



# Cisco and Joingo In-Venue Marketing Solution

Detect and Engage Entertainment and Hospitality Customers While In-Venue



At-A-Glance

Joingo is a mobile marketing and mobile engagement technology company, based in San Jose, CA.

Joingo's Mobile Loyalty Management System is integrated as the central hub connecting customer relationship management (CRM) systems with robust mobile marketing application services, extending the customer brand and using it to increase customer revenue and profit.

### What Is the Cisco and Joingo Solution?

Cisco and Joingo serve the entertainment and hospitality markets with the launch of their Cisco® and Joingo In-Venue Marketing solution. This solution allows brands in these industries to create and deploy highly targeted offers to their customers, while inside or outside the property, effectively leading to increased customer loyalty. The two companies have signed a formal global market innovation agreement to develop business solutions that transforms how mobile applications and networks interact.

### What Are the Benefits of the Cisco and Joingo In-Venue Marketing Solution?

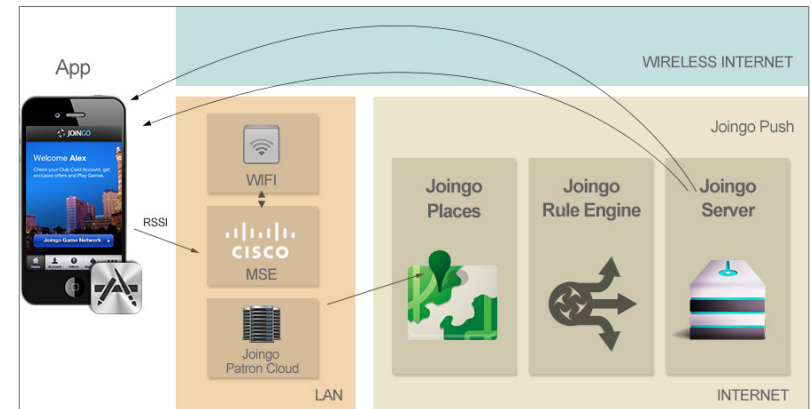
This joint solution enhances marketing effectiveness by using micro-location services, allowing entertainment and hospitality brands to:

- Provide guests with their location and the capability to display the Point of Interest of the property
- Market to customers via their mobile devices based on location, time, historical patterns, and movement on the property
- Know, track, and analyze customer movements and whereabouts (gather customer intelligence)
- Encourage customers to identify themselves as loyalty program members, resulting in a highly personalized experience in which the entire application - including content, offers, and information - is tailored to match the customer's attributes

This technology allows brands to use location and stored data to market more intelligently, thus increasing customer loyalty and marketing ROI.

### Cisco and Joingo In-Venue Marketing Solution Technology Overview

The joint solution consists of hardware from Cisco and software from Joingo.



Cisco's hardware is configured to increase accuracy and precision and includes:

- Access points
- A controller
- A Cisco Mobility Service Engine (MSE) appliance

Joingo's cloud-based Mobile Loyalty Management System allows users to easily deploy a complete mobile engagement strategy (Figure 2). The application includes:

- A Content Editor to design a dynamic, feature-rich mobile application and make it available in the Apple Store and on Google Play
- A Promotions Manager that integrates with existing data systems, enabling the delivery of offers and messages to specific customers based on stored data, such as the customer's loyalty status, preferences, and visit or purchase history, as well as current location
- An Analytics Dashboard to monitor marketing effectiveness
- The ability, for the guests, to display the current location and the POI on the property map on their devices

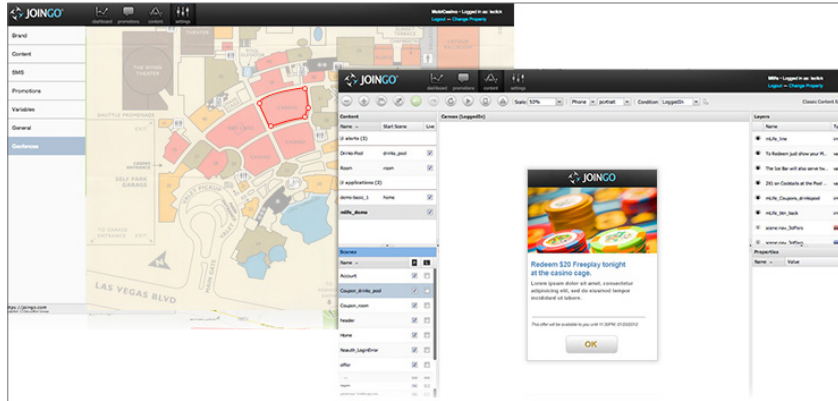


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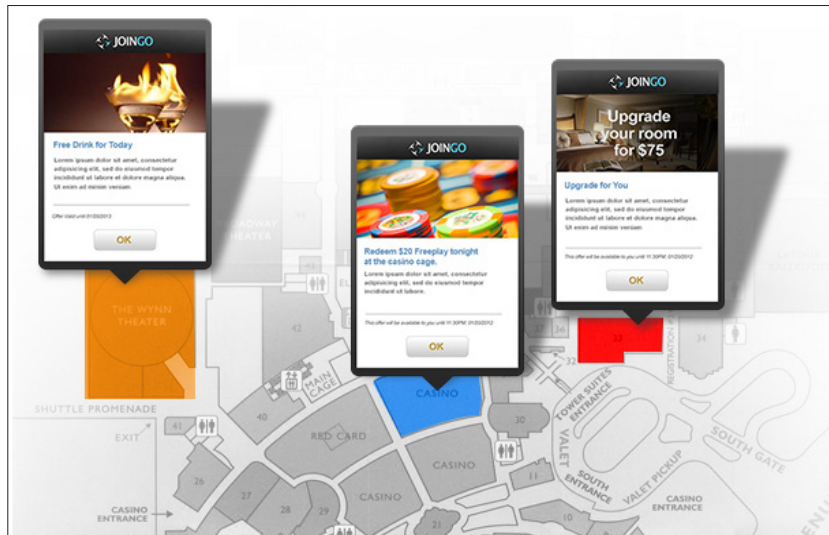
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Joingo is not a cookie-cutter solution. With Joingo's no-code Content Editor, it's easy to design unique mobile app content, so that you can provide an exclusive branded experience. There are numerous options for app development, depending on the size, staffing, and individual needs of your enterprise. If you have an in-house marketing department, you may want to create an application in-house. You can also have an outside marketing agency use Joingo to create your app, or use Joingo's team to provide services ranging from content creation to the development of a complete mobile strategy.



As soon as the patron enters the geo-fenced location, the Wi-Fi network detects the individual, triggering Cisco's MSE appliance to locate the customer in the venue. This information is communicated to the Joingo server, which, because it is integrated with the venue's CRM system, accesses the database and determines the identity of the customer and his or her loyalty status, previous visits, and purchasing history and patterns. Based on all this information, the Cisco and Joingo In-Venue Marketing solution is able to provide that customer with a highly targeted, personalized experience on a mobile device.

## For More Information

For more information, please visit:

- [www.cisco.com/go/cmz](http://www.cisco.com/go/cmz)
- <https://marketplace.cisco.com/catalog/companies/joingo-llc>
- [www.joingo.com](http://www.joingo.com)



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