adwhere

adwhere Platform

adwhere is a location-based advertising platform that uses sensewhere's Indoor Positioning System (IPS) for mobile marketing services and indoor analytics. Cloud-hosted web dashboard tools are used for managing geofences, visualizing reports, and displaying analytics including footfall and heatmaps.

The adwhere dashboard is used to create and manage geofences for mobile ad targeting and visit confirmation services. Geofences for individual stores, restaurants, or departments can be automatically created using indoor maps. Precise location data can be combined with point-of-interest (POI) data to determine a user's context and intent. Including indoor shops and restaurants in persona development and targeting improves the accuracy of user persona groups and increases the audience size.

Venue owners, retailers, and advertisers can use the position and activity data gathered to evaluate dwell times and footfall, and analyze customer profiles, enabling them to plan product positioning and marketing, and publish location-sensitive offers.

The system has tunable logic that compares determined mobile position with each geofence to detect visits. The tuning parameters allow adjustment for uncertainty and desired dwell time of a visit. The number of visits detected in each geofence are counted by device ID. Detected visit counts are available in the mobile application, via the sensewhere web dashboard, and via server API calls.

2 FOR 1
SALE 50% off
HURRY, OFFER ENDS 6PM TODAY!

LATEST:
12 VISITORS IN THE LAST HOUR
57 TODAY!

VISIT CONFIRMED
PASHLEY'S PASTRIES
7/11/17 6:48pm

2 FOR 1
PASHLEY'S PASTRIES
Everyday 11 - 12pm

SALE 60% off
ANNA'S AQUARIUM
DON'T FLOUNDER DEALS NOT TO BE MISSED!

30% OFF ALL PHONES & SMART DEVICES
1 DAY ONLY!

20% OFF FLIGHTS
JOURNEY JIM'S
HOLIDAY SPECIALISTS

Benefits

Expand mobile marketing audience with indoor context and ad targeting.

Increase ad ROI through visit confirmation and mobile attribution inside venues.

Indoor space planning and optimization through footfall and traffic analytics.
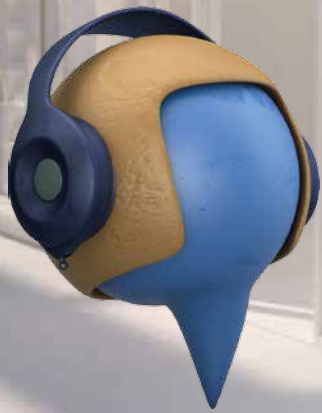
adwhere

Uses

User context determination

Persona development

Location-based offer and ad targeting

Visit confirmations for mobile attribution

Specifications

The adwhere platform is composed of a mobile SDK, cloud server with API for programmatic access, and Web dashboard tools.

Coverage

Global with adequate crowdsourcing

Software solution

Requires no hardware changes in handset, network, or venue

Accuracy

Reported store visits correct 95% of the time

About us

sensewhere Ltd. is a world leader in indoor positioning solutions and location services for mobile marketing.

sensewhere's technology enables precise location information in areas where GPS signals are blocked or degraded such as indoors or in dense urban areas. Key aspects of the technology are based on software algorithms which use all available location data including GPS, A-GPS, Wi-Fi, Bluetooth and motion sensors to provide accurate location Information with broad coverage.

sensewhere is available as a software component for mobile applications and devices for various markets.