

**beekon**



**At SMAU Berlin 2018**

Beekon is an integrated solution for communication and proximity marketing.

It uses a Bluetooth technology hardware (the beacons), an app and a management application on a website to produce content and to measure feedbacks and performances. Beekon, in addition to sending notifications and messages to nearby users, it is simple to use and it is multi purpose platform (for events, cruises, pleasure boats and safety at work).

Beekon can generate rules of engagement, integrate link to external content, send different types of content (documents, images, video, etc.): Through an easy integration with other marketing automation tools or a CRM systems it is possible to send profiled and relevant contents to the users in their physical localization, obtaining ROI and reports about your campaigns.

Beekon is a ready to use platform for full tailored customizations or a joinable platform in many verticalizations, by industry or market sector.

Contact us to [info@beekon.it](mailto:info@beekon.it) or visit [www.beekon.it](http://www.beekon.it)

Thanks for your attention!

**Know more about Beekon!**

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**Beekon Event**, to support events, fairs, workshops or congresses experiences.



**Beekon Sea**, to enhance the customer experience on cruises.



**Beekon Safety**, dedicated to the job safety and damage prevention.



**Beekon Sail**, for the harbours and marinas, to offer information for the boat (maintenance yard, services locations availability and prices) and the tourist (transportations, private guides, restaurants, catering services or points of interest to visit nearby).



**Beekon Shop**, engaging customers, off line and on line store, simply on life.



**Beekon City**, maybe the encompassing one:  
an open simple network solution to obtain a channel to communicate with citizens and customers both.

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