

Frequently Asked Questions

Here you will find set of FAQs.

1.) Can we integrate bluetooth marketing into a poster site?

We have an ability to integrate our Bluetooth Marketing System into poster sites in around Shopping malls, Kiosk , buildings and permanent structures, internal enclosures, moving vehicles (private and public transport).

2.) What limitations are there when we execute a bluetooth marketing campaign?

We do not have any fixed limitations, only what the receiving device can handle, so a clever integration of mobile device technology, file sizes and applications make all the difference. You tell us what you are looking to do for your campaign and we will tell you how to achieve the best results.

3.) Is broadcasting bluetooth messages an invasion of privacy?

No. We have, as standard, set the Bluetooth marketing solution to ask if a user wishes to participate , so only until they accept the bluetooth message will it be transmitted to their phone. (unlike the SMS messages where you don't have the option to reject the message on your phone, the SPAM on your email or the billboards you pass every day).

4.) What content can we send people during a bluetooth campaign?

You can send all sorts of digital files or communication to people via Bluetooth to be more detailed Animated images [as Animted GIF files], Still Images like JPEG Wall Papers vCal [Calendar Event files], Audio [as WAV, RMF, MP3, MP4 or Ringtone files], Video [as Real media Files, 3GP or MP4 files]

5.) How far will the bluetooth signal reach during a bluetooth proximity marketing campaign?

Our bluetooth marketing / proximity mobile marketing system can deliver content upto 100 meters limit via this technology. However its important to know that some phones can receive a bluetooth signal only 30 meters in distance so transmission may fail in this case.

6.) Where can my company execute a bluetooth marketing campaign?

Bluetooth Proximity Marketing seamlessly meets the advertising and marketing needs of: Brands, Retailers ,Content Owners, Event Organisers, Advertising Agencies and Media Buyers, Information and Content Providers Bluetooth marketing campaigns can be deployed in a wide variety of locations like Exhibitions and Conferences (Gitex, BIG 5 etc), Shopping Malls - (Mall Of the Emirates, IBN Battuta Mall, Deira City Centre), Restaurants, Nightclubs and Bars , Movie Theater Complexes, Entertainment Venues, Kiosks, Banks, Field Marketing, Airports, Auto Sales, Billboards,Train & Bus Stations, Bus Shelter Posters, Church Campuses, Concerts, Hospitals, Hotels and Resorts, Medical Plazas, Outdoor Billboards, Public Spaces, Retail Locations, Sports Arenas, Subway Station Posters, Technical Schools, Theatres (opera, shows, etc.), , Tradeshows, University and College Campuses

7.) How does bluetooth or proximity mobile marketing work?

Bluetooth is a frequency that sends data (Animated Messages, Still Images, Audio, Video)from one device to another like Mobile Phone, PDA, Computer, Laptop etc over short distances in a wireless format.

8.) What does it cost to receive or send messages through a bluetooth marketing campaign?

Bluetooth Transmission is free to use and therefore once you have any number of transmissions are free, no matter whether it is 1 or 1 million people you connect with.