LARGEST BEACON DEPLOYMENT EVER CARRIED OUT FOR AN EVENT IN EUROPE

GSMA MOBILE WORLD CONGRESS 2015
The power of proximity and its potential enhancements of mobile marketing campaigns is something the marketers are currently talking about. MOCA makes feasible increase of ROI from mobile marketing campaigns and presents you a successful example of proximity technology usage at big-scale events.

The event industry is one of the main adopters of mobile marketing and innovation in this industry. According to a survey by Cvent, the percentage of events having their own mobile app is predicted to grow in upcoming years. It means that event organizers will increase their marketing budgets, which in its turn signals of higher expectations of ROI. Understanding mobile user behaviour and location information is crucial for creating personalized and contextualized marketing campaigns.

The following white paper, based on MOCA’s proximity solution and its implementation at the Mobile World Congress 2015 reveals that:

- Proximity-aware event apps are 235% more engaging than standard event apps.

- In the case of location-aware notifications, beacon-driven notifications perform better than those triggered by GPS. At the Mobile World Congress, beacons reached over 17x more mobile users than GPS.
HOW PROXIMITY TRANSFORMS THE MOBILE EXPERIENCE AT MWC

1. Geofence-driven registration as an attendee arrives at the airport.

2. Beacon-driven mobile check-in at main entrances.

3. Proximity-triggered notifications about exhibitors nearby.

4. Beacon-triggered information on transportation.
The app that was used at Mobile World Congress was powered by GSMA and designed to enhance the event experience. With more than 650 Bluetooth Low Energy beacons deployed on the 240 thousand square meters of exhibit space in Fira Gran Via, it becomes the largest beacon deployment ever carried out for an event in Europe.

Is there a better playground for new mobile technologies than the renowned Mobile World Congress? Since “if anything is happening in mobile, it can be found at MWC”, implementing the hottest mobile trend into the existing GSMA Event App was simply a must.

**Goals**

For the Mobile World Congress event organizers set two primary goals:

- Enhance attendees experience during the event.
- Gather insights on their behavior to improve future events.
THE EVENT

Solutions

In order to achieve these goals, Mobile World Congress introduced some new features to the GSMA Event App. They also had to figure out how to place beacons in the most strategic way possible to avoid beacon signal interruption, which is crucial for getting a more precise location.

Attendees who hadn't registered for the event could do it with the app once they arrived at the Barcelona Airport. GPS-driven notifications enabled them to effortlessly collect their badges from registration at terminal 1 and 2 even without internet connection. It streamlines registration, reduces waiting time and avoids unnecessary queues at the congress' venue.

Then, their digital badges automatically opened up at the main entrances of the venue so they could easily check in. At the event, beacons drove traffic to premium exhibitor stands, encouraging app users to come by when they were walking by. Once they left, beacons triggered information about available means of transport.

Finally, at the end of the congress, all attendees received an invitation to visit a future event.

"Through MOCA we have discovered a new communication channel, giving us the opportunity to communicate and interact better and more efficiently with our users."

Xavier Casals, GSMA, Mobile World Congress
THE EVENT

Results: Technology adoption

The Mobile World Congress 2015 lasted for four days and gathered 93,000 attendees from 200 countries. Most of the participants came from USA (23%), Spain (17%), and UK (15.1%). A chart below illustrates how many of them adopted mobile technology.

Bluetooth and GPS adoption among mobile users

- 79% turned on GPS.
- 60% turned on Bluetooth.
- 57% turned on both GPS and Bluetooth.

App downloads

- 48% of attendees downloaded the GSMA Event App.
MOCA noted that 47% of mobile users interacted with the app at the venue. That’s 240% more than the best usage rate of mobile apps for events according to Quickmobile. Proximity dramatically increases mobile engagement, because an app keeps reminding a user about itself. At MWC, a user would open the app 26 times a day. That’s approximately 2.9 times more than a Vinitech-sifel exhibition’s standard mobile app (9 times on average according to the Event Bible) and over 4 times more than a Pharma Forum’s web-based app (24 sessions over four days according to Quickmobile).

Displaying relevant content at the right place at the right time also boosts click through rate. For example, 38% of mobile users who received a push notification about nearby exhibitors interacted with it. That’s 5.4 times beyond the industry average according to Localytics.

Furthermore, 54% of mobile users logged in to the GSMA app during the event and 83,60% of mobile users received a proximity-based notification at least once.

“During the event, it was proven that proximity solutions and analytics are useful to engage visitors with proximity-triggered digital experiences onsite, enable exhibitors to attract visitors to their booths, or gather valuable visitor insights for future events.”

Oleg Morajko, CTO and Co-Founder of MOCA
During the event, MOCA gathered some interesting data from mobile users.

**Top ten most popular languages.**

1. English: 48.4%
2. Spanish: 15.9%
3. French: 5.2%
4. German: 5.1%
5. Chinese: 3.5%
6. Italian: 2.6%
7. Korean: 2.5%
8. Catalan: 2%
9. Portuguese: 1.9%
10. Other: 1.8%

**The majority of visits came from United States.**

1. United States: 23%
2. China: 17%
3. Spain: 15.1%
4. France: 4.8%
5. Germany: 4.5%
6. United Kingdom: 4.3%
7. Other States: 2.8%
8. Italy: 2.7%
9. Saudi Arabia: 2.4%
10. Japan: 1.9%

Which operating system prevailed, Android or iOS?

- **Android**: 41%
- **iOS**: 59%
To understand better about proximity, it is important to know what is Beacon. A beacon is a small Bluetooth radio transmitter. It’s like a lighthouse: it constantly transmits a single signal that devices can see. Instead of emitting visible light though, it broadcasts a very short-range radio signal that’s made up of a combination of letters and numbers transmitted on a regular interval of approximately 1/10th of a second. A Bluetooth-equipped device like a smartphone can “see” a beacon once it is in range, much like sailboats looking for a lighthouse to know where they are.

For instance, update an indoor map of your location, send push notifications or even change a music song on your phone while you are moving around a venue. Before this technology, it was not possible for event organizers to understand the visitors’ journey at events. Now, event organizers can collect data about the most popular areas at their event and with this feedback improve the layout of future events.
Why is Proximity becoming so important?

Proximity data gives crucial insights on users’ interaction with mobile devices and the context of it. For brands, events or marketing agencies it means a better understanding of users’ behaviour, which increases the chance of anticipating their needs and boost of user engagement.

According to BI research, by 2018 there will be 4.5 million active beacons, which means that many brands will get valuable insights about their customers and adjust their business accordingly. It means that in order to stay competitive and increase ROI from mobile marketing campaigns, marketers should embrace the innovation and adopt proximity solutions to benefit from it.

"Now, event organizers have the opportunity to communicate and interact with visitors. Context-aware solutions allow them to deliver the best possible experience for its visitors and maximize their commercial value."

*María Fernanda Gonzalez, CEO of MOCA.*
MOCA is a marketing intelligence software that learns from mobile users and understands their behavior to provide clients with the knowledge they need to revolutionize their business.

MOCA turns any mobile app into a powerful marketing tool. Using bluetooth beacons, geo-location, push notifications and deep customer insights, MOCA enables the delivery of highly personalized and contextualized marketing campaigns at the right place at the right time.

The platform is built using 3 main concepts:

- **LOCATION**
  
  Where are the visitors?

- **PROXIMITY**
  
  Where are the visitors near to?

- **BIG DATA ANALYTICS**
  
  What is the profile of visitors? What are their preferences?

MOCA goes above and beyond a simple CMS platform, which usually delivers only promotional notifications. We provide our clients powerful insights that help them to increase mobile conversions and make data-driven decisions.
ABOUT MOCA

How can MOCA enhance your mobile marketing campaign?

MOCA has all the features you need to deliver a mobile marketing campaign and much more. It includes real-time segmentation and user profiling, proximity campaigns, push notifications and deep customer insights, all in one single platform by integrating one single SDK. The SDK is available for iOS, Android, PhoneGap, and Windows Phone 8.

Furthermore, MOCA allows its clients to build custom functionalities. Through MOCA REST API, you can integrate third-party systems and access raw data. It enables the inclusion of maps and analysis of mobile users’ flow indoors and outdoors.
ABOUT MOCA

How MOCA works

STEP 1
Sign up online to create a MOCA account

STEP 2
Connect MOCA SDK in the mobile app

STEP 3
MOCA tracks variety of data from various sources and location information

STEP 4
Deliver highly personalized and contextualized marketing campaigns

STEP 5
Measure ROI and improve marketing performance with deep customer insights

"The possibilities of collecting data from different sources (mobile devices, Bluetooth sensors, geo-location and other systems) and processing it to improve customer knowledge are endless. MOCA offers an innovative solution placing Big Data technology at the service of mobile marketing."

María Fernanda Gonzalez, CEO of MOCA.
Mobile World Congress (MWC) is the world's largest annual gathering of mobile and related industry C-Level executives, hosted by the GSM Association (GSMA) in Barcelona. It focuses on trends, challenges, and opportunities for the mobile industry.

This year, MWC celebrated its 10th anniversary breaking all previous attendance records with more than 93,000 professionals from 200 countries, 2,000 exhibiting companies and 100,000 square meters of exhibition and hospitality space at the Fira Gran Via.

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Fira is one of the most important European trade fair organisations. Its international prestige is closely linked to the Barcelona brand, a city with over a century of trade fair tradition.

They are constantly scanning the market for new cutting-edge technologies, service-oriented and totally committed companies to partner with. Together with the foreign promotion of its companies, Fira works to attract large international events, promote the growth of its shows, create new events related to emerging sectors, ensure excellent service and organise value added activities.
**PARTNER SPOTLIGHTS**

**About Pole Star**

Pole Star, founded in 2002, based in Europe and in the United States, is the fast-growing pioneer and world leader in indoor location technologies. Pole Star’s mission is to deliver high performance and complete range of indoor location services for venue owners and mobile solution providers. We are covering over 10 million square meters of indoor areas and our setup platform is used in 45 countries.

**About Kontakt.io**

Kontakt.io’s platform puts the real world in contact with the Internet of Things by connecting devices with proximity awareness to the cloud. Kontakt.io goes beyond beacons to do this, and offers a full suite of innovative technology ranging from Bluetooth Low Energy beacons to a variety of other hardware and software technologies. Kontakt.io makes it simple for any business or serious hobbyist to create the Bluetooth application or business of their dreams. Kontakt.io helps their clients learn amazing things through analyzing the world around them.
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MOCA turns any mobile app into a powerful marketing tool.
All in a single platform.

• Have any questions about proximity solutions?
• Want to learn how to increase mobile conversions?
• Would you like a free demo?

contact@mocaplatform.com

SIGN UP FOR FREE

Find us on Twitter, LinkedIn and other points of contact on the web.