



UNLOCKING MOBILE OPPORTUNITY

Maribel Lopez of Lopez Research LLC

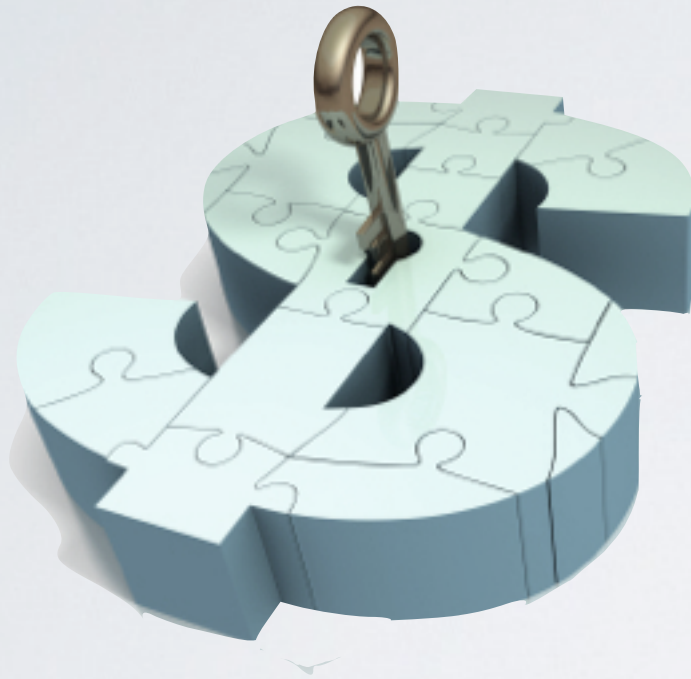


MOBILE ADOPTION



3 PHASES

3 TYPES



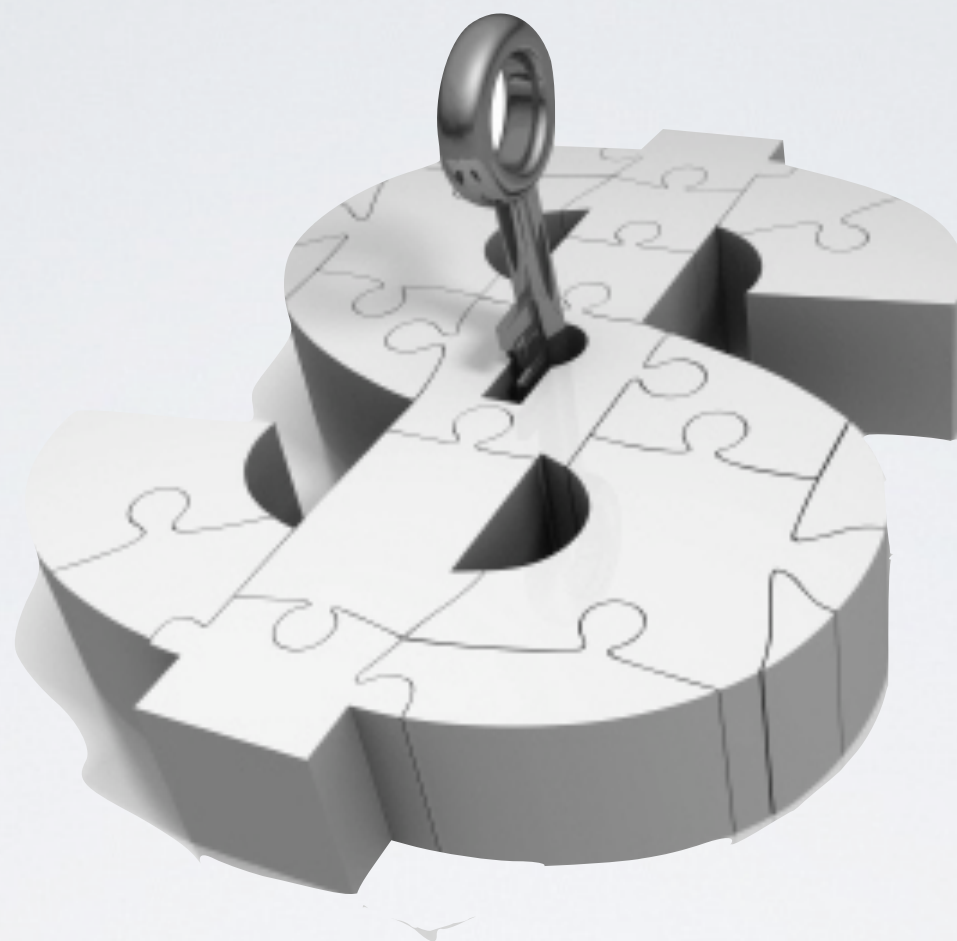
Commerce



Care



Communications



INFLUENCE COMMERCE



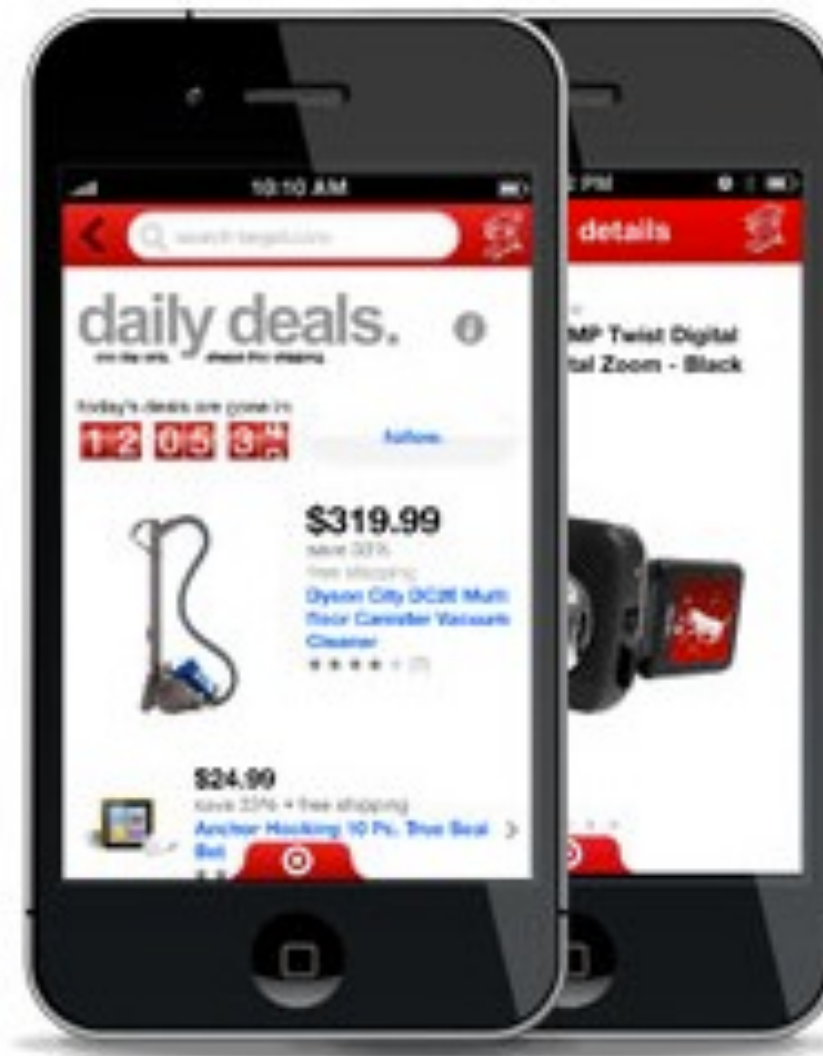
EXPANSION



DRIVING STORE TRAFFIC

daily deals

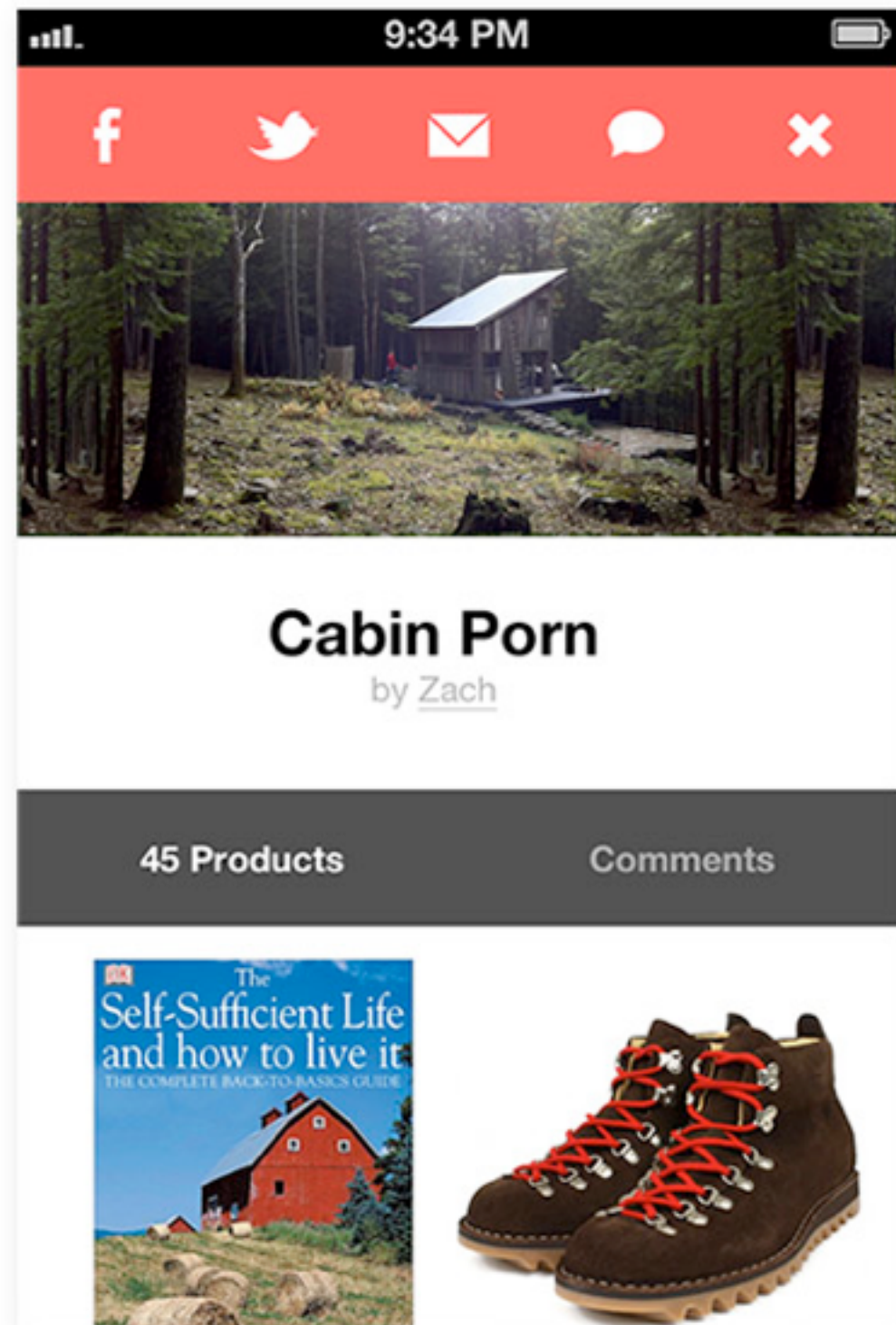
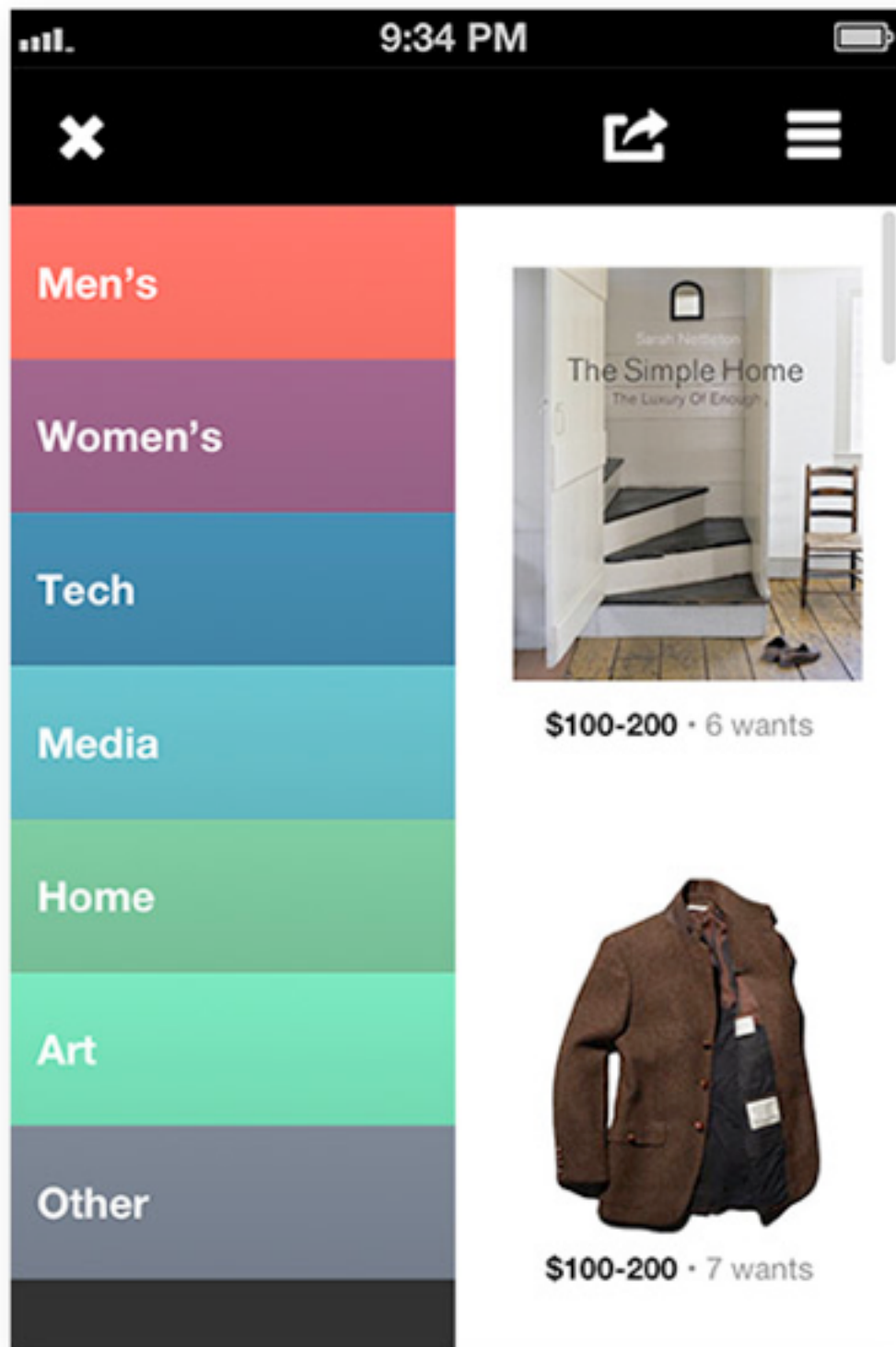
Get today's deals right on your phone. Act fast, save big and ship free.



DAILY DEALS



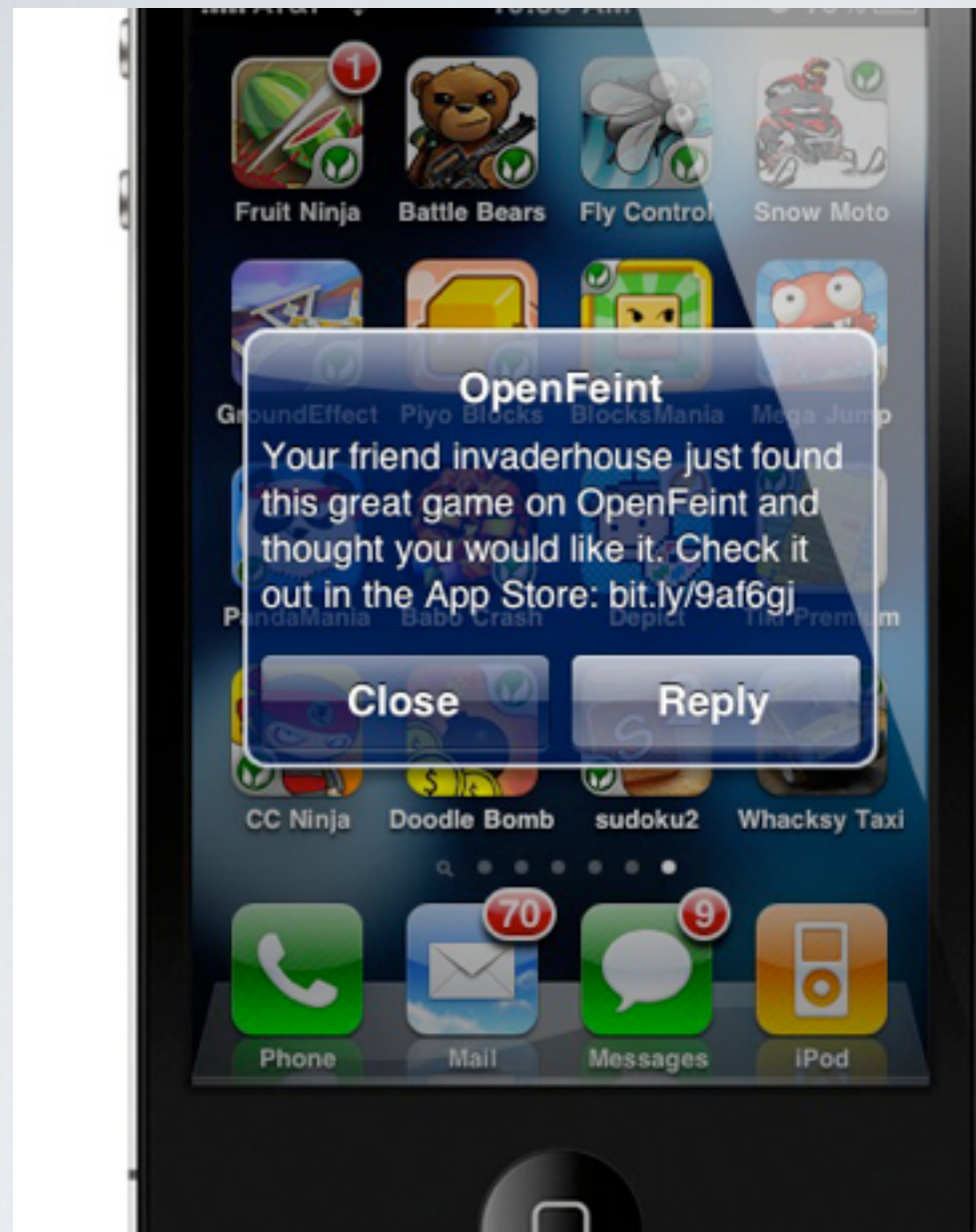
REAL-TIME OFFERS



SOCIAL CURATION



MOBILE POS



SOCIAL COMMERCE



Back Message

STARBUCKS | iTunes

Pick of the Week



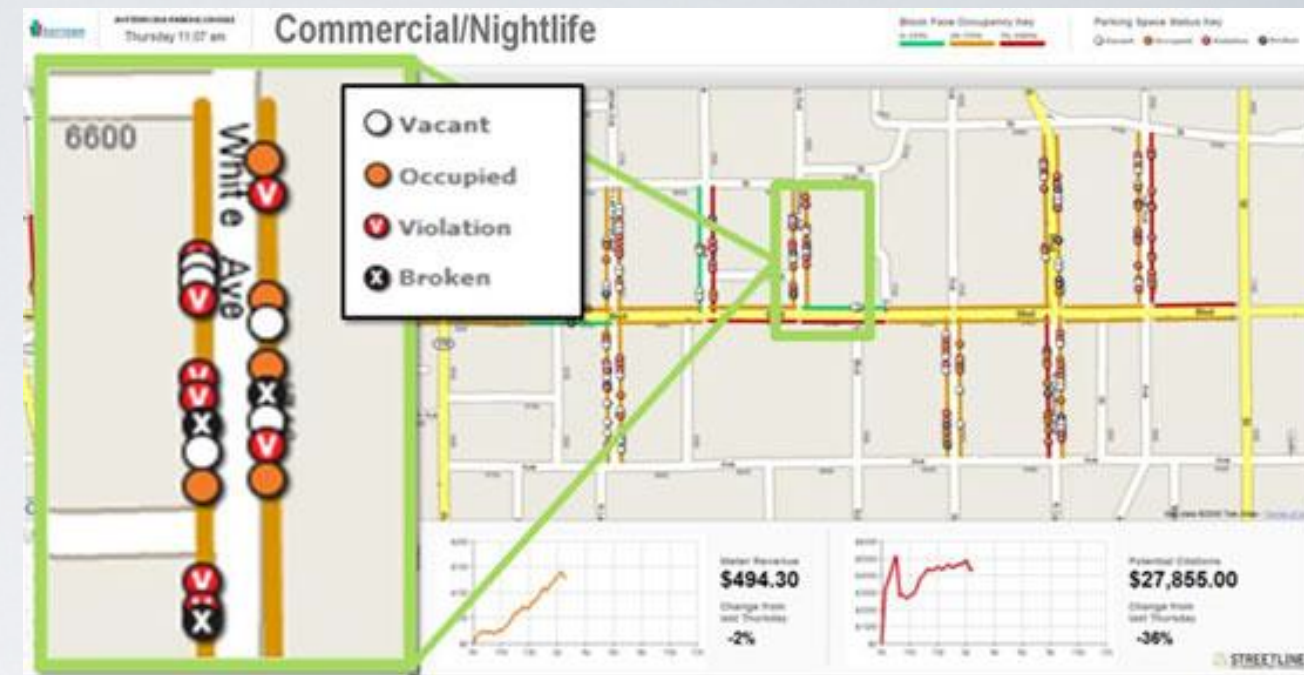
 **Dave Matthews Band**
"If Only"

The DMB returns after a three-year studio break with a selection from their new *Away from the World* album.

 Get it free on
iTunes

Offer expires on Dec 04, 2012

LOYALTY & CONTENT



3RD PARTY DATA



IMPROVE CARE

CLINIQUE

Allergy Tested. 100% Fragrance Free.

1. Click on the Clinique Computer to get started.
2. Tell us your skin concerns.
3. See a customized plan with results guaranteed.
4. Press print.

Your Skin Consultation Printout.

CLINIQUE

CLINIQUE

CLINIQUE

90 seconds to great skin.

Here are my products.

Check the products you are interested in today. Get product information and pricing at a touch. Your list will include our complete recommendation.

Daily Care

- ☒ Liquid Facial Soap with pH
- ☒ Cleansing Lotion 2
- ☒ Exfoliating Toner
- ☒ Moisturizing Cream



Email

Print

Back

Exit

ENGAGEMENT



VISUALIZATION



VISUALIZATION



AUGMENTED REALITY



AR & DISCOVERY



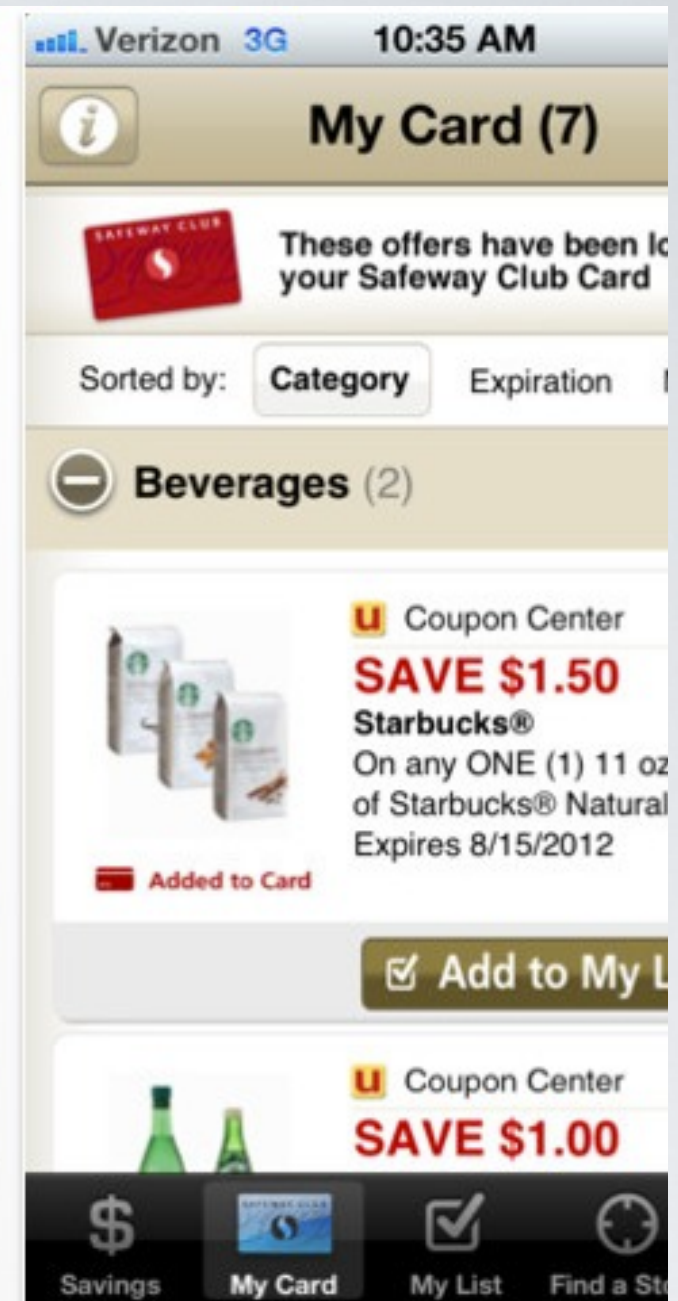
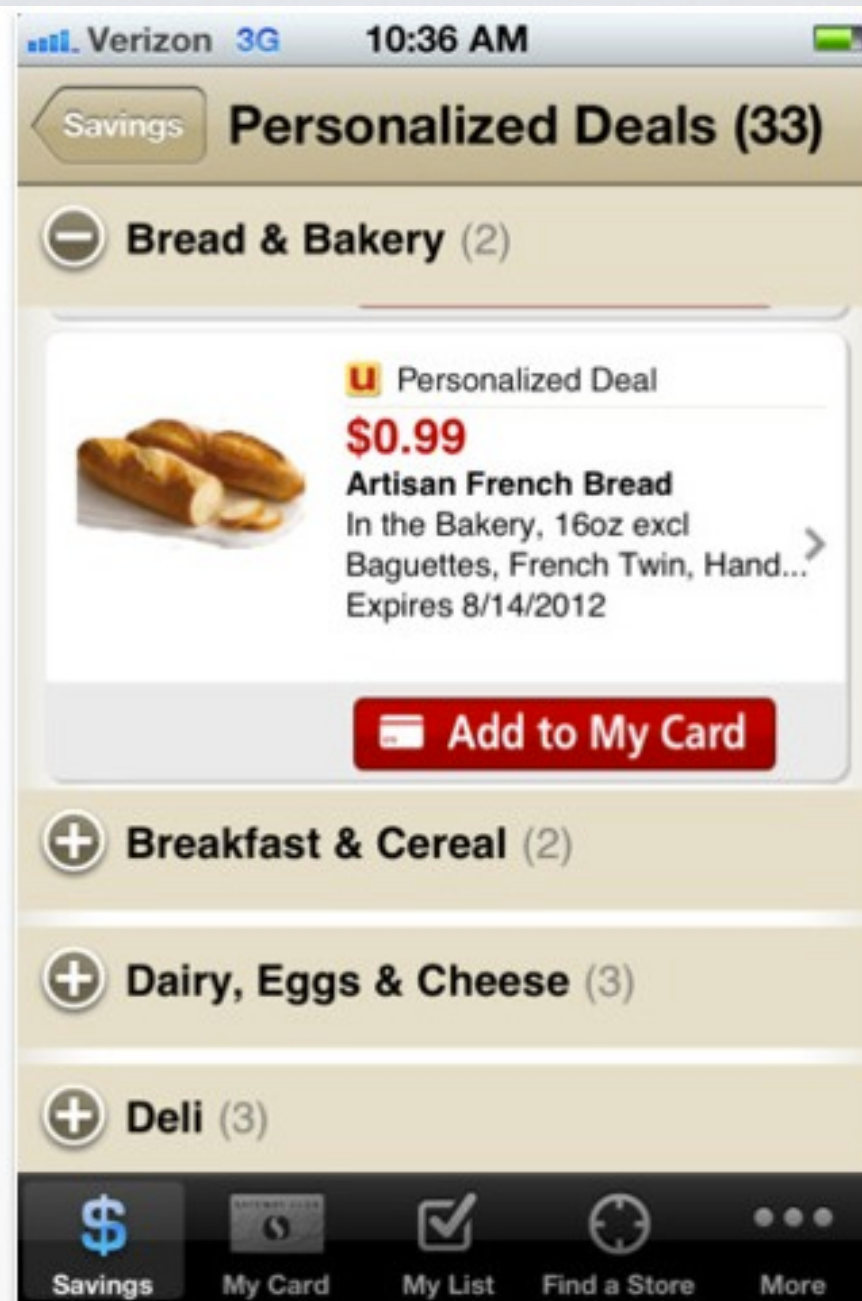
IMAGE RECOGNITION



IMPROVE COMMUNICATIONS



TARGETED



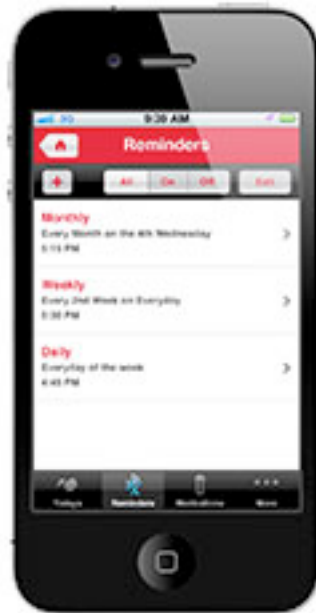
LOYALTY



BETTER DATA



In Store Maps and
Local Shopping



Pill Reminder



Refill by Scan

RELEVANT AND CONVENIENT



COMMUNICATION PLUS DATA COLLECTION



AUGMENTED REALITY



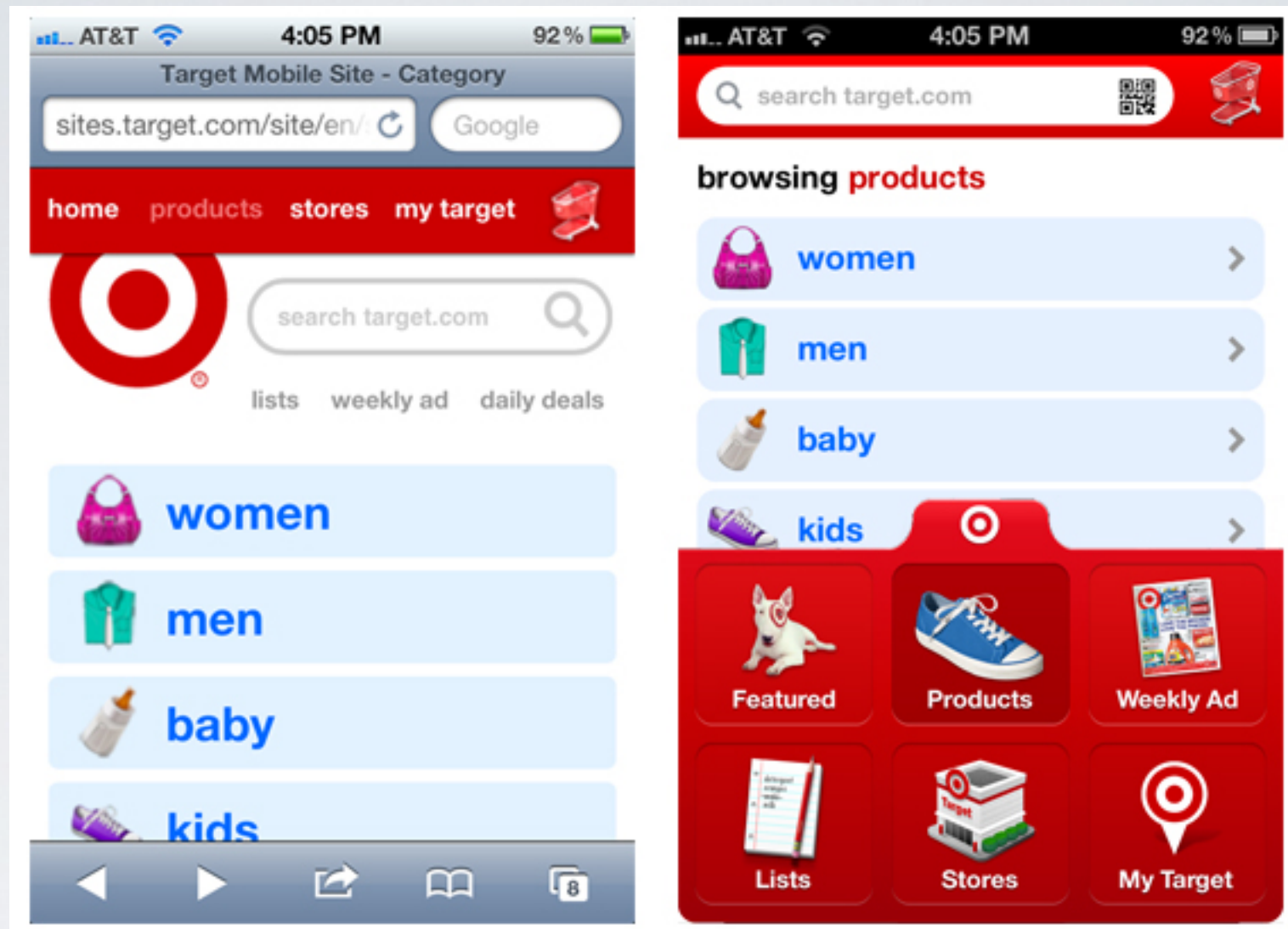
Technology adoption

Value

Presentation

Knowledge

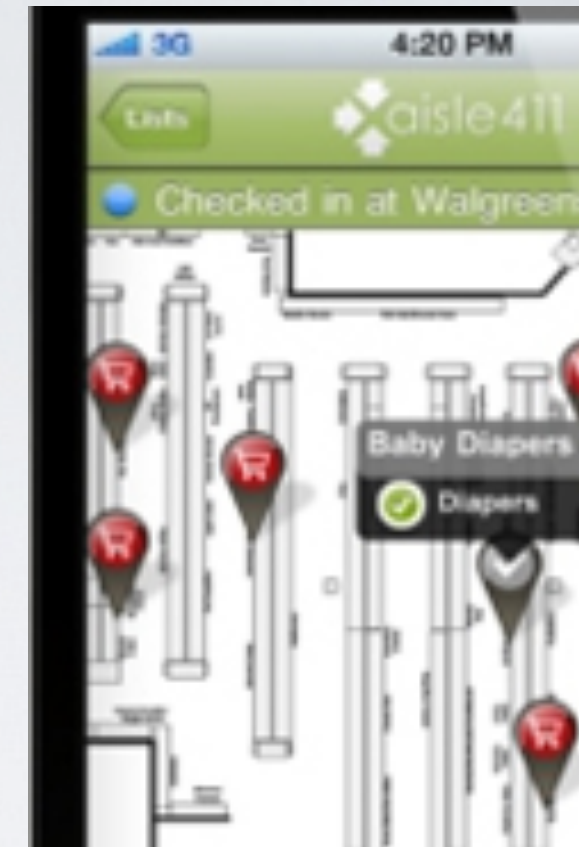
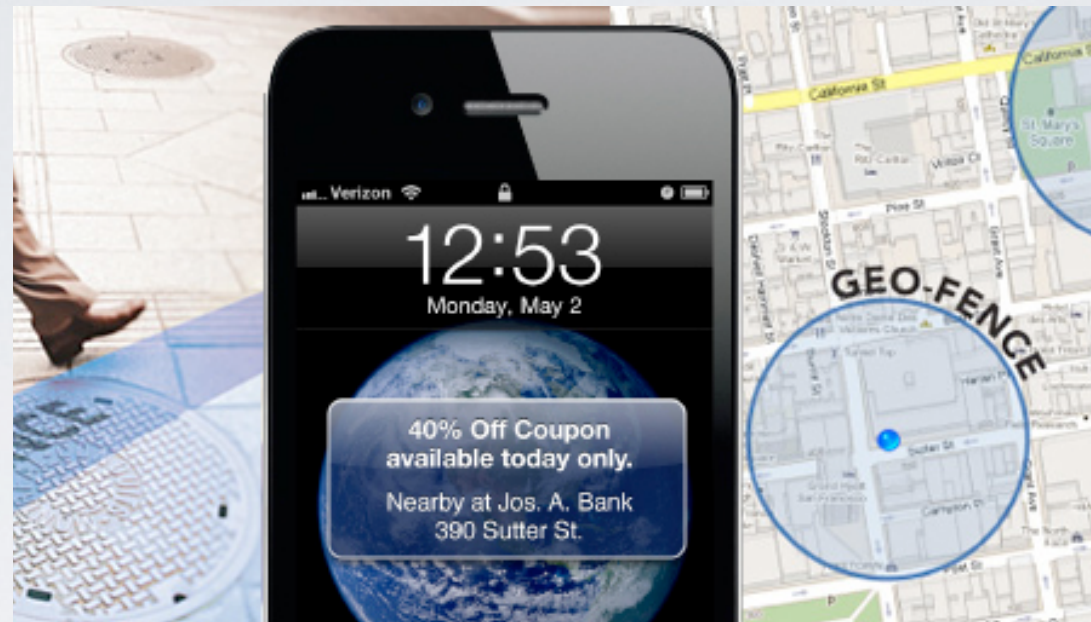
MYTH BUSTING



APPS & MOBILE SITE



OMNI-CHANNEL DATA



LOCATION PARTNERING

BENEFITS



Growth



Retention



Engagement

A close-up photograph of a typewriter keyboard. The words "Thank you!" are typed in a bold, serif font on a piece of aged, cream-colored paper. The paper is slightly wrinkled and has a few small dark spots. The typewriter keys are visible in the foreground, showing the mechanical components and the keys themselves. The lighting is soft, highlighting the texture of the paper and the metallic parts of the typewriter.

Thank you!

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