activate]
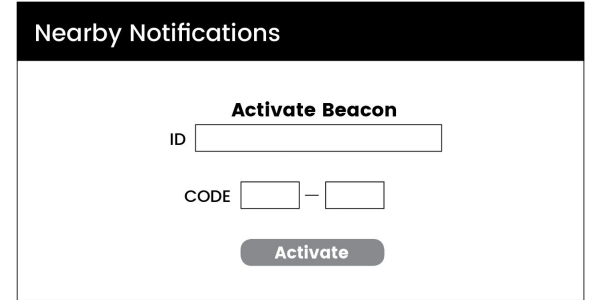
1. Go to:

   https://director.radiusnetworks.com/nearby/activate

2. Enter your designated beacon ID and Code.

3. Activate your beacon(s)

4. Click to edit your beacon message

Nearby Notifications

⚡ **RadBeacon Dot**
No Notifications   [+ Create]

1. Enter the beacon name, message, and URL

2. Click "Update"

3. The beacon will be transmitting immediately

Editing Nearby Notification

BEACON NAME

This is for you to identify your beacon.

MESSAGE

This is the notification that will be sent to nearby phones. Messages must be less than 40 characters.
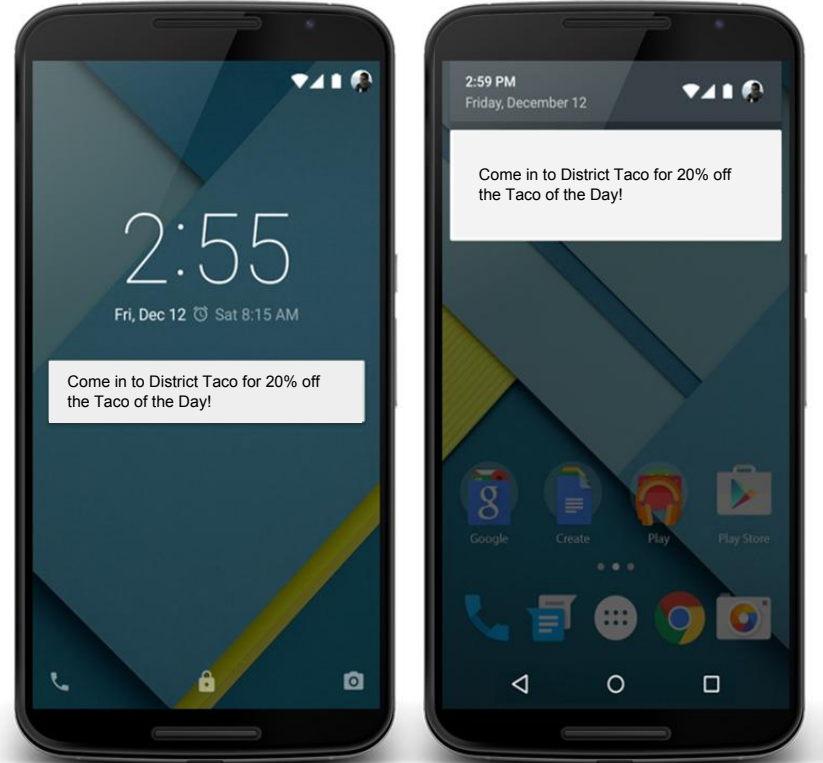
URL

This is the URL that your message will click to. This must be an HTTPS URL.

Update

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Messages Sent to Nearby Phones

Notifications will be sent to nearby phones and be displayed in the lock screen and/or notifications center.

Coca-Cola
- Passersby are greeted with a message informing them of the nearby vending machine and Coca-Cola rewards
- Coca-Cola saw a dramatic spike in vending machine sales and engagement with their loyalty program

Dyson
- Dyson uses beacons to send nearby messages to passersby of their retail stores
- Messaging increased foot traffic to store and engagement with brand

Army
- Army uses Nearby Notifications during recruiting events and to entice prospective recruits into their recruiting stations
- Messaging enabled them to spread awareness to prospective recruits and draw people to their booths during recruiting events

E3
- Messaging was sent during large conference, encouraging app downloads, session notifications, social media engagement, and for surveys
- Conference attendees took action from nearby messaging and engaged with E3 brand throughout event