

Bluttu

The offers near you!

Location based marketing
platform & services

What we want to do:



Shopping is a main component of our daily life....
... but finding relevant offers at a reasonable price is almost “mission impossible”!
We want to enable people to do it... on-the-go via their mobile phones!

The customers:

Customer Persona:

- Maria (29) with high education
- Lives in big city (100K+)
- Regular job with 1000+ BGN salary
- No family (or family w/o kids)
- => Have extra money for shopping / entertainment
- => Have smartphone and uses more than voice

Context & Behavior:

- Likes shopping and do it at least once a week (non grocery goods)
- Loves discounts & promotions and actively seeks them
- Has favorite brand (or at least shops)
- Spends a lot of time window-shopping and exploring
- Uses smartphone actively (social networks, info search)

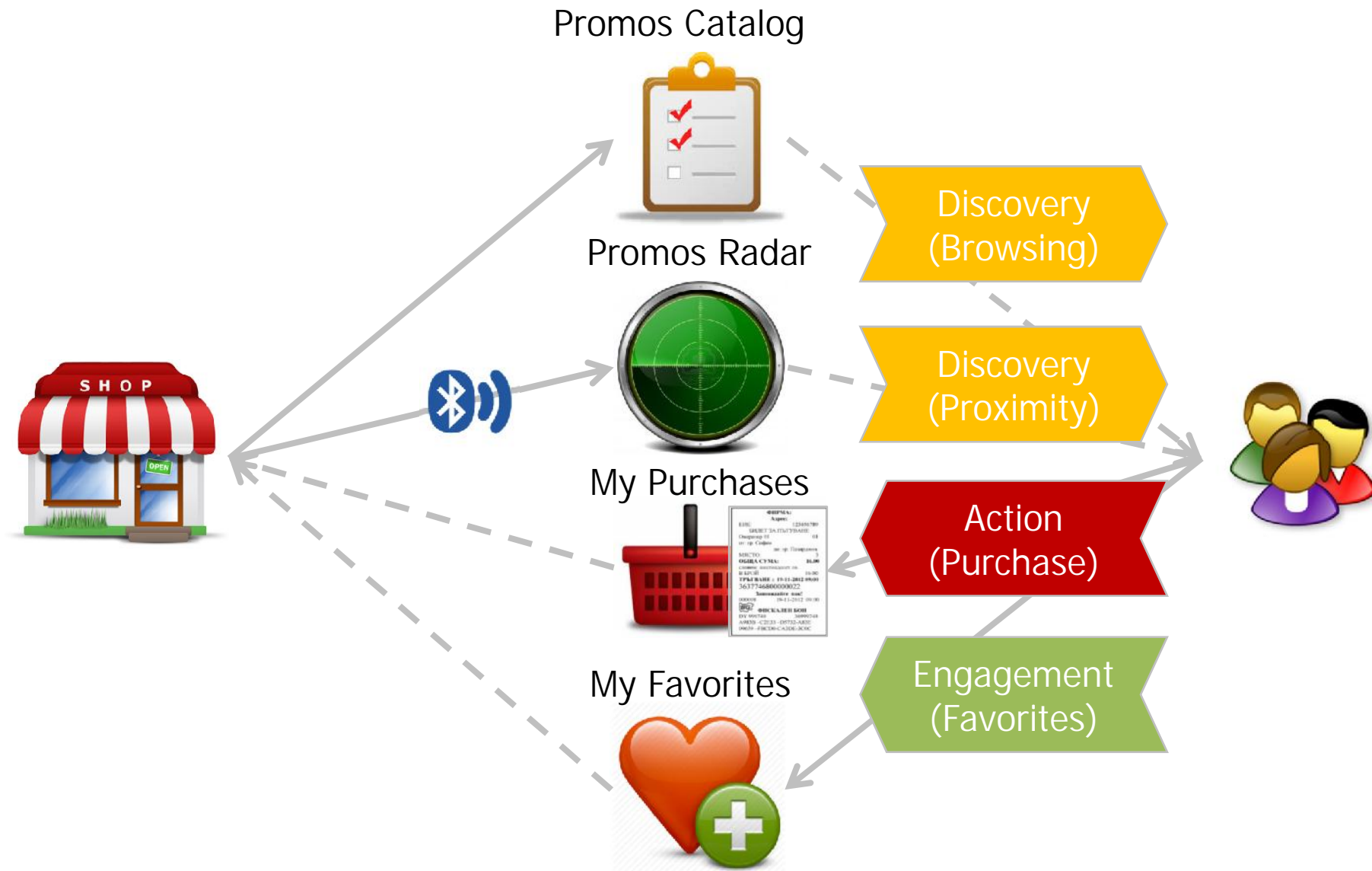
Needs & Goals:

- Target Group Profile: Promo lovers (primary, hardcore), mass market (main base)
- Specifics: tech savvy users with high end smartphone
- Situation: on their way for shopping or passing by the stores
- Trigger: notification for instant offer on the screen.

Proposition:

- Categorized and filterable offers (type of goods, brand, conditions, etc.)
- Offers near Me: proximity "radar" scan
- My purchases list and the cashback tombola
- Wish list of goods and stores

Customers – Merchants interaction:



Merchants:

Profile:

- Small & medium size retailers (up to 5 locations)
- Fashion, fast food, bars/cafeteria, groceries, other specialized
- Not big enough for ATL communication
- Big enough for marketing activities
- Flexible on decision making

Context & Behavior:

- PoS is situated on a place with heavy traffic (e.g. malls, main pedestrian street)
- Relatively low conversion (entering the shop)
- Main marketing activity: discounts on the window
- No resources focused on marketing so copy-paste approach

Needs & Goals:

- Want to increase the conversion rate (people entering the shop)
- Location based activities focus as no global/regional reach
- Flexibility in terms of products push
- ...

Proposition:

Enable you to “push” offers to the people passing by

- Target the smart the smartphone owners segment
- Unlimited categorized offers in the catalogue
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