



## Mobile proximity advertising campaigns launch on all beacon-enabled London buses in conjunction with Mapway

London, United Kingdom, 04 May 2016 - [Proxama PLC](#) (AIM: PROX), the leading mobile proximity marketing expert, is pleased to announce that the first mobile proximity advertising campaigns have commenced on 500 beacon-enabled London buses using Proxama's beacon technology. Delivered in conjunction with Mapway, the world's leading publisher of transport apps for mobile devices and Exterior Media, Europe's Largest privately owned out-of-home advertising business.

Mapway has integrated Proxama's beacon Mobile SDK into its *Bus Times London* app to deploy contextual in-app messaging and an enhanced advertising experience to its user base. This is the first deployment with Mapway, following Proxama's commercial collaboration announcement with the transport app publisher in January.

The service launched for Android users of *Bus Times London* on 17 March and delivers:

- **Real-time travel updates** - in-app notifications are delivered to users when they board a beacon-enabled bus, advising them of real-time travel updates for the route they are traveling on
- **Contextual in-app ads** - relevant and timely advertising served based on the consumer being on board a bus at time of viewing [and location]. Companies can therefore better target their marketing to potential customers, for example, by knowing consumers are dwelling on a bus and have the time to engage [average dwell/journey time is 17 minutes]

Brands, including Sticky9 (part of the PhotoBox group), are currently using the beacon network to deliver contextually relevant advertising campaigns and are achieving click through rates of 14.5% - significantly higher than the 1-2% average click through rate for engagement with non-beacon driven in-app advertising seen in transport apps. The beacon-triggered real-time travel update notifications are receiving a click-through rate of 44 per cent.

Following the success seen to date on its Android app, Mapway is currently integrating Proxama's proximity Mobile SDK into the iOS version of the *Bus Times London* app, with the update scheduled for release to the App Store in May. Both apps combined will deliver a reachable consumer audience of half a million.

"This collaboration marks an important milestone for the proximity marketing industry. App owners are looking for ways to increase active user numbers and establish new sources of revenue, and beacons can deliver on both objectives. Brands are also looking for ways to better understand and more accurately engage with their target audiences, so campaigns like this are ideal," said Jon Worley, CEO of Proxama's Marketing Division. "The commercialisation of Proxama's products has begun and we are looking forward to signing more brands over the course of 2016."

David James, CEO of Mapway, said: "We chose to work with Proxama and Exterior Media because, using beacons, we can ensure opted-in users only receive relevant and timely notifications and that content is both powerful and contextual. This platform has enormous potential for brands, and we look forward to helping them better engage with



consumers. Similarly, we hope adverts will become of more interest to users of our apps, replacing volume with quality and relevance”

“With 2.3 billion passenger journeys made on London buses a year, the partnership creates an innovative platform for brands that want access to this hard-to-reach audience exclusively. The partnership also provides consumers with relevant, timely, and engaging content in an unobtrusive way. Not only can brands better target consumers, but the information collected will provide unique insights that will ensure future efforts are even more successful - allowing us to continue to make the everyday inspirational,” said Jason Cotterrell, Managing Director at Exterior Media UK.

Proxama and Mapway will be delivering a keynote presentation showcasing both experiences at the [Marketing Technologist Forum](#) in London on 4 May.

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#### **About Proxama PLC**

[Proxama PLC \(AIM: PROX\)](#) is the leading mobile proximity commerce company.

Proxama specialise in transport based mobile proximity services, using Bluetooth beacon-led technology, to deliver the most accurate and reliable mobile location and behavioural data for digital advertisers and agencies.

Proxama’s award-winning mobile technology platform, TapPoint®, enables brands to connect physical and digital assets via mobile to increase consumer engagement, retail sales and loyalty, across transport networks and high footfall destinations such as shopping malls, stadiums, city centres and events.

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#### **About Mapway**

Whether commuting to work, going shopping or visiting friends and family by train, tube or bus, consumers rely on transport to get them from A to B. Yet with travel often comes delays, disruptions, chaos and ultimately stress.

By giving travellers the right information they have more awareness and control over their journey, so they can relax. [Mapway](#) provides people on the move with live information delivered on and offline through a global platform of apps for mobile devices.

The company, part of [mxData](#), was founded in 2004 with a clear vision of removing the stresses associated with travel by using technology to give consumers the information they need, when they need it. With 26 apps in total, Mapway covers major global cities such as London, Paris and New York with over 30 million downloads worldwide”.

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