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50k Salon Locations

MMA MOBILE LOCATION LEADERSHIP FORUM
MARCH 24, 2016 | NEW YORK CITY

REACH MILLIONS OF WOMEN THROUGH THEIR FINGERS

Lift purchase intent and raise brand awareness



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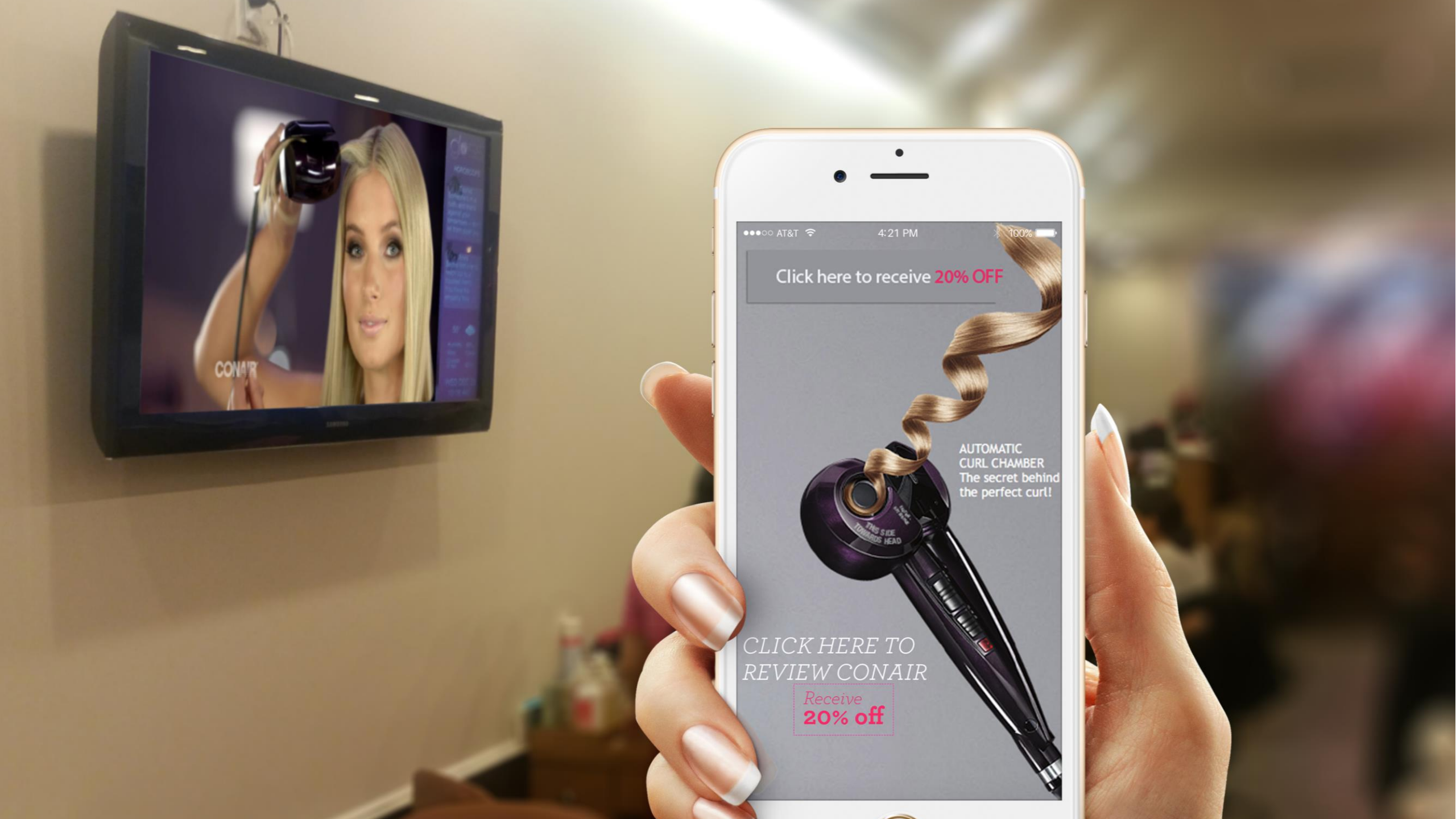
The Salon Environment:

90% Female

65% Moms

60-minute Dwell Time

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CONAIR
AT&T
4:21 PM
100%
Click here to receive 20% OFF
AUTOMATIC
CURL CHAMBER
The secret behind
the perfect curl!
CLICK HERE TO
REVIEW CONAIR
Receive
20% off

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1.9BN total salon visits per year

Average visits every 1-2 weeks

Hyper-receptive, in “errand mode”


GLOSSYBOX
Sharing is caring
Share your love for GLOSSYBOX and you and your friends will receive 15% OFF your first GLOSSYBOX
RECEIVE 15% OFF
*This offer is only applicable to new customers.
Image shown is a representation of what you will receive
GLOSSYBOX
FREE WIFI

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Engage Precisely Where.
Predict Exactly When.

The world's largest 1st-party beacon proximity platform.

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44.5MM MAUs

38% of Millennial Moms

23% of U.S. smartphone users.

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Proximity Tech Evolution



Geo-Target Geo-Fence Beacon

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The Power of 1st-Party Proximity

19X increase in product interactions at the shelf

16x increase in app usage in-venue

6.4x increase in app retention

Mobile Commerce Daily

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