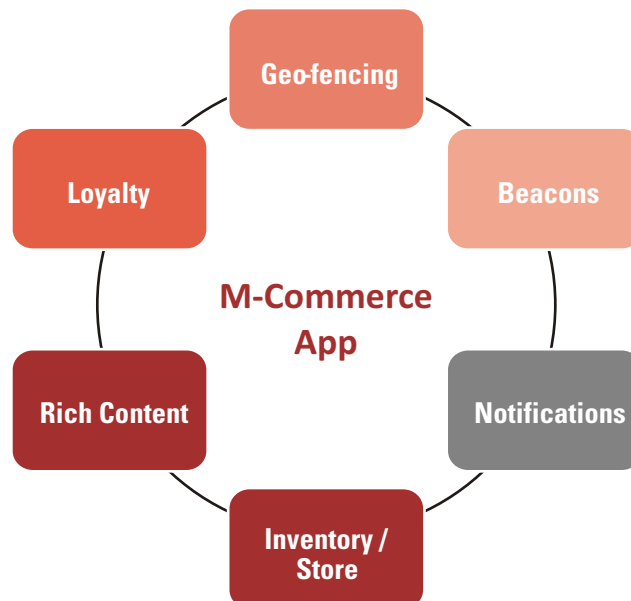


MULTI-CHANNEL MARKETING

Case study: Happiest Minds mCommerce Application helping grow international clothing company business

A leading international clothing company focusing primarily on sportswear and casual clothing for niche markets with annual turnover of 1 Bn USD needed a new business channel to open up brand discovery and connect with users through offers via geo-fence notifications and in-store notifications in real-time.



Happiest Minds' Solution

- Geo-fence based notifications enabling users to receive alerts when in the vicinity of the store.
- Usage of iBeacons enabling stores to send context specific notifications as user browses through the store.
- Display of loyalty points and information regarding redemption.
- Streaming of latest fashion related audios and videos
- Quick information about product and its availability in stores or online through UPC scan.
- Managing alerts and location services & Additional sign-on option using Facebook or Google Plus

Business Benefits

- Increase user base, conversion rate
- Customer touch points through push notifications
- Create and manage geo-fences and general notifications
- Product information and availability through UPC scan
- Provide social media streaming via YouTube and Vimeo channels