

Harness the power of proximity-based digital marketing

Digital marketing and business insights with Proximity

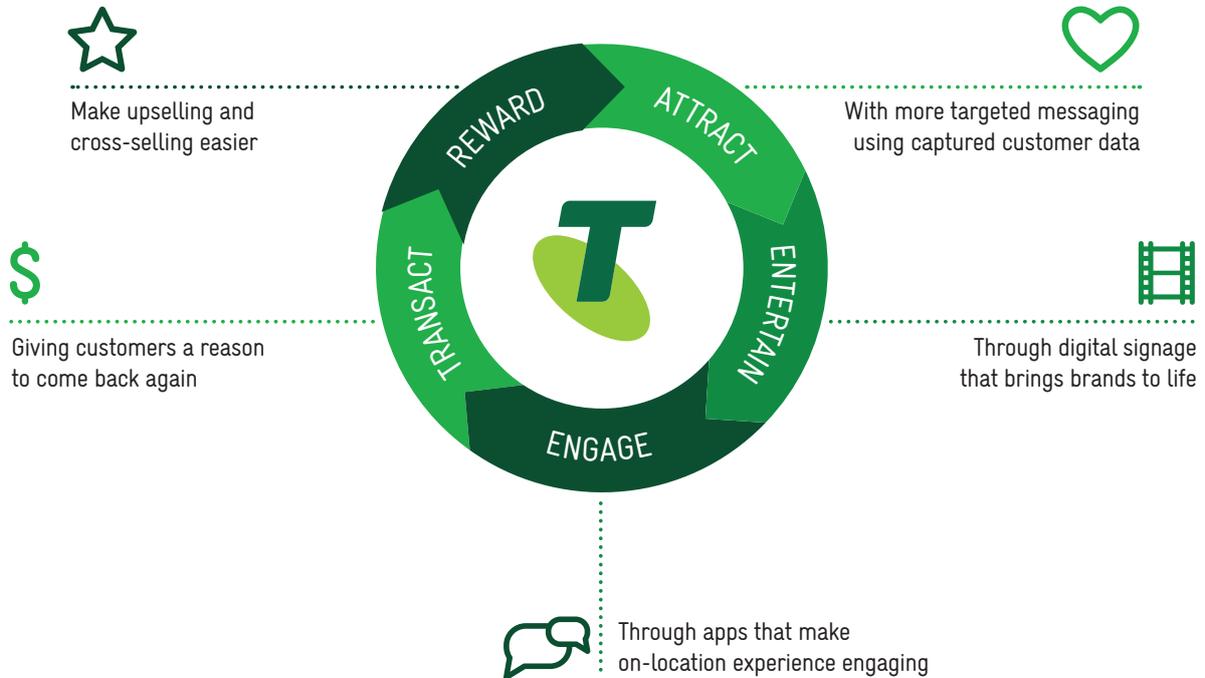


Engage. Immerse. Inspire.

The massive growth of digital technologies and smart devices has revolutionised the marketing world and the way people want to be engaged. Organisations can benefit from exciting new technologies to embrace this opportunity and deepen their connection with consumers.

Proximity enables you to take advantage of powerful digital technology to engage your consumers while in store or on location. Using proximity-based digital marketing, you can create a compelling experience that gives consumers reasons to spend more, stay longer, and come back.





Make an impact across multiple touch points

Deliver targeted and meaningful content to customers at the point of most influence. Capture attention with high impact digital signage and large format media walls. Engage customers with more personal, one-on-one content to a compatible mobile device – with our flexible Wi-Fi App technology, they can access your app quickly without having to download it. Orchestrate campaigns across both touch points to create maximum impact.

Measure results and optimise effectiveness

On premises Wi-Fi hotspots and mobile engagement applications enable you to capture data that provides deeper insight into how campaigns and content are performing – useful for improving your approach over time. Simply invite customers to log on to the wireless hotspot with their compatible mobile device for access to exclusive offers, content and services.

You can keep track of key performance indicators by utilising the reporting services included in the solution. The data provides visibility of how many users connected, average dwell times, what content was most viewed, and which offers are of most interest.

Enable your interactive digital strategy

Proximity can put you on the path to create a delightful pathway to purchase for your customers while they are on location. Our fully managed solution looks after the technology and content management to make it easy. Content can be distributed over the Telstra mobile network, making the solution easy to deploy without complexities.

Why Telstra?

Our digital marketing and business insights solutions are purpose built to handle the unique challenges that today's marketers face. Whether its multi-channel engagement, delivering more effective initiatives, or a more measurable return on investment, we will tailor a solution to help meet your requirements and desired business and marketing outcomes. We work with the best and most innovative players to provide the latest innovation, backed by our resources and scale.

Our digital media solutions are proven across more than 4,000 end points and 50 organisations across industries such as retail, hospitality, health insurance and more.

About Telstra

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Our solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP® network and the Telstra Mobile Network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service® and one of Australia's largest and most qualified field and technical workforce.

 **contact your Telstra account executive**

 **1300TELSTRA (1300 835 787)**

 **telstra.com/enterprise/digitalmedia**

Information that you provide to Telstra in relation to the Proximity solution will be dealt with in accordance with Telstra's "Privacy Statement" available at telstra.com.au/privacy/privacy-statement.

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