



## Bluedot Innovation Announces Bluedot Location Marketing on the Salesforce AppExchange, the World's Leading Enterprise Apps Marketplace

Bluedot Innovation's customers can now deliver personalized engagement at scale using precise location services

**SAN FRANCISCO, January 18, 2017**– Bluedot Innovation today announced it has launched [Bluedot Location Marketing](#) on the Salesforce AppExchange, empowering businesses to connect with their customers, partners and employees in entirely new ways. Bluedot Location Marketing provides high accuracy location services and geofencing, empowering brands to harness the power of location to build personalized journeys at scale. Bluedot's patented location technology and smart conditioning engine work with Salesforce Marketing Cloud's Journey Builder to map out locations with ultra-thin virtual tripwires called Geolines™ or geofences down to 5 meters wide at a fraction of the battery drain of some native geofencing solutions, which in comparison can sometimes only create geofences that are 100 meters wide at minimum.

Built on the Salesforce App Cloud, the Bluedot Location Marketing is currently available on the AppExchange at <https://appexchange.salesforce.com/listingDetail?listingId=a0N3000000Dq8ICEAR>.

### Bluedot Location Marketing Key Features

Bluedot's integration allows companies to harness a customer's real-time location data to optimize touch points along their journey with contextual offers, pre-ordering, mobile payments, pick-ups and loyalty programs.

Some of the key features include:

- **High Accuracy Location Services:** Patented Geoline™ and geofencing technology lets marketers deliver personalized, relevant offers when customers cross a tripwire or geofence at precisely marked locations
- **Personalization at Scale:** Smart conditioning engine only activates locations that are relevant to target individuals or groups based on profile, past behavior, or any external data point, such as weather
- **Reduce Hardware Needs:** Replaces need for beacons in most cases, cutting hardware and maintenance costs
- **Battery-Friendly:** Provides highly accurate customer location while minimizing battery usage on their smartphones
- **Enterprise-Ready:** Anonymized and secured data for consumer privacy and highly scalable architecture to support unlimited locations

Bluedot Location Marketing can be used across most industries, with wide adoption in retail, hospitality, events, real estate and financial services. If you're a retailer, you can drive sales by targeting customers with personalized offers based on their location and past behavior. For hospitality, elevate guest experiences with an automated check-in and check-out process or alert them to book a ticket to tonight's show. If you run a quick serve restaurant, eliminate lines by automating ordering, mobile payment and pickup. And for real estate, gain insight into what's happening at your properties by measuring foot traffic or other location data.

## Comments on the News

“Bluedot location marketing delivers real-time personalization at scale,” said Emil Davityan, Co-Founder, Bluedot Innovation. “The Bluedot Location Marketing app allows marketers to amplify their capabilities based on their customers’ precise location and preferences. This deeper level of engagement creates more active and loyal customers.”

“Companies are looking to transform the way they connect with customers, partners and employees to thrive in the age of the customer,” said Kori O’Brien, SVP, App Innovation Partner Sales, Salesforce. “By leveraging the power of the Salesforce App Cloud, Bluedot Innovation provides customers with an exciting new way to engage customers based on their real-time location, helping improve lift conversions across all channels and increasing sales opportunities.”

## About Salesforce AppExchange

Salesforce AppExchange is the world’s leading enterprise apps marketplace that empowers companies to sell, service, market and engage in entirely new ways. With 3,000 partner apps and more than 4 million customer installs, it is the most comprehensive source of cloud, mobile, social, IoT and data science technologies for businesses.

## Additional Resources

- Like Salesforce on Facebook: <http://www.facebook.com/salesforce>
- Follow Salesforce on Twitter: <https://twitter.com/salesforce>
- Become a fan of Bluedot Innovation: <http://www.facebook.com/bluedotinnovation>
- Follow Bluedot Innovation on Twitter: <https://twitter.com/bluedotinnovate>
- [Bluedot Location Marketing Overview](#)
- [Salesforce Marketing Cloud and Bluedot Integration One-Pager](#)

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## About Bluedot Innovation

Bluedot Innovation offers a high accuracy and battery-friendly location service platform, enabling brands to reach customers anywhere, drive mobile purchases and engagement, and understand customer behavior throughout their journey. The Bluedot platform delivers the capability of sending highly personalized mobile content or collecting rich analytics based on the precise location of end-users. With our patented Geoline™ technology, companies can map out locations with ultra-thin tripwires or 5-meter geofences compared to the traditional 100-meter geofence of other location services. Through Bluedot’s conditioning engine, clients can reach their target audience based on demographics or past behavior at an unlimited number of locations, all without requiring additional hardware. To learn more, visit [www.bluedotinnovation.com](http://www.bluedotinnovation.com).

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