DIGITAL ENGAGEMENT FOR THE PHYSICAL WORLD

Unleash the power of location and context to personalize your mobile marketing strategy.
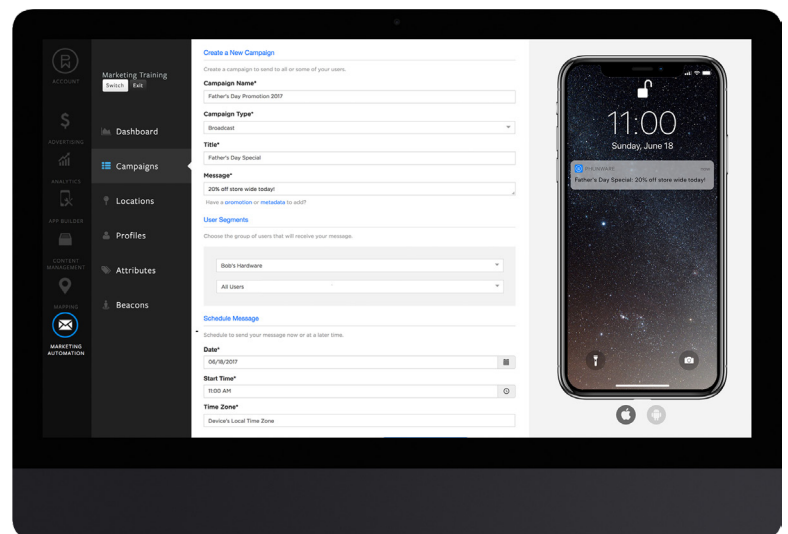
FEATURE OVERVIEW

Phunware's Mobile Engagement helps brands deliver relevant messaging to their customers that engage them before, during and after their visits to your business location.

Engage users on-demand with broadcast campaigns, or take your strategy to the next level with contextually-triggered messaging through geofence or beacon campaigns.
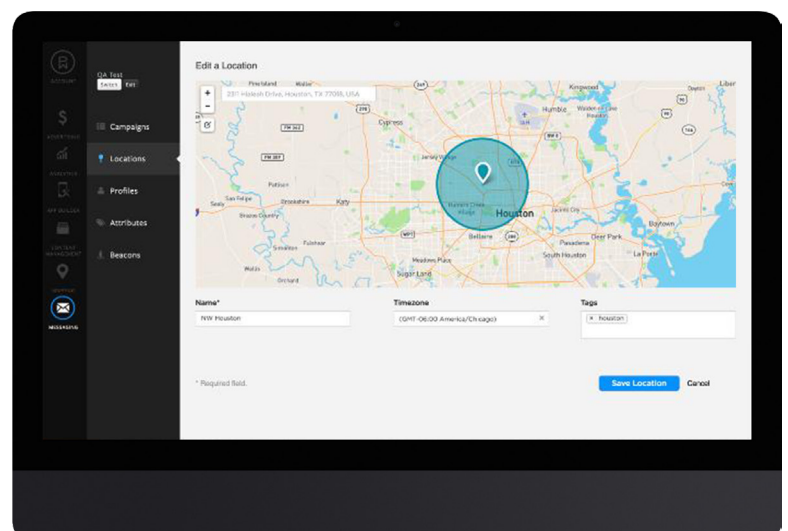
1. Contextual Targeting, Indoors and Out

Connect with your app users when your message is most relevant and users are most likely to engage. Phunware's flexible mobile engagement module works with GPS, Wi-Fi and physical and virtual Bluetooth beacons.

- **Broadcast Campaigns:** Reach your whole user base with messages scheduled at a predetermined time.
- **Geo-fence Campaigns:** Reach app users based on their macro-level physical locations and behaviors.
- **Beacon Campaigns:** Trigger campaigns based on users' micro-locations and behaviors. These campaigns can use any beacon hardware that supports iBeacon protocol.

Campaign Management

Location Management

FEATURE OVERVIEW

2. The Right Experience for the Right Audience

Segment and target audiences based on their actions, preferences and real-time contextual behaviors.

- Keep users informed anytime, anywhere with on-demand alerts and notifications
- Drive re-engagement with contextually-triggered app launches
- Deep-link campaigns to specific destinations within your app
- Send rich, relevant promotional content and offers

Reach up to:

- 50 million active users per campaign
- 1 million messages per second
- 50,000 device registrations per minute

3. Insights About App User Behaviors

Phunware provides campaign and location analytics, including:

- Visit frequency
- Competitor visits
- App sessions
- Unique devices

To increase your ROI, segment users based on actions and preferences, run campaigns, analyze the results and continuously test and optimize.

4. Multichannel Integration

Integrate with your CRM and other third-party applications for even deeper analytics and visibility.

Messaging Options

GET STARTED TODAY!

PHUNWARE.COM/PLATFORM/MOBILE-ENGAGEMENT

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USE CASES

Regardless of your industry, Phunware mobile engagement can help drive the outcomes that are important to your business.
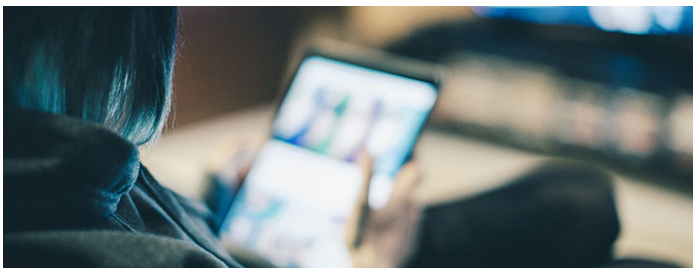

RETAIL

- Drive store traffic and revenue with targeted promotions and order alerts
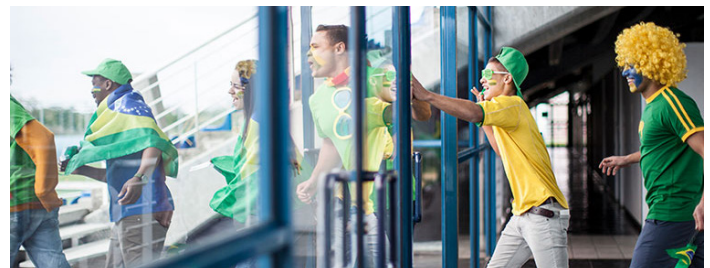- Integrate with your inventory management system for even more targeted promotions

HEALTHCARE

- Increase patient engagement with on-site events (flu clinics, etc.)
- Welcome patients and visitors as they enter or send feedback surveys as they exit

MEDIA AND ENTERTAINMENT

- Notify fans about upcoming show releases
- Allow fans to select, curate and receive notifications for the content they care about

LIVE EVENT VENUES

- Enhance the fan experience with fan polls, trivia and more
- Reward season ticket holders with deals on concessions or merchandise

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