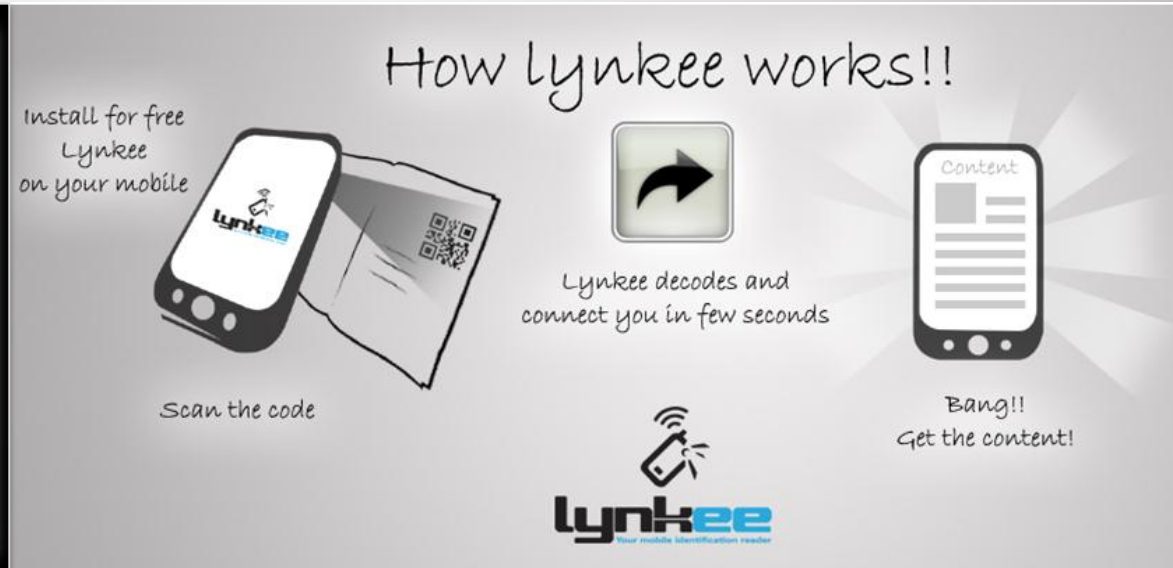




Mauro Panza  
CEO



**...A mobile identification reader**



Multiplatform and available on + 400 handsets





- ❑ Worldwide Mobile Marketing Market size ↗ \$19 billion in 2015
- ❑ 71 million Europeans browse the mobile Internet each week - a big driver of mobile Internet use is watching videos
  - ❑ YOY +25% of EU-5 (UK, France, Germany, Italy, Spain)
- ❑ Smartphone adoption in the EU-5 has grown 41 % in the past year to 60.8 million subscribers

# Emerging mobile tagging technologies and usages

## Mobile Growing trends

- Web site
- Videos streaming
- Ads
- Coupons
- Ticketing
- Loyalty
- Payment
- Price Comparison
- Social Net
- ...



## Which support

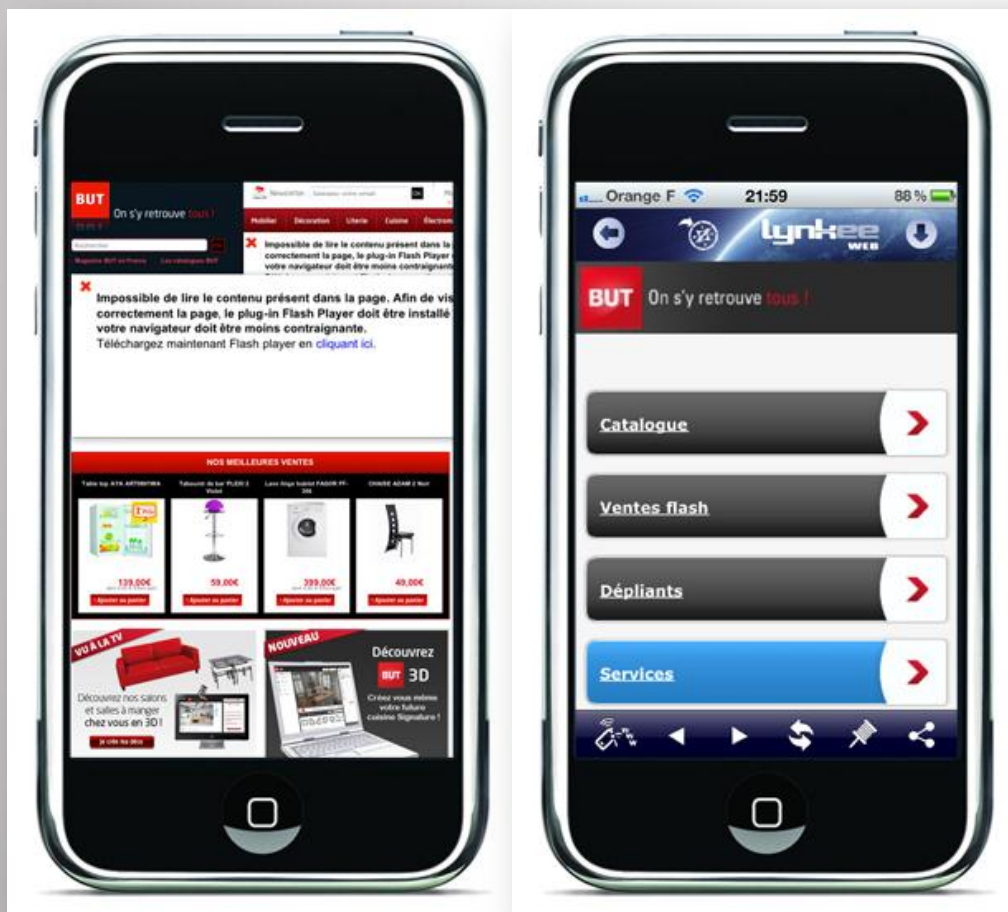
- Consumer Products
- Tickets
- Newspapers/ Magazines
- Catalogs
- Buildings
- T-Shirts
- Badges
- Billboards
- Biz Card
- Screens
- ...

- ❑ 2D scans **growth of 3,5x** in the last 12 months
  
- ❑ **Linking to a website** is the most popular action, with **92% of scans**
  
- ❑ On average, a unique user:
  - ❑ scans **3 barcodes/month**
  - ❑ spend about **70 seconds** on a mobile Website **Vs 5 minutes** on the web 2.0 to find the needed information
  - ❑ **1 scan = 2,2 pages views** on a mobile website **Vs 0,7** on the web

Sources: "Keep" - Our platform

BEFORE

AFTER



Fast loading  
User Friendly  
Interoperable  
Easy and quick site builder

Check it out on  
[m.but.fr](http://m.but.fr)

BEFORE



AFTER



Optimized Video Streaming  
Real Time Rendering  
Upload once (.flv, mp4, AVI, wmv...)  
No Ads  
2D tag to “Geolocalized” Video

Check it out on  
[m.but.fr](http://m.but.fr)

## Used support:

- POS Advertising**
  - On-site “flash” promotional offers (mobile site)
  - New or targeted products (video)
  
- Catalogs and Yearly Guide**
  - Promotional offers (mobile site)
  - Tips (mobile site + video)
  - Tutorial (video)
  - Price drop (mobile site)
  
- POS Screens**
  - On-site Quiz (mobile site)



### *Towards a marketing flop*

- 2D codes embedding long URLs
- Too small, stretched, static, no compliant or proprietary codes
- Unknowledgeable customization
- No pedagogy around the usage
- Url 2D code to Web 2.0 pages
- Limited interoperability from scanning app to website content
- Long, inoperable & pixelated video
- Inappropriate video infrastructure



### *Towards a successful campaign*

- Use of short and dynamic URLs
- Use of dedicated and secure platforms
- Capitalize on your fine stats
- Add values to campaign (geo-location, profiling...)
- Work close with specialists
- Use the most scalable environment
- 2D Url to mobile site
- Make “nice to see” content (images, video)
- Focus on interoperability
- Use large bandwidth and appropriate video streaming infrastructure

**CABLOG**





Thanks for your attention



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